Chapter 1

INTRODUCTION

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INTRODUCTION

1.1 Genesis of the problem

"Why can’t you sell brotherhood like you sell soap?"1

In 1952, Wiebe raised this question which implied the art of selling soap or other commodities may have some bearing on the art of selling social causes or what is commonly referred as “Social Cause Advertising.” Considering advertising has a role in society, the question pertinent here is, can advertising be used for bringing about a positive social change? Can advertising principles and strategies which have been extensively used for commercial purposes, foster a social cause?

Well the answer is yes, advertising can indeed be a catalyst for social change. The same promotional techniques with which it sells the products and services can be effectively employed to deliver social welfare messages too. Well crafted advertisements delivered with a blend of persuasion and appropriate appeal backed with ample exposures not only make audience sit up and notice social issues but they also have potential to command positive attitudinal change.

Social messages such as urging people to quit smoking or pleading public to practice safer sex are frequently heard on radio stations or seen on hoardings vying for attention along with commercial advertisements. Indian media today is flooded with host of social messages. Many popular faces belonging to films, sports and television are regularly seen persuading the populace to adopt socially desirable behaviour.

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There are multiple social issues regularly being addressed on Indian media, yet barring a few social advertisements majority of them fail to make any mark. After careful observation several reasons can be attributed for the failure of these social advertisements. Firstly content wise social advertisements seem to be too bland. Social advertisements have limitations in terms of creativity and lack the charm to captivate audience’s interest. Secondly the choice of celebrities to endorse social issues seldom coincides with the need of the social cause under question. Celebrities are often selected arbitrarily without considering the celebrity’s credibility, popularity among the target audience and expertise in the respective area. As a result, the celebrity’s charisma either overshadows the social issue or his/her limited popularity fails to seek required attention. Several flaws are noticed even in the conduct of social advertisements. Social advertisements and commercial advertisements are run in the same space or slot. Compared to commercial advertisements, social advertisements have fewer repetitions. As a result social advertisements fail to make any mark amidst the clutter with limited recurrence leading to poor recall of such advertisements. Again audio-video medium like television is often used sparingly for social advertising compared to print or outdoor media. The wasteful and inappropriate decisions ultimately lead to ineffective social advertisements. There is no doubt about the potentials of social advertising but considering the way they are promoted in India definitely genuine efforts seem to be missing.

Advertising has a long and fascinating history and has been believed to have considerable impact both good and bad on the society. Advertising has entertained, moved and motivated its audience for more than a century. Unfortunately though, its role had been under scanner for wrong reasons and its contributions have been underplayed. The survival and growth of advertising amidst the controversies and criticisms shelled at it over the years itself make an interesting study. Studying how the emotional and persuasive tactics which have been successfully used for selling products and services actually fair when used for promoting socially desirable behaviour from a non-commercial or social angle
further promised to be an intriguing inquest. Scan of literature on social advertising however revealed a paucity of related material and this motivated the researcher to select such an unexplored area for a scientific endeavour. A quest thus began to explore ‘Social Advertising’ a less treaded aspect of advertising which is increasingly occupying the Indian advertising scene in recent times.

The other important aspect of the present research is studying the impact of social advertising with reference to ‘youth.’ Youth has been particularly selected for this study for several reasons. Firstly, the sheer proportion of this segment in the population calls in for attention. Size-wise youth dominates the Indian population; of the one billion population of India in the year 2000 half comprised of youth of less than 25 years.²

Secondly youth is one of the most fascinating and complex stages of life at both personal and social level. Mental and physical well-being and development during these formative years can be directly attributed to immediate environment where in parents, teachers and peers play a pivotal role. However with changes in lifestyle and growing impact of westernisation the parent’s and teacher’s influence is replaced with overpowering media. Television, radio and Internet are the new sources of education and information. Similarly research is full of instances of positive and negative influence of advertising on the youth. So when media and advertising used together in the form of social advertising they are likely to entertain and educate simultaneously.

Further youth of any country represents its dreams and aspirations; it’s a promise for better tomorrow. The development of youth into mentally and physically healthy individuals by providing them conducive environment is a basic responsibility of any country. In the era of globalisation youth faces innumerable challenges on local and global fronts. More so in a developing country like India,

² www.yuva.nic.in.
wherein multitudinous problems are resolved and fabricated everyday, youth is besieged by plethora of issues. Majority of the youth issues are directly and obviously related to the changing society around them. This not only connotes the problems created by the youth but also the problems faced by them. And as such for any country it becomes utmost necessary that these issues are resolved by proper understanding. The present study however is restricted to youth only in Mumbai Metro region due to geographical constraints.

1.2 Introduction to advertising

Advertising is defined as any paid form of non-personal communication about an organisation, product, service or idea by an identified sponsor. The paid aspect relates to the fact that the space or time for an advertising message has to be bought. The non-personal component means that advertising involves mass media like television, radio, newspaper and magazines that can transmit a message to large group of individuals at a time. This also means that there is no opportunity for any sort of immediate feedback from the recipient.

Advertising is one of the elements along with others like sales promotion, salesmanship and public relation that compose promotion. Promotion is one of the four controllable elements of the marketing mix. The others being product, price and place. The basic task of marketing is combining these four elements into a marketing program to facilitate the potential for exchange of goods and services with consumers in then marketing place.

From a service provider at a local level to a multinational in global markets, the application of advertising has been universal. Varying degrees of advertising are used by small and big advertisers. Advertising’s contribution is indispensable in the marketers’ promotional mixes. Companies targeting their products at mass

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Ibid.
consumer markets consider advertising as a cost effective method of communication. The consumers too rely on advertising for appropriate purchase decisions. The role of advertising in marketing over the years has undergone many changes. This has happened due to the dynamic nature of the environment in which it operates. Industrialisation, innovations in media and technological advancements have revolutionised advertising in its conduct and spectrum as well. Since the last century there has been upsurge in advertising’s role in marketing strategies beyond the periphery of promotion. In the era of globalisation marketers look up to advertising integrated along with other marketing communication tools to play a more complex role of creating distinct brand images and symbolic appeals. In the highly vibrant competitive marketing situations it holds a strategic position for achieving differentiation across other elements in the marketing mix.

Advertising is not merely a marketing function but also an important economic force in society. It performs economic function for an advertiser, affects economic decisions of the audience and is an integral part of the whole economic system. Advertiser is benefited as advertising creates demand, motivates consumption, maintains and enhances brand equity and brings economies of scale. Advertising provides information utility to consumers that helps them make better economic decisions than they would otherwise. Advertising fosters economic growth by facilitating new entrants and promoting competition. Competitive forces lead to real product innovation, efficient distribution of goods and absence of inflated prices. The development of new products and improvement of existing products can mean an expanding economy with more jobs and investment opportunities and a product selection that is continually improving in breadth and quality.

In spite of its contribution, advertising has been apprehensively examined with regards to its economic effects. There is criticism that advertising is a detrimental force and that has a negative effect on competition, product costs and consumer price. It is believed that marketers use advertising to change the customer’s tastes,
lower their sensitivity to price and build brand loyalty among buyers of advertised brands. This results in higher profits, reduced competition and market power for larger advertisers and higher prices and fewer choices for consumers.\(^5\)

### 1.2.1 Society and advertising

Advertising is an institution within the social, ethical, economic and legal environment due to its definitive role that helps in shaping the reality it depicts. Advertising’s position as an institution in society can be compared with other institutions such as marriage, family or school. Like these institutions it is influential on individuals in different ways. The institution of advertising is used to inform and persuade people about products just like schools function as institution. Advertising establishes the role of the consumer helping him or her to make judgments as to which brands to buy or use just as marriage puts people in familial role.\(^6\)

Advertising’s supporters maintain that the message it conveys merely reflects the values of society as whole and in that manner advertising just mirrors society. Proponents of advertising say advertising reflects popular culture, depicting in advertisements such scenes or people with which the audience can relate. This also gives the audience a sense of belongingness to a larger society. It also reflects the values of the society as a whole such as the materialism or value consciousness.

In contrast according to critics of the institution, advertising is a force that is able to mold the society. The criticism of advertising concerns the specific techniques and methods used as well as its effect on societal values, tastes and lifestyles and behaviour. In fact its ability to persuade and its presence in mass media have led to criticisms that it plays a major role in influencing and transmitting social values. It promotes materialism and in a way exerts social control over consumers without

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any sense of social responsibility. By promoting certain items as desirable, advertising creates unnecessary demand among people who may not need them. Advertising is even believed to be working at subliminal or subconscious level, especially to persuade consumers to purchase goods that they otherwise would not buy, though of course there is no scientific evidence to this.

By depicting individuals in certain ways in the advertisements, advertising provides behavioural norms for how society should act. The impact of advertising on special audiences like children, women and youth indicates the power that institution can have on society. Advertising can shape society’s beliefs by using stereotypes which reduce people or objects into classes such as race, gender, age and socio-economic status among others, based on inferences that are made from an individual or social context.

The debate on advertising’s benefits and drawbacks within society has been around almost as long as the field itself and it is unlikely that it would ever disappear. Critics focus more on its social role which is more than that of a mirror that reflects society but that of a social force which shapes society. On the contrary, the proponents present an economic argument that advertising benefits the society directly and indirectly, by providing employment and financing the media. The pervasiveness of advertising though makes it impossible to be but immune from its impact, either harmful or beneficial.

1.2.2 Introduction to social advertising
Advertising is undeniably an influential force, irrespective of whether it is believed to be a mirror of a society or a shaper of that society (or some of both). And perhaps because of that its use has been extensively noticed even in non-commercial areas beyond purely economical or marketing periphery. Social advertising is the form of advertising that is designed to educate or motivate people to undertake socially desirable actions. Advertisements meant for the general welfare on Polio eradication or AIDS awareness are commonly found
along with commercial advertising on mass media. This type of advertising is generally made by Government and Non Government Organisations (NGOs) who primarily shoulder the responsibility of society’s well-being, though this is not necessarily a pre-condition for social advertising. Several private companies in India are seen promoting social advertising as a part of their corporate social responsibility. Some companies undertake such social issues that are directly connected to their product or service while many others promote independent issues not connected to their line of business. The primary objective in social advertising is however social and not private gain. The only obvious benefit the advertisers enjoy is in terms of goodwill since their name appears in the advertisement as a sponsor. Contributions to social advertising are made by advertising agencies in the form of creative services which are provided at no or subsidised cost. The media contributes by way of free space or airtime.

An essential attribute of social advertising is use of emotions. Emotions in social advertising influence perception, memory and recall. They have the ability to bring about changes in attitudes and behaviour. Emotions also help people to remember the situations and messages in which they appeared. Emotions reduce criticism and rational thinking abilities and evoke physiological changes as well as changes of perception. Those changes have a strong impact on people and can motivate them to act, follow the suggestions expressed in advertising and deliver the promise of satisfaction. Social advertising covers serious and fundamental human problems like human suffering and moral choices. However existence of social cause and emotions are not enough to ensure the desired change. Getting people to cry or laugh is not enough. The emotions need to reach the mind and for this a sustained effort for a considerable time is required to build ways to conscience and subconscious. Social advertising needs to have a long term strategy and deep understanding of human motivations in order to achieve its goal – change in behaviour or/and attitudes. It requires both serious and genuine solutions. Social advertising has to get people thinking, talking and acting on the
social problems. Effective social advertising needs to be able to ignite a social debate and provide solution for general welfare.

Social advertising is promoted for varied objectives and directed at different target audiences by various advertisers. According to the International Survey of Social Advertising there is no consensus on the terms that are used to explain advertising, which is not to promote any commercial information but to plead for a cause. The diversified objectives of different advertisers in reaching their target audience makes it all the more difficult to use one term, which satisfactorily conveys the meaning of this type of advertising. At various times, it is referred to as “Public Service,” “Institutional,” “Idea,” “Non-product,” “Social,” “Advocacy” and “Public Relations” advertising. It is also referred to as Public-interest Advertising, Public Awareness Advertising, Public Service Announcements, Non-profit Advertising, Social Service Advertising, Opinion Advertising, Adversary Advertising and Cause-and-issue Advertising.⁷

Kotler⁸ classifies non profit advertising into five subgroups: political advertising, social cause advertising, philanthropic organisation advertising, government organisation advertising and private non-profit organisation advertising. Though political advertising does not directly come into the purview of social advertising discussed here, all the other four forms of non-profit organisations are directly concerned with social advertising. Social cause advertising has been aided by work of the Advertising Council, started during World War II as a means of securing public support for such causes as the purchase of war bonds, donation of blood and the enlistment of women into the armed services. Social cause advertising is primarily propagandistic in intent; it aims to persuade the public to adopt a particular point of view. Philanthropic or charitable advertising focuses on

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raising donations for worthwhile causes on an urgent or regular basis. The government organisation advertising relates to various state governments' and municipality's advertisements to attract tourists and new industries to their areas. Advertising by units of local government, such as park commissions and police departments about recreational opportunities, local events and safety tips to the residents of the community all fall under this category. Then there are advertisements by universities, colleges, museums, symphonies, hospitals and religious organisations for various purposes. These are termed as private non-profit organisation advertising.10

Public relation advertising involves the use of non personal, media communication by an identified sponsor to accomplish objectives that are not related directly to products or commercial services.11 The objectives of public relation advertising falls under two categories: image building and action inducing. Accordingly there are four types of public relations advertising and public service advertising is one of them. The rest three being institutional, advocacy and political advertising. Public service advertising is a type of public relations advertising which has a non product or non service perspective. Its distinguishing feature is that the focus of the advertising is on some matter of importance to public welfare. The social, economic or cultural issues dealt within the advertising are worthy of public attention and often public action. Sometimes the organisation may feel strongly about an issue and would wish to express its concern to such a cause and therefore promote issue related messages. This way it manages to generate a positive image in the minds of its audience too.

In 1980s USA witnessed a splurge in advertising which was for other than selling the product. Sandage terms such advertising as “Issue or Cause advertising” that

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10 Kotler Philips, op. cit.
11 Dunn Watson S. and Barban Arnold M., op. cit.
includes three principal subspecies: public service advertising, advertorials and political advertising. The advertisements primarily conducted by US based private non-profit organisation, The Advertising Council were termed as public service advertising. This organisation was responsible for conducting advertisements on worthy causes largely through the volunteer services of media and advertising organisations, advertising agencies, media services and thousands of individual magazines, newspaper and radio and televisions stations that offered their time or space to transmit the advertisements. Basically the causes it dealt in were non controversial by nature. Advertorial as explained by Sandage is another non product / service approach which is basically an expression of a position by an individual group or organisation, on a topic of some controversy through the medium of advertising. The third variety being the political advertising, this is conducted by political parties for promoting candidates and issues during elections in particular or whenever need arises.

Sandage has identified several reasons for the growth in these types of advertising in America. According to Sandage there was a philosophical climate favouring individual decision-making considering that the individual is 'sovereign' and is capable of making reasonable decisions that affect their lives when provided with full range of views on any given subject. Advertising's attempts of persuasion were considered permissible and even expected as ultimately people were capable of decision making and acting rationally. Secondly the use of advertising on behalf of the war effort during World War II was crucial to the development of advertising in non-product forms. War time experience showed that advertising was more than a sales tool. A new perception emerged: Advertising as a communications system adaptable to many needs. From that premise, there was room for experimentation. If it was useful to government and public service organisation, it could also be useful to those who were looking for new ways to

[^12]: Sandage C. H., Fryburger Vernon and Rotzoll Kim, Advertising Theory and Practice, All India Traveller Book Seller, Delhi, 1987, pp. 73-75.
communicate ideas. Lastly and perhaps most importantly advertising became one of the many conduits of expression in an increasingly complex society apparently demanding interdependency of governmental-social-group-individual units. Considering the various public issues that adversely affect the people in the society from all corners, non product advertising became a familiar form of expression.

1.2.2.1 Definitions of social advertising

Two definitions, one by Philip Kotler and other by Garbett highlight the essence of social advertising:

According to Philip Kotler ‘Social Change Campaign’ is an organised effort conducted by one group (the change agent), which intends to persuade others (the target adopters) to accept, modify or abandon certain ideas, attitudes, practices and behaviour.¹⁴

In the words of Garbett, Social / Public Service advertising is “that kind of advertising, either government or association sponsored, which promotes causes and activities generally accepted as desirable. By its nature, public service advertising is usually non-controversial. It may, then, be paid or presented by the media without charge. Most importantly, it is associated with “good works” about which there is consensus”.¹⁵

From the above definitions certain characteristics of social advertising can be deduced:

- Social / Public service advertising is a type of public relations advertising and as such has a non-product, non-service, non-profit perspective.

• The main focus of this advertising is on an issue which is socially desirable and generally non-controversial in nature.

• The social issues dealt in this advertising are targeted at a definite audience and often, calls for public action to accept, modify or abandon certain ideas, attitudes, practices and behaviour.

• The media and advertising agency make contributions by offering time/space and creative services respectively, either free or at subsidised rates. In case the media is paid for, someone other than the sponsor pays for it.

• This kind of advertising is an organised effort of the 'change agents' like government, voluntary organisations, media, advertising agencies and business houses, who intend to bring about a change in the society.

• The motive behind such advertising is non-profit irrespective of who conducts it. Social welfare could be the sole purpose for governments and social organisations to conduct such advertising. Business houses and media may undertake social advertising to discharge their social responsibility by doing it for free.

1.2.2.2 Social Advertising vis-à-vis Commercial Advertising

A brief assessment of social advertising in comparison to the general advertising of products or services for commercial reasons can facilitate better understanding of the concept.
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Table 1.1
Advertising vis-à-vis Social Advertising

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Social Advertising</th>
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<tbody>
<tr>
<td>Advertising is always one of the many activities conducted under marketing. The advertising objectives reflect and are necessarily a part of the marketing objectives.</td>
<td>Social advertising is not necessarily a part of social marketing, though in some cases it may be just one of the many aspects of social marketing. Many sponsors may conduct social advertising out of genuine concern about an issue. But apart from social advertising they may not take up any other responsibility of the issue they are advertising. For e.g. an organisation with a concern for environment may carry social advertisements on reducing the use of plastic bags but not actually provide alternatives for plastic bags.</td>
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The benefit to the advertiser is in the form of personal gain or profit that he aims to earn in case the advertisement is successful in creating sales. The benefit is neither personal nor is it in any material form and the sponsor is likely to gain only goodwill for his concern for the society. |

The objective is usually sale of the product, though advertising is also conducted for other objectives like countering the competition, creating a positive image or indicating the change in the brand name. The objective in social advertising is general welfare. |

Advertising at large is aimed at selling a product or service of the advertiser and sometimes while attempting this they may need to sell an idea also. Social advertising aims at bringing about an attitudinal or behavioural change in the audience. For e.g. an airlines company trying to sell their services might initially start with selling an idea of air travel being quick and hassle-free compared to road or rail travel. The anti tobacco advertisements attempt to bring behavioural change in the smokers by motivating them to give up smoking while advertisements creating awareness about ‘no discrimination against AIDS patients’ aims at bringing about an attitudinal change among the general audience towards these patients. |

Popular celebrities charge exorbitantly for endorsing various brands. Celebrities may lend support for social advertising for free also. |

Advertising agencies and media earn substantial revenue by creating and promoting advertising respectively. Social advertising is an opportunity for advertising agencies and media to exhibit their concern for the society and therefore they either do not charge at all or charge at subsidised rates for creating and promoting social advertising respectively. |

On certain occasions advertisers have used themes or ideas in advertising which were derogative or detrimental to society at large or for certain sections. Advertisers adopt such strategies to incite a controversy or spur up a debate and thereby enjoy a good recall amidst the clutter. The ideas promoted in social advertising are generally non argumentative and non-controversial. Though some times certain groups may object to the idea put across but the cause behind social advertising is by and large noble. |

The impact of commercial advertising can be measured to some extent in terms of sales generated by the advertising. The impact of social advertising is very difficult to gauge, especially in cases where it expects to bring changes in the attitudes and deep-rooted behaviour patterns of people.
1.2.2.3 History of social advertising

Campaigns for social change are not a new phenomenon. They have been waged from time immemorial. In Ancient Greece and Rome campaigns were launched to free the slaves. In England during the Industrial Revolution, campaigns were mounted to abolish debtor prisons, grant voting rights to women and abolish child labour. Colonial America was also the scene of numerous campaigns. In 1721, Cotton Mather sought to convince the citizens of Boston, in what was then the Massachusetts Bay Colony, to accept inoculations to ward off a small pox epidemic. James Madison, Alexander Hamilton and others published the Federalist Papers after the 1787 Constitutional Convention to win public acceptance of the new US constitution. American social campaigns in nineteenth century included the abolition movement; the temperance and prohibition movements and a movement to have the federal government regulate the quality of food and drugs. Though these are social change campaigns and strictly not social advertising campaigns, use of certain degree of social advertising is inevitable in bringing about the desired change.

In India too the socio-religious reform movements in different parts of our country during the nineteenth century to overcome the outdated practices of dowry, 'Sati' and 'Devdasi,' prevention of female infanticide and awareness about education to women are all examples of campaigns with social motives. Various social reformers like Raja Ram Mohan Roy, Dayanand Saraswati, Swami Vivekanand and their institutions have used such campaigns to create a social awakening. Lokmanya Tilak, Lala Lajpatrai, Bipinchandra Pal and many other extremist leaders of the nationalist movement launched their revolt against the British reign in the 20th Century through tools of social advertising like newspapers, periodicals and public gatherings. Social advertising is aimed at creating awareness among the masses, inform and educate them about socially relevant issues and in that sense

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16 Kotler Philip and Eduardo Roberto, op. cit. p. 5.
even Satyagraha and public meetings through which Mahatma Gandhi addressed the nation were the early forms of social advertising.

In recent times, social change campaigns have focused on health reforms (antismoking, prevention of drug abuse, nutrition and physical fitness), environmental reforms (safe water, clean air, preservation of national parks and forests and protection of wildlife refugees), educational reforms (to increase adult literacy, to improve public schools and to provide scholarships for needy students) and economic reforms (to revitalise older industrial cities; boost job skills and training and attract foreign investors). Other countries, such as Sweden, Canada and Australia, have launched vigorous campaigns to reduce smoking and alcoholic consumption, encourage safe driving and protect the environment. In some cases, these countries have been more effective in their social change campaigns than United States. Developing countries, such as the Philippines, Indonesia and China, conduct forceful social campaigns to inoculate children against viruses; to make widespread the use of oral rehydration therapies; and to promote family planning, literacy and healthful diets.\(^\text{17}\)

Thus it can be concluded that though it is difficult to pinpoint exact date of origin of social advertising, it has existed since time immemorial.

1.2.2.4 Classification of social advertising

Social advertisements have become a mainstay of advertising scene and all media carry multiple social advertisements. Social advertising can be differentiated on the basis of the issues they focus on, the media on which they are run and the languages in which they are conducted. Apart from these typical differences the researcher has identified several bases on which social advertisements particularly in India can be categorised, that are as follows:

[1] Sponsor
One of the most common ways of classifying social advertising is on the basis of the advertiser. In India often government and its various ministries run social advertising at national level to address issues such as awareness against disasters, promotion of Indian tourism and payment of Income Tax. In fact Government had been the leading advertiser in terms of volume for the years 2006 and 2007 by occupying airtime of some 3130 and 4960 hours respectively.\(^1\) Local units of state governments such as Mumbai police uses advertising for alerting citizens against terrorism, while Municipal Corporation of Greater Mumbai (MCGM) urges people through advertising to keep the city clean. Non profit organisations such as Cancer Patients Aid Association (CPAA) run advertising for early detection and prevention of cancer. Media is the advertiser when television channel, Aaj Tak seeks public support for issues such as eve-teasing and second hand smoke. Advertising agency is an advertiser when Percept advertises to fight against film piracy. Companies are regular advertisers; Maruti Udyog had launched advertisements for inculcating safe driving practices among people.

[2] Objectives of the advertising campaign
On the basis of the objectives that social advertising intends to achieve it can be classified into awareness oriented and action oriented campaigns. Some social advertisements are aimed at just informing the audience about a matter such as government informing the audience about a new power plant it has set up for facilitating power supply through social advertisements in media. While social advertising by NGO working for orphans would expect a concrete action from the audience such as sponsoring a child’s education.

[3] Nature of change expected by social advertising
Social advertising may be classified on the basis of the change or the difference that they want to bring about. The changes can be in attitude, behaviour and sometimes even both. These changes could vary on the basis of time they take; some could be achieved on immediate basis while others may take time to ensue. Further these changes may be obvious and easily visible and sometimes they may actually take place but may not be visible. Social advertising waged against discrimination suffered by AIDS patients at work aim to bring attitudinal changes among the general people. Here the purpose of advertisement is to create awareness about the issue and the change expected is in the attitude of the audience. Moreover the expected attitudinal change may take considerable time to sink in and even if the change takes place it may not be visible at all. On the other hand there is social advertising aimed at bringing about changes in the audience’s behaviour. Social advertising appealing audience to use seat belts while driving is a visible change that can be brought about in a short time, especially if the system involves penalising the offenders.

On the basis of time frame social advertising can be classified into time bound social advertising and social advertising without any specific time frame. The popular Pulse Polio drive is conducted on specific dates and as such appeals parents to bring their children for the oral polio vaccinations on the prescribed dates. The advertisements by tax authorities for paying service or income tax want their audience to file their tax returns before the deadlines. While social advertisements for donating eyes or organs do not have any time frame. In case the audience is convinced with the idea of donating they can complete the formalities for donation as per their wish.

[5] Relevance in terms of duration or event
In certain cases social advertising are relevant only for a particular duration or event and later it seems meaningless. Social advertisements based on fund raising
for earthquake victims in a particular village will have relevance only for few days or months after the earthquake. Social advertisements on long distance trains introduced by railway ministry during festive seasons will not hold any relevance after the season is over. Whereas, appeal to plant more trees or save water will perhaps never cease its relevance as it is not connected to any event.

[6] Target audience
Social advertising can be classified on the basis of the target audience they are meant for. There are social advertisements that are targeted towards a specific segment of the society such as anti tobacco advertisements that are specifically targeted towards smokers. Whereas some social advertisements are pervasive in their appeal and do not target any specific audience like fostering brotherhood.

[7] Geographic area covered
On the basis of the geographical area social advertising can be classified into local, regional, national and international. Some social advertisements are limited in their scope and their applicability is limited to a particular locality. A hospital organising health camp for people from specific locality will restrict its advertisement to the locality only. A state government advertises about employment schemes for people only belonging to its state. The health ministry of India promoting social advertisements against consumption of tobacco products in public places are applicable nation wide. The United Nations promoting advertisement against terrorism has an international appeal.

[8] Independent social advertising versus social advertising as a part of social marketing
Social advertising can be a part of social marketing and in such case is expected to function as per the role assigned to it in under social marketing. In India to tackle the AIDS epidemic social marketing adopts various approaches, such as distributing free condoms, providing treatment to the patients at subsidised rates and conducting lectures on sex education for youth. Along with all these, AIDS
related social advertising is also promoted in keeping with the need of the entire social marketing effort aimed at fighting AIDS. On the other hand there are social advertisements conducted on issues independently like eve-teasing and domestic violence just to create awareness that may not be part of social marketing.

[9] Related versus unrelated social advertising to the advertiser’s line of product or service

This classification is applicable to social advertising campaigns that are run by business organisations such as manufacturers or service providers apart from government and non-governmental organisations. The contribution to the cause is the cost of obtaining objectives of goodwill, high employee morale and enhanced corporate and brand image, though in certain cases the organisations also seem to make higher sales and increase their market share by taking advantage of social cause advertising. The social advertising conducted by such advertisers basically falls in two categories, issues connected in some way to the line of product or service they manufacture/provide and the issues not connected in any way to their line of business. Car manufacturers promoting use of seatbelts and liquor manufacturers creating awareness about drunken driving are social advertisements associated with the advertisers' businesses. In some cases the advertisers adopt a social cause not associated with their line of business, either out of genuine concern or out of profit motive. A manufacturing organisation conducting social advertising to raise awareness on female feticide or child abuse may not have any direct connection of these issues to their business. And the companies will be benefited by way of goodwill only and not material gain. But an organisation appealing to audience to buy the company's brands because the profit from sales will be used for a noble cause is actually trying to use the social cause as a peg to motivate the socially aware customer to buy the brand and show their support. The organisation in such cases stands to gain a positive image amongst its audience as well as make monetary benefits by riding on the social issue.
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[10] Paid versus free social advertising
On the basis of the money involved in running social advertisements, social advertising can be categorised in free or paid up advertisements. Some social advertising because of their noble cause may enjoy contributions from different quarters, like advertising agency may provide creative service for free and media may allot free space or slots. In some cases social advertisements can be conducted by paying for the services undertaken exactly in the same manner in which commercial advertisements are run. The professional advertising agency is hired to create advertisements and media is paid for the number of slots or spaces utilised.

Social advertising can be classified on the basis of the beneficiaries likely to gain from social advertising. Certain social advertisements bring benefit to the audience and in certain conditions it benefits some other party. The advertisements promoting regular check-ups for women above 40 years of age for cancer detection/prevention are likely to benefit the women themselves who take up tests regularly. Whereas a charitable institution working for aged people seeks donations from the citizen that will benefit the inmates of the institution and will not bring any direct benefit for the donors.

Thus social advertising can be classified in multiple ways.

1.2.2.5 Challenges of social advertising
Today social advertising and commercial advertising suffer similar problems such as dull sensitivity, immunity to advertising messages, scarce attention and increasing clutter. One of the many challenges faced by social advertiser is difficulty in communicating about social causes to the masses. Absence of proper communication about social problems leads to ignorance and misunderstandings about the concept per se and aggravates the problem in question. Further not all social campaigns are effective enough to achieve their objectives. There are many
reasons why social campaigns fail in spite of the noble cause for which they are undertaken. Some of the factors responsible for this failure are:

- **Advertiser related factors**
  
  There could be several advertiser related factors responsible for not getting the desired response. Any advertising campaign requires good research in order to have clear understanding of the target audience. Since social advertising aims at bringing about behavioural change it becomes even more empirical to understand the factors that motivate the target audience to bring about the desired action.

  Secondly the advertisers who undertake social advertising, particularly the corporate sector often take it as an image enhancement exercise and lack deeper commitment to the underlying social causes. This is obvious from the meager advertising budget sanctioned for the social issues in comparison to the advertising budget sanctioned for the commercial advertising. The lack of eye for detail and organisation of the social advertising in a comprehensive manner further illustrates their indifference towards the underlying social issues. For example many companies take up anti-smoking issues but fail to provide any concrete measures to deal with problems that smokers may experience physically and mentally when they actually quit smoking. It is also noticed the advertisers' link social cause with their regular brand advertising because it is a new or creative way to appeal to customers or it helps to break the clutter and some times enables the advertiser to score over the competitors but not out of their genuine concern for the society.

- **Audience related factors**
  
  One of the greatest problems that social advertisers face is that of apathy and defensiveness from the target audience. Audiences may be indifferent because they fail to identify with the situation and its importance, further they may have had no previous involvement with the concerned issue. Audiences may be defensive due to the costs and inconvenience involved in bringing about
behavioural change. For example buying and using helmets could be both costly and inconvenient for two-wheeler riders.

- **Message related factors**
  Message factors relates to the content and conduct of presentation. The messages that do not convey real motivating benefits to target audience in an attention getting way are not effective. Advertisements fail because they often lack cause-appeal match and creativity. Advertising messages are also ineffective when they fail to provide any easy way to respond positively.

- **Credibility factors**
  The credibility of the communicator determines the acceptance of any communication. When the credibility of the communicator is high it results in acceptance of the message leading to intended behavioural change. When issue-celebrity match is lacking in social advertising celebrity communicator’s credibility is poor. Consequently the acceptance of the message is affected and there is no or limited behavioural change.

- **Media related factors**
  The success of social campaign largely depends upon the media associated factors. Selection of media and media vehicles, media schedule that comprises of suitable timing, ample repetition and duration of the entire campaign, all play a decisive role in the fate of the advertising campaign. All these factors have to be carefully selected considering the target audience and concerned social issue. Social campaigns fail due to drawback in any of these factors.

- **Issue related factors**
  Social issues differ in many respects. Some social advertisements call for behavioural changes, which bring about immediate benefits, while others benefit in the long run. Adoption of behavioural changes promoted through some social advertisements provide benefit at individual level while others provide benefits at
social level, yet others provide both individual and social benefits. Some issues call for individual action and some for collective action, yet others call in for both. Issues, which provide long-term benefits only, benefits at predominantly social level or demand for collective action, pose a major advertising challenge.

Social advertising is affected by multiple factors and this poses a challenge to the social advertisers who have a daunting task of making effective social advertisements.

1.2.2.6 The social advertisers in India

1. Directorate of Audio Visual Publicity

In the Indian context, the foremost in advertising is the Directorate of Audio Visual Publicity (DAVP) and other such agencies, which are all a part of the Ministry of Information and Broadcasting - the sole agency of the Government of India in the field of mass communication. The DAVP is the nodal multi-media advertising agency of the Central Government of India. It caters to the communication needs of all Central Ministries/Departments and around 200 public sector undertakings and autonomous bodies and provides them a single window cost effective service. It informs and educates the rural and urban people about the Government's policies and programmes and motivates them to participate in development activities. As the only and biggest advertising agency in this field the Ministry of Information and Broadcasting has a comprehensive set-up of its mass media units with its regional and branch offices in different parts of the country. Being the central agency of the Government, DAVP publicises the policies, programmes and performances of various ministries, departments and autonomous bodies through the widest range of communication media. DAVP has been working as a catalyst of social change and economic growth over the years. It has been instrumental in creating awareness amongst masses on socio-economic

themes, seeking their participation in developmental activities and for eradication of poverty and social evils.

The origin of DAVP can be traced to the times of World War-II. Immediately after the outbreak of Second World War, the erstwhile government of India appointed a Chief Press Advisor. Chief Press Advisor, besides other responsibilities also looked after advertising. A post of Advertising Consultant was created in June 1941 under the Chief Press Advisor. This is where DAVP has its roots. On 1st March, 1942, the Advertising Consultant Office became the Advertising Branch of the Department of Information and Broadcasting. Following the expansion in its scope, functions and activities this advertising unit was declared an Attached Office of the Ministry of Information and Broadcasting on 1st October, 1955. The office also assumed the name of Directorate of Advertising and Visual Publicity. DAVP was further declared as Head of a Department on 4th April, 1959. By virtue of this declaration, financial and administrative powers were delegated to DAVP. Following are the major objectives of DAVP:

- To perform the functions of a multi-media advertising agency for the Central Government.
- To act as service agency for Central Government ministries/departments and to meet their publicity needs including production of media inputs as well as dissemination of messages/information.
- To help Central Government departments in formulating communication strategies/media plans and help implement them at the grass-root level by providing multi-media support.

DAVP uses full spectrum of communication channels to reach out to the urban and rural masses. The channels of communication used are:

- Publicity through Mass Mailing - Mass mailing wing of DAVP primarily deals with dispatch of printed material to various cross sections of people in different
parts of the country. The Wing is one of the biggest set ups of its kind in the country and presently maintains an address bank of 16.50 lakh addresses spread over 564 categories.

- Outdoor publicity - Outdoor publicity wing uses multiple outdoor options such as hoardings, bus-panels, kiosks, wall paintings, banners, animation displays, decorative railings, cinema slides, metro display boards and inside panels of metro trains to spread messages.


- Audio and Visual (AV) publicity - The AV cell of DAVP undertakes publicity campaigns through radio and video sponsored programmes, jingles and audio-video spots on AIR (All India Radio), Doordarshan, private satellite television, radio channels and Directorate of Field Publicity (DFP) units on various issues of social relevance and national importance. Various campaigns on National Rural Health Mission for Ministry of Health and Family Welfare on health related issues are being broadcast/telecast on AIR, Doordarshan and private television channels. A number of weekly sponsored radio programmes on various developmental issues are produced by DAVP and regularly broadcasted from various AIR stations. These programmes are produced in Hindi and regional languages in interesting drama format with a duration of 15 to 30 minutes. These are broadcast all over the country through Primary Channels and Commercial Broadcasting Service (CBS) stations of AIR. DAVP also uses the AV media to give publicity to variety of social issues.

- Exhibitions - Exhibition wing arranges exhibition on variety of issues. DAVP has a network of 35 Field Exhibition Units spread all over the country. The Field Exhibition Units of DAVP act as a vital communication link between the
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Government and people. The field functionaries hold exhibitions on social and developmental themes to far-flung areas of the country to disseminate information about the policies and programmes of the Central Government. Apart from this DAVP Field Units organises exhibitions in famous melas and festivals such as Trissur Pooram Festival in Kerala, Nauchandi Mela at Meerut, Puri Rath Yatra, Chandausi Mela, Sonepur Mela, Gaya Petrepaksh Mela, Arogya Mela at India Trade Promotion Organisation (ITPO), Dussera Festival at Mysore and Perfect Health Mela at Sekh Sarai.

- Print advertisements - As the central agency of the Government, the DAVP publicises the policies, programmes and performances of various ministries departments and autonomous bodies through the widest range of communication media through press advertising. It uses nearly 3000 newspapers and periodicals for press advertising.

Thus DAVP has been contributing enormously to the general welfare through its number of channels. However in the recent times DAVP is routing its social advertising towards television, from radio spots and print space which were its primary channels of advertising so far, possibly due to the potentials of television medium.

2. Doordarshan as a medium of social advertising

Doordarshan started in 1959 in India. Since then Doordarshan has been playing a leading role in the socio-economic development of the country as a sole public service television broadcaster.

At present when more than 300 television channels are beaming programmes from within and outside the country, there is immense competition to Doordarshan for attracting more and more viewers by adopting all sorts of methods. On the other

hand Doordarshan also has a responsibility of providing healthy media support to socio-economic development of the country being the only public service television broadcaster.

Present terrestrial coverage of Doordarshan is 79.1 per cent in terms of area while in terms of population coverage it reaches 91.4 per cent of Indian population. In the bouquet of Doordarshan DTH (Direct-To-Home) service i.e. DD Direct Plus there are 36 television channels and 20 radio channels and it is a free to air service.

According to Indian Readership Survey TV Report 2006 (Round 2) there are 212.7 million television homes in the country. About 56 per cent television homes in the country have cable connections. The corresponding percentage in urban and rural areas is 70 and 42 respectively. Doordarshan is trying to reach those television homes having no cable and satellite connection, through its DTH service 'DD Direct Plus.'

From the very beginning Doordarshan has earmarked a sizable chunk of its time for telecasting various programmes to provide media support to socio-economic development activities of the country. Programmes based on agriculture and rural development, women, children and family welfare, adult education, youth, civic sense and public awareness and science and technology are some of the important programmes for socio-economic development of the country. In addition to this Doordarshan has been broadcasting special programmes during natural calamities such as floods, earth quakes, epidemics and famines. Doordarshan's news channel provides news and current affairs programmes on the development taking place in different parts of the country and in various fields.

In order to manage developmental programmes efficiently Doordarshan created two separate wings namely Development Communication Division (DCD) and Narrowcasting. Narrowcasting deals with agriculture and allied subjects whereas DCD was set up in 2001 particularly to discharge Doordarshan’s social
responsibility of highlighting development-oriented issues and to cater to the communication needs of government departments and public sector undertakings. The concept was born out of a need to generate revenue by securing funds from government partners including ministries, departments and public sector undertakings. The unique revenue generation scheme envisaged flow of earnings by selling airtime at competitive rates.

The DCD made a promising start with a bi-media, radio and television campaign for the Ministry of Rural Development (MoRD). The rural development campaign was on a large scale. It was conceptualised with the objective of optimum utilisation of resources in Prasar Bharati (programme, engineering and research) while building on the strengths of the network in terms of reach and access to rural audiences. The Division took on this huge challenge to rediscover the role of the public service broadcaster and tap creative in-house potential. The prime objective of the rural development campaign was to create awareness among the target audience. It focused on creating awareness about various schemes of the ministry in areas as housing, roads, drinking water and sanitation. As many as 150 stations of AIR and 32 centers of Doordarshan were involved in producing and broadcasting content to create awareness about a dozen schemes of the Ministry that targeted six lakh villages through programmes in 29 languages and dialects.

The effort resulted in production of 1008 programmes. Doordarshan also experimented with the production of public service advertisements. Exchange of success stories across various linguistic regions and cultural zones contributed to the success of this campaign. It also encouraged viewers to follow practices for preserving natural resources. The Audience Research Survey indicated awareness generation among 69.4 per cent of the target audience on the rural development. Following are some of the key projects undertaken / partnered by DCD:

- Partnered with the Global Media AIDS Initiative (GMAI) launched by the UN Secretary General Kofi Anan in January 2004. It was also actively involved in
the National Summit on HIV/AIDS chaired by the Prime Minister of India and partnered with MTV, a music channel for this summit.


- Produced programmes for campaigns on Pulse Polio and blood donation.

- On behalf of Insurance Regulatory Development Authority, DCD launched a campaign to create awareness among people about benefits of insurance.

- Partnered with the Department of Administrative Reforms and Public Grievances, Union Ministry of Personnel, Public Grievances and Pensions for the production of programmes on best practices in e-governance in India.

- Department of Company Affairs, Ministry of Finance commissioned DCD for a campaign called “Paisa Hamara Faisla Hamara” on investor awareness and education.

- Initiated multi-media campaign for the Department of Consumer Affairs to generate awareness on consumer rights featuring popular programme ‘Jaago Grahak Jaago.’

- Initiated campaign for generating awareness of birth and death registration under the Ministry of Home Affairs.

- DCD is been entrusted with campaigns for elementary and adult education, science and technology, women empowerment, trafficking, tribal affairs, petroleum conservation, water conservation, environment and forest, productivity council and income tax.

From five partners and nine campaigns in the year 2001-2002, DCD has come a long way with 61 campaigns in the year 2005-2006. This seven-fold increase in just five years is noteworthy. The government campaigns by the division during this period have contributed to 850 per cent growth in revenue. The campaigns by DCD have resulted in qualitative and quantitative improvement of in-house productions using Doordarshan’s creative talent and infrastructure. Previously, ministries and departments depended on private producers for their production and
Doordarshan only ran their own campaigns. But the Division succeeded in reviving in-house productions by tapping talent from the right quarters and with the right support from the Prasar Bharati management. In the process of strengthening in-house production capabilities, the division also assumed responsibilities for upgrading skills of creative teams and improving coordination among various wings of programming, engineering, administration and research at the headquarters and in the field. Fifty such training workshops have been designed and conducted by the division, some with BBC (British Broadcast Corporation) trainers and some at the Film and Television Institute of India, Pune.

The DCD works as a bridge between government ministries and departments on one hand and Doordarshan on the other. DCD focuses on the specific objective of fulfilling the communication needs of these client departments. DCD functions as a single window marketing division and a production house for Government ministries and public sector undertakings. It offers turn-key solutions covering all aspects of media planning, software production, scheduling and impact evaluation. Within a short span of its inception, DCD has succeeded in revitalising in-house production activities within Doordarshan.

DCD’s outstanding efforts have been credited with several accolades. ‘Kalyani’ have brought Doordarshan national and international acclaim through GATES Malaria Partnership, Commonwealth Broadcasting Association (CBA) Awards, 2004, nomination for the prestigious ROSE D’Or Awards of Switzerland, 2005 (HIV/AIDS), 31st RAPA (Radio and Television Practitioner’s and Advertiser Association Awards) in 2005, UNFPA (United Nations Fund for Population Activities) - Laadli Media Awards for Western Region, 2006-07 and UNFPA - Laadli Media Award Eastern Region, 2007. Other awards for the programmes of DCD include the Commonwealth Broadcasting Association Awards, 2003 (HIV/AIDS; ‘Haath Se Haath Mila’), Indian Telly Awards, 2004 (best public service spots, HIV/AIDS), Indian Telly Awards, 2003 for best thriller (‘Jasoos

In short, Doordarshan and particularly its DCD has proved to be a significant contributor in providing programmes that are need based, effective and useful for the audience and play an important role in the socio-economic development of the country. In this respect it certainly proves to be a channel with a social service vision and this perhaps is the biggest difference between Doordarshan and other profit oriented private channels operating in the country.21

3. Contribution of other media in social advertising
It is worth noticing that though private channels and other media like radio and press, in general are primarily profit driven, they also show commitment to social welfare. The Indian media has been contributing responsibly while addressing social issues. Media have articulated their own ways and means to exhibit social concern. Some media owners are providing free slots on radio stations or television channels while publishers are providing free spaces on newspapers and magazines, for public service advertising. There are other media owners who have gone ahead and started their own initiatives to address the social problems. Media in some cases have also acquired the role of advertisers and launched their advertising campaigns, while some have contributed by way of recognising and appreciating the role of those social advertisers who have actually done social good by rewarding their work.

Amongst those who have provided subsidised or free slot/space for social advertising are the television channels, ranging from the domestic ones like Zee, Sony and Star TV to international ones like Discovery and BBC (a practice initiated by Doordarshan).22 To equip its readers with accurate information on

21 Ibid.
22 Guram Alice, "Social Ads from India Make It to London Festival," Indian Express, November 15, 1998.

32
HIV/AIDS, Dainik Jagran one of the largest read daily in India, contributed in terms of periodic editorials and advertising space inventory of 4,000 sq. cm., valued at Rs. 9.3 million.

The media have also contributed by way of launching social programs and social advertising voluntarily on the issues which according to them need attention. Zee Entertainment Enterprises has launched ‘Zee Touch India’ initiative, recognising its social responsibility, wherein corporations can show their social films on all 15 channels owned by Zee TV, without paying for the airtime. Zee Touch also runs half hour program ‘Zee Jagran’ that showcases charitable endeavours taking place in the society. Considering the way HIV/AIDS has taken its toll on Indian population many broadcasting and press media have been instrumental in bringing about awareness by focusing on different aspects of HIV/AIDS. Heroes project is a national HIV/AIDS initiative, launched in July 2004 to work with media organisation and societal leaders in India. The project saw many television channels and publishing houses supporting the cause in their own way. Television channels such as Star India, SET India, MTV India, SUN TV and NDTV have established a media partnership with Heroes Project since 2004 to reduce HIV/AIDS stigma and raise awareness of its prevention through television and mobile phone media.

Besides this the Dainik Jagran group has designed on the ground events under its forum called ‘Jagran Pahal.’ Hindustan Times too carries regular news reports on HIV/AIDS through their interactive weekly column. The Hindu Group incorporated content on HIV/AIDS in their 'Newspaper in Education (NIE) programme' for schools in its special feature section ‘Young World.’ Bennett, Coleman and Co. Ltd. of Times group and publishers of popular English newspapers Times of India, The Economic Times and Mumbai Mirror launched their social campaigns, ‘India Poised,’ followed with ‘Lead India’ and ‘Teach...

\[\text{www.zeetelevision.com.}\]
India’ initiatives. Rather than only partnering with other advertisers, Aaj Tak one of the leading Hindi news channels addressed the various social evils such as corruption, eve-teasing and smoking in public places through social advertising.24

Like Doordarshan some private channels have extended their support for the social causes by weaving the social cause in the programmes, serials and shows broadcasted on their channels. Zee TV, Sony TV and MTV India had woven HIV/AIDS awareness messages into its top youth-centric entertainment programmes and reality shows. Storylines of prime time shows highlighted concerns and issues related to the youth.25

Websites is yet another way in which media houses cater to the audience’s queries and provide them personalised assistance. Dainik Jagran deploys its popular website jagran.com for AIDS awareness. Hindustan Times’ popular website, HindustanTimes.com featured a special micro-site on HIV/AIDS called ‘Surviving AIDS.’ Daily News and Analysis (DNA) another news publisher has launched the website, eyesandears.in after the terror attack on Mumbai on 26th November, 2008.

MTV India, a music channel catering primarily to youth found a unique way to exhibit their societal concern. MTV recognised the efforts of the team behind film ‘Phir Milenge,’ one of the few mainstream Hindi films on the subject of HIV/AIDS by awarding them MTV Staying Alive Award at MTV India's biggest flagship award event - MTV IMMIES (Indian Music Excellence Awards 2004).

Additionally in crunch situations media has contributed in all possible ways to sail through the crisis. In times of major accidents, earthquakes, wars and floods various media groups have provided with help-lines and updated information,

mobilised funds, food and clothes and have reached out to the victims with necessary aids. In the wake of the terror attacks in Mumbai on 26th November 2008, one of the biggest attacks of the recent times, Indian news media have been instrumental in becoming the change agents. Various initiatives have been launched to create awareness about terrorism and to find solutions to some of the key issues which could prevent India from facing a similar situation in future.26 Radio stations, publishers and television channels all showed their concern and anguish over Indian Government’s apathy towards these attacks in their own ways.

Thus in the recent past Indian media has been playing a pivotal role in addressing social issues. They have emerged as dynamic change agents playing their part quite diligently.

4. Contribution of corporate towards social advertising

The Indian corporate too have been actively involved in social advertising. Their contribution to the social causes has been in multiple ways. Some firms carry social advertising as their corporate social responsibility, for example a manufacturer of alcohol like Seagram promoting social advertising for awareness about drunken driving or Reliance energy advertising on saving energy. Maruti Udyog has been promoting safe driving. Finland's telecom giant Nokia launched 'why talk while driving?' advertisement to educate Indians about mobile etiquette. United Breweries has been promoting sensible and socially responsible drinking.27

Whereas there are manufacturers who have adopted social causes not connected to their line of business in any way. Tata Tea, the market leader within the tea category, has initiated ‘Jaago Re’ out of their belief that they have a social responsibility to create awareness about the problems that India faces and to

initiate positive action to help society break free from apathy.\textsuperscript{28} Idea Cellular has been celebrating the power of ideas that can bring about social change through their commercials.

Many corporations have integrated philanthropy into their overall corporate goals. They usually allocate a percentage of their annual budgets to a variety of causes to which they contribute money, expertise or promotional know-how. Socially responsible activities enhance the image and stature of the company among its many publics and indirectly contribute to the company’s commercial objectives, creating a win-win situation for the company and for society.

Some companies pick up issues that can provoke political discourse and public debate which in turn will lead to social cause and some prefer to support non controversial causes such as discouraging underage drinking or promoting fitness.\textsuperscript{29} For example Idea Cellular tries to show social change in their advertisements and according to them that reflects their brand ethos and allows them to differentiate from others. This social theme that they have adopted is rather in line with the general mood of the nation of social consciousness.

Similarly some companies have found ways of addressing the social issues in yet innovative manner, by associating the sale of their product with a social edge, termed as ‘Cause Marketing.’ Such messages aren’t just about corporate social responsibility but a distinctive approach for appealing consumers. The companies promote their advertisements wherein there is a promise made to prospective buyers that in case they buy the brand then a pre-determined percentage of the profit will be utilised for some social welfare. Commercials for ITC’s products such as Sunfeast biscuits and Aashirvaad wheat flour, speak of how the sale and purchase of these will help the company fund water-conservation efforts or

\textsuperscript{28} www.jaagore.com.
\textsuperscript{29} Schiffman Leon and Kanuk Leslie Lazar, Consumer Behaviour, Prentice-Hall India, New Delhi, 2000, p. 613.
provide employment for people in rural areas. The social welfare here becomes a peg and the consumers buy the brand with a feeling that in this way they are discharging their social responsibility. The Indian advertisers have realised social and environmental messages appeal to consumers and in a way boost the sale of the brands. In this way companies are reaping dual benefits, at one end they are promoting themselves as a socially responsible corporate. This helps them earn positive image. Whereas on the other hand companies make monetary gains since more people buy the brands owing to the social cause.

There are non-profit organisations too that undertake social advertising with specific objectives in their stated mission. Thus a cancer society like CPAA promotes healthy social practices and informs and educates the public through social messages. These are social causes that fulfill the prime objectives of such a non-profit organisation that sponsors them and marketing these causes is their major reason for being. Organisations like NACO relies heavily on social advertising to disseminate information on various issues related to HIV/AIDS like promoting healthy sex practices through use of condoms, to fight with social stigma associated with HIV/AIDS patients and to prevent mother-to-child transmission.

Thus India Inc. had been showing keen interest in welfare of the society by promoting social advertising in multiple ways for addressing multiple issues.

5. Contribution of advertising agencies towards social advertising
Agencies usually contribute towards social advertising by lending their creative services at subsidised fees or by not charging for them at all. The advertising agencies through social advertising thus get an opportunity to discharge their social responsibility. Some agencies have a dedicated department to look after social advertising. Lintas, a reputed advertising agency, when under Alyque

Padamsee, who is currently chairman of London Institute of Personality Development, had special units with the mandate to create social communication messages which can be sponsored by interested parties. The agency used to keep one per cent of their profits to make such public service advertisements. In Lintas no charges were made for the creative work done, which was the contribution of the agency to the society. In case of O&M India who has done its share of social welfare with campaigns for CPAA, Jaipur Foot Association and Indian Association for Promotion of Adoption and Child Welfare among others the practice is little different. When it comes to charging the client for social advertising, the agency assesses the client and if the NGO/client in question does not have a budget the agency does not charge for the creatives though they usually ask for reimbursements of actual expenses incurred. In their personal capacity too, many of those in advertising have helped out the needy. As one grateful mother of a special abilities child says: “Prasoon Joshi, executive chairman and regional creative director, south and south-east Asia, McCann, Prahlad Kakkar, advertising filmmaker, Piyush Pande, among others took time out to do sessions on filmmaking with a group of special abilities children, free of cost. These sessions helped them open up a great deal.”

Following are some of the contributions made by the advertising agencies:

- The advertisement shown on several television channels made by Piyush Pande of O&M Advertising, focusing on the fact that smokers don’t have much time to live is effective since it targets the younger generation who are still making the decision whether to smoke or not. O&M has been regularly associated with making social advertisements for different advertisers. O&M had made a very impressive social advertising campaign for National Literacy Mission to encourage adult education. 

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- The advertisement created by Contract Advertising with the message "Every cigarette pack comes with an expiry date . . . . . . Smoking kills" put up on hoardings effectively drives home the point that smoking decreases the life expectancy. Contract Advertising also made series of advertisements which appeared in newspapers like Indian Express and Loksatta (a Marathi Daily) regarding passive smoking. The advertisements depicted how often smokers endanger the lives of non-smokers by smoking in their presence.

- Varsha Chawda of SOMAC, the Social Marketing and Communication wing of Lintas, created outdoor advertisements showing the word "BREASTS" in mirror image. The message "Check in the mirror at least once a month" emphasised the importance of self examination in diagnosis of breast cancer at the earliest possible stage when it is curable.

- Trikaya Grey devised an advertisement showing a tongue protruding out of a mouth. The copy extending over the tongue says "Cut here." A coupon was provided for mailing to CPAA for information on cancer. This advertisement which appeared in Loksatta a Marathi daily was highly effective since a number of enquiries were received in response to this advertisement.

- Mudra started its 'Child domestic work-awareness' media campaign through billboards after conducting intensive research involving 2,000 children engaged in domestic work. The communication attempts to heighten the fact that children as domestic workers most often do the kind of work that adults ought to do. The campaign idea, 'domestic work isn't child's play,' is dramatised by replacing the home setting where they do their chores with toy houses – complete with a kitchen set, bathroom set and bedroom set that typically children play with. The agency has used bus shelters, bus panels and hoardings at prominent places, followed by a print campaign in select magazines.

- The social division of a well known advertising agency Leo Burnett, Leo Hope, works with an NGO, Prerana. They have made use of mass media such as television and press advertising for addressing the issue of child trafficking. The communication works on the insight that the girl child from a village is
often lured with false promises to big cities, where she becomes a victim of child crimes.

- Rediffusion-DY&R Brand Communications made a campaign on child prostitution. Made by the trio, Adrian Mendonza, Parag Tembulkar and Mangesh Rane, this film was a sensitive portrayal of a real-life story picked up from police files. The film was made in-house by Rediffusion to fulfill their social responsibility without charging any money. Fortunately Mumbai daily Afternoon Courier and Dispatcher sponsored the campaign and showed their commitment to the social cause. Rediffusion India had assisted Mumbai Police and Punjab Police with their advertising dealing on issues such as traffic signals safe driving, road signs, safety at home, neighbourhood watch schemes and highway safety.\(^{33}\)

The advertisements made by various advertising agencies for CPAA were made with no fees at all or they claimed only reimbursements for expenses incurred.\(^{34}\)

Thus advertising agencies have been instrumental in the field of social advertising and have been making social advertisements out of their sense of moral responsibility.

6. International aid for social issues and social advertising

At international level too India receives assistance from international agencies for various social causes. The International and United Nations’ agencies that provide significant technical and material assistance to India include the following:\(^{35}\)

\(^{33}\) Guram Alice, op. cit.


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- The United Nations

The United Nations has been providing funds to India for various social causes. India receives assistance for national level family welfare scheme under UNFPA and for other issues such as literacy, girl child and drug addiction.

- United Nations International Children’s Fund

The UNICEF assistance to India has been in the Maternity and Child Health programmes and expanded programmes on immunisation. The assistance has been in variety of forms including medical supplies and equipments such as syringes and vaccines for pediatric units of district and sub-district hospitals, publicity materials and in-service training and health education.

- World Bank

India has been receiving World Bank assistance in the projects that were aimed at improving health and family welfare, reducing fertility and reducing maternal and child mortality and morbidity.

- World Health Organisation (WHO)

WHO is the main UN agency collaborating with India for promoting and developing various fields of health. India is the founder member of WHO and makes regular annual contributions and WHO has been providing assistance to India on a biennium basis.

- Norwegian Agency for International Development (NORAD)

India has been receiving partial financial support from the Royal Government of Norway for implementing postpartum programme in urban and semi-urban areas of the country.

- Danish International Development Agency (DANIDA)

India receives assistance from DANIDA for expansion and improvement of rural services delivery infrastructure.

- United States Agency for International Development (USAID)

Under the agreements signed from time to time with USAID, the government has been receiving assistance for undertaking demographic analysis and development studies. The assistance is also utilised for activities such as expansion and
improvement of basic health, efforts for special preventive health, family planning, providing nutrition services and other relevant social causes in rural and urban areas. The voluntary organisations also receive financial assistance for their objectives.

Thus many international agencies have been liberally providing monetary as well as non-monetary assistance to India in order to address the social issues.

1.3 Rationale of the present study

The review of literature indicates comprehensive research in advertising. In India and abroad almost all aspects of advertising have been researched in depth including the role of source and celebrity in advertising, impact of different appeals and influence of media that carries those advertisements. Social advertising has received significantly less theoretical and applied research relative to profit-oriented advertising despite resurgence in recent years. The study of social advertising scene in India revealed that social advertising is quite an ignored area in spite of its worthy cause. There could be several reasons for this secondary treatment it gets. Firstly it does not bring any material benefit to anybody who is involved in it. From the advertisers point of view in case of private companies it is just a philanthropic exercise. Many companies in India boast of their corporate social responsibility through various media. For such companies maintaining an altruistic image among its public is just a profit oriented pursuit in the long run. Many companies run social advertisements along with their regular commercial product advertisements nonetheless their insincerity is obvious from the extravagant media exposure of commercial advertisements in comparison to meager existence of social advertising amidst the clutter. The advertiser's concern and keenness in all aspects pertaining to analysing impact and response for their products and services advertising is found to be missing when it comes to analysing the impact of social advertising.
Advertisers like Government or its ministries and non-governmental organisations are often seen assigning inadequate funds for social advertising that could produce only mediocre social advertisements which fail to seek even attention. Further their paucity also forces them to solicit assistance for creativity and media space from advertising agencies and media respectively. As a result what reaches to audience is a result of the media or advertising agency's generosity and as such made and promoted out of their convenience where advertisers hardly have any control. It is often observed that media organisations donate the space and time for social advertising but such advertisements are ordinarily relegated to status behind regular paid up advertising and often appear only as space and time becomes available. This is the reason most of the social advertisements on television appear during lesser watched day parts which ruins its purpose of reaching the appropriate audience.

In India many advertising agencies also promote social advertising. For many of these agencies advertisements with social bent are nothing but one of the means to secure a nomination for national or international advertising awards. For many years this has been a common practice in Indian advertising where social advertisements are only created for awards and they make entry to the various national and international advertising competitions without even being aired or published. Occasionally such advertisements are aired / published, but that's only for the sake of providing evidence or meeting the eligibility criteria, which rarely serves any purpose.

In short neither the advertisers, nor the media and not even the advertising agencies are earnestly interested in acquiring any feedback on the reach and impact of social advertisements. Obviously any consequential research is genuinely missing from the parties directly involved with social advertising. However from academician's point of view one cannot but acknowledge the educational role of social advertising. Considering the impact advertising has on its public in general one can definitely assume if done effectively social
advertising can lead to positive influence on its audience. In fact it can play a dual role; it can be entertaining and simultaneously can educate its audience. Social advertisements can reach their communication goals and bring the desired change provided the factors that make social advertising more meaningful are correctly identified and appropriately used.

1.4 Importance and significance of the study

Any advertising to accomplish its objectives involves correct understanding and treatment of many factors like content and tone of advertising message, selection of media and media vehicle and timing and repetition of the advertisements. Failure from any of these would ultimately mean the failure of the entire advertising exercise. In social advertising these factors acquire even more importance than commercial advertising. In commercial advertisements the functional goal often could be restricted to creating awareness or to increase sales without necessarily altering the consumer’s predispositions and attitudes. Whereas social advertising by and large aims at bringing about more permanent attitudinal or behavioural change among its audience and therefore its goal are even more difficult to accomplish. Before carrying social advertising several factors need to be analysed in-depth so that they can be effectively used to bring about the desired change. The present study is thus an attempt to evaluate the effectiveness of factors that affect or contribute to the success of social advertising. Various variables are evaluated in this research like celebrities, appeals, repetition, clutter and the media used for social advertising. According to researcher these variables contribute in a major way to the success or failure of social advertising. The present research tries to investigate the role of these variables individually in social advertising and study their influence on the recall of social advertising. Though there is ample research existing on the various advertising models and variables and on the manner in which they affect general or commercial advertising, none of these models have been empirically tested completely under social advertising scenario. Moreover, most of the research done is not in India.
Hence the present research attempts to investigate the causative factors that influence the response of Mumbai's youth towards social advertising.

### 1.5 Research design

Once the research topic was finalised the next task that followed was to design the research. "A research design is the arrangement of conditions for collection and analysis of data in manner that aims to combine relevance to the research purpose with economy in procedure." The researcher's basic questions like what is the scope of the study, what is the study about, why it is being made, how and where it will be carried, what type of data would be required and from whom it is to be collected and finally how this data would be analysed and presented, are answered in the present research design. The following important aspects pertaining to research were outlined for the present study:

#### Chart 1.1 Research Design

- **Scope of the study**
- **Research questions**
- **Objectives**
- **Hypothesis**
- **Variables under study**
- **Sample for the study**
- **Sources of data**
- **Research methodology**

- **Dependent variable**
- **Independent variable**
- **Primary data**
- **Secondary data**

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1.5.1 Scope of the study

This research is limited to study of only five variables pertaining to content and conduct of social advertising. With reference to content it investigates the role of celebrities as a source and the impact of fear appeals on the recall of social advertising. With reference to conduct of social advertising firstly the research tries to bring out the importance of exclusivity in promoting social messages to avoid problem of clutter. Secondly it highlights the importance of audio-video medium like television for targeting the youth with social messages and lastly it tries to stress the importance of repetition as an aid to learning.

Secondly the functional scope of the research is restricted to studying the effectiveness of these five variables with respect to their recall. This recall has been studied at two levels aided and unaided. Apart from the recall of key variables mentioned above the attitude and opinion of the youth towards social advertising in India has been studied. The other aspects that are necessary for creating effective social advertising like essentials of social advertising, appropriate media and the responsibility of promoting social advertising were also investigated. The research also attempts to get an overview of the youth’s media exposure to popular media options like television, radio, newspaper, magazine and film and analyses their media viewing habits and patterns.

Considering the demographic scope, as the study is about youth, only young people have been selected for the study. The duration of audio-video presentation prepared for the study and filling up the questionnaire consumed approximately two hours at a stretch. Getting subjects for such a time consuming exercise individually was practically difficult, extremely time consuming and expensive. Colleges proved to be a convenient source of getting the required number of subjects in small groups. The study was restricted to young people and since degree-college students were selected the age of subjects ranged between 17 and 21 years of age.
Geographically the scope of the study was restricted to Mumbai as the study is only about youth in Mumbai Metro region. With a view to cover a considerable geographical area the researcher approached various colleges from all over Mumbai. However data could not be collected from several colleges approached because they lacked the necessary infra-structure while some colleges refused to grant permission. Eight colleges in all from western and central suburbs were used for data collection. The researcher covered six colleges from areas such as Dahisar, Malad, Goregaon, Andheri and Vile Parle from western suburbs and two colleges from Bhandup, in central suburbs.

The data was collected between December 2007 and March 2008.

1.5.2 Research question
The present research endeavor tries to seek answers for the following research questions:

• Does social advertising with Celebrity as a source result in better recall compared to social advertising without celebrity?

• Does social advertising with fear as an appeal result in better recall compared to social advertising without fear appeal?

• Do exclusively shown social advertising result in better recall compared to social advertising shown amidst clutter of general advertising?

• Does social advertising presented on audio-video medium like television result in better recall compared to social advertising presented on non-audio–video medium like posters?

• Does social advertising shown repeatedly result in better recall compared to social advertising not repeated at all?

1.5.3 Objectives of the study
The objectives of the present research were as under:

1. To study the attitudes of youth towards social advertising.
2. To investigate the impact of celebrity as a source in social advertising.
3. To study the impact of fear appeals in social advertising.
4. To study the impact of noise on recall of social advertising.
5. To study the impact of television as an audio-video medium for social advertising.
6. To investigate the impact of repetition on recall of social advertising.

1.5.4 Hypotheses of the study
Following hypotheses were proposed by the researcher in the beginning of the study:
- H1 - Social advertising which have celebrity as a source will have a higher recall compared to the social advertising without celebrities.
- H2 - Social advertising which use fear appeal will have a higher recall compared to the social advertising without fear appeals.
- H3 - Social advertising presented exclusively will have a higher recall compared to the social advertising shown amidst clutter of general advertising.
- H4 - Social advertising presented on audio-video medium such as television will have a higher recall compared to the social advertising presented on a non-audio-video medium like posters.
- H5 - Social advertising shown repeatedly will result in better recall compared to social advertising not repeated at all.

1.5.5 Variables under study
Independent variables
The study measured five independent variables namely:
- Celebrity as a source in advertising: This variable was manipulated by presenting social advertisements with celebrity and social advertisements without celebrity as a source.
- Fear appeals in advertising: This variable was manipulated by presenting social advertisements with fear appeals and social advertisements without fear appeals.
- Clutter as a barrier to communication: This variable was manipulated by presenting some social advertisements amidst a clutter of general advertisements and some social advertisements exclusively without any general advertisements along with it.

- Effectiveness of audio-video medium such as television for social advertising: This variable was manipulated by presenting social advertisements on television medium and social advertisements on posters.

- Repetition as an aid to memory: This variable was manipulated by presenting some social advertisements only once and some social advertisements repeatedly.

Dependent variables
The study measured two dependent variables namely:
- Recall of social advertising.
- The attitude towards social advertising.

1.5.6 Research methodology
Theoretically research methodology is a way to systematically solve the research problem. In the present study the various steps that researcher adopted in order to scientifically study the research problem are explained along with the logic behind them:
1.5.6.1 Designing the studies

While observing the social advertising scene in India and in particular in Mumbai it was noticed that different advertisers like International Bodies, Government and their ministries, private companies and non-governmental organisations promote advertising on various social issues. Each of these organisations has its own set of media which includes a varying mix of television, radio, newspaper, magazines, banners and hoardings. The impact of such social advertisements on the opinion and attitudes of youth was to be studied. However there was one major problem confronting the researcher while studying such an impact. In a natural and uncontrolled environment it was difficult to zero down on those advertisements, which must definitely have been seen by all subjects. This was because there was multiplicity of advertisements appearing on a variety of media and it was impossible to individually gauge each subject’s level of exposure to these social advertisements appearing all over Mumbai. Hence merely conducting a survey was unlikely to yield any meaningful outcome. The researcher felt a controlled laboratory experiment was a better alternative to such a general survey. The greatest advantage of this research technique being that the researcher could control the advertisements that were being presented to the subject. Hence in the present research the researcher has employed the Controlled Laboratory Research Technique.

Secondly there are various factors that need to be considered while creating and conducting social advertising. Though these factors contribute immensely in success of social advertising accommodating all of them in single research work was impossible. After careful observation of content and conduct of social advertising in India and Mumbai and considering the limitations of time and practicality the researcher ascertained five areas of study for the present research. In order to study these five aspects individually, following five studies were designed:
### Table 1.2
**Details of Studies**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Factors under study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study One</td>
<td>Impact of celebrity as a source in social advertising</td>
</tr>
<tr>
<td>Study Two</td>
<td>Impact of fear appeals in social advertising</td>
</tr>
<tr>
<td>Study Three</td>
<td>Impact of noise/clutter on recall of social advertising</td>
</tr>
<tr>
<td>Study Four</td>
<td>Effectiveness of television in social advertising</td>
</tr>
<tr>
<td>Study Five</td>
<td>Impact of repetition on recall of social advertising</td>
</tr>
</tbody>
</table>

- **Study One: Impact of celebrity as a source in social advertising**
  
  Study One was designed to evaluate the impact of celebrity in social advertising. In order to achieve this, four social advertisements with celebrities were pitched against a set of four social advertisements without celebrities in the audio-video presentation. A study specific questionnaire based on the advertisements presented was used to study the responses for further analysis and comparison.

- **Study Two: Impact of fear appeals in social advertising**
  
  Study Two was an attempt to analyse the impact of fear appeals in social advertising. To evaluate whether social advertisements with fear appeals make more impact, social advertisements that had fear or disturbing appeals were shown along with social advertisements that used appeals other than fear like humour or information. Four advertisements on each, fear based and non-fear based appeals were shown in the audio-video presentation. A study specific questionnaire based on the presentation was used to seek the responses.

- **Study Three: Impact of noise/clutter on recall of social advertising**
  
  Study Three aimed at evaluating the negative impact of noise or clutter on social advertising. The audio-video presentation was made comprising four social advertisements that were shown amidst clutter of commercial advertisements and there were another set of four social advertisements that were shown exclusively without any clutter. A study specific questionnaire was used to seek the responses and determine the impact.
• Study Four: Effectiveness of television in social advertising

The objective of Study Four was to evaluate the effectiveness of audio-video medium such as television compared to non-audio-video medium like posters for social advertising. For achieving this objective the audio-video presentation included four social advertisements and their responses were compared with the response of the four social advertisements that were shown through posters. The responses were obtained using study specific questionnaire.

• Study Five: Impact of repetition on recall of social advertising

Study Five was conducted to study whether repetition has an impact on the audience. To investigate this four social advertisements were repeatedly presented and four other social advertisements were presented just once in the audio-video presentation. The responses to repeated and non-repeated social advertising were acquired using study specific questionnaire.

1.5.6.2 Designing the tools for the controlled laboratory research

For all the five studies mentioned above two tools were used, questionnaire and audio-video presentation.

a. Questionnaire

Questionnaires were used to collect the information from the subjects. A set of two questionnaires, general and study-specific were used for data collection. Adequate care was taken to keep the questionnaire simple and easy to answer. To make the questionnaires user friendly most of the questions used were either dichotomous or the ones which had multiple options to enable ease in answering by simple tick across the appropriate option. The open ended questions were limited and only used where essential. The researcher's guide and few other experts with experience from the field of research examined these questionnaires. Based on their suggestions and guidance, as well as the experience of the pilot survey the
questionnaires were drafted and redrafted several times to come to the final version of the questionnaires that were used for the actual research work.

[1] General questionnaire
A common questionnaire was used for all the five studies mentioned above. The general questionnaire was used for collecting sample related information. The general questionnaire had questions based on following:

- **Personal profile** – To understand the demographics of the sample four questions based on age, gender, religion and mother tongue were included in the personal profile category.

- **Family profile** – In order to get acquainted with the family background of the sample six questions based on family type, number of siblings, parent’s occupation and qualification were included in this category.

- **Expenditure pattern and standard of living indicators** – To be able to judge the economic background of the sample three questions on their monthly expenditure, source of income and composition of monthly expenditure were included in the questionnaire. Along with the income-expenditure pattern, questions based on type of products used in the house and personally used by them were used to determine the standard of living of the sample.

- **Media habits** – There were ten questions based on the media exposure, media habits and media preference of the subjects with respect to popular media options through which social advertising reaches the sample viz. television, radio, newspaper, magazine, cinema and Internet.

- **Attitudes towards celebrity in social advertising** – Since celebrity involvement is a regular feature of social advertising in India three questions on celebrities supporting social causes, effectiveness of celebrities and their intention behind appearing in such social advertisements were included in the questionnaire.

- **Social advertising awareness** – In order to analyse the general awareness of the sample with regards to social advertising in India, questions based on issues
advertised, media, celebrity involved and the messages were included in this segment.

[2] Study specific questionnaire
The second questionnaire was a study specific questionnaire based on the audio-video presentation. For each of the five studies mentioned above a study specific questionnaire was prepared. Accordingly there were five study specific questionnaires used for obtaining the sample’s responses immediately after they were exposed to the audio-video presentation. Each study specific questionnaire had 12 items measuring the aided and unaided recall for the advertisements presented in the audio-video presentation, opinion about the social advertisements shown in the presentation and attitude towards social advertising.

b. Audio video presentation
In the present research, audio-video presentation was prepared for studying the impact of conduct and content of social advertisements on the recall. Accordingly five audio-video presentations were prepared as per the need of the study. These presentations were shown to the sample. Each set of sample was expected to answer a study specific questionnaire based on individual presentation.

Each audio-video presentation consisted of eight social advertisements, ten general advertisements and a short film. The eight social advertisements differed as per the need of that specific study but general advertisements and the short film remained the same in all five presentations.

The social advertisements were woven with the general product advertisements and both were shown before the screening of the film. Due care was taken to create a feel of a real life scene in which people are generally exposed to television programmes consisting of the actual programmes, product/service advertisements and some social advertisements. All the advertisements social or commercial included in the presentation were either absolutely new or were foreign
advertisements which the subjects wouldn’t have seen at all. This was done to eliminate the prospect of prior familiarity with and stored attitudes towards social issues, brands and products advertised. This also ensured all advertisements social or product, were seen with equal curiosity and attention and a surprise element was maintained in the presentation.

A plethora of social issues confront modern urban youth, hence the task of selecting a few among these was indeed a challenging one. Social issues differ in their relevance for youth. Similarly social issues covered through social advertising in India vary in terms of publicity they receive in the media. Some social issues such as AIDS or Pulse Polio receive high media coverage whereas some issues such as second hand smoke or domestic violence rarely gets media attention. The researcher has made an attempt to cover issues which differ in relevance as well as publicity in the audio-video presentation. Hence the presentation includes issues such as anti-smoking, HIV/AIDS awareness and use of condoms which are directly concerned with youth and are highly publicised. However several other youth related social issues such as anorexia, eve-teasing, drunken driving, use of mobile phones while driving and second hand smoke, which are acute, but rarely publicised are also a part of the presentation. Some of the issues such as female feticide, domestic violence, population and polio which may not have direct relevance to youth are also included in order to gain an insight into their attitude towards such social issues. Some neglected social issues such as loneliness among elderly in Mumbai and maintenance of cleanliness in city were included with an effort to sensitise youth with such issues.
Table 1.3
Social issues addressed in audio-video presentation

<table>
<thead>
<tr>
<th>Social Issue</th>
<th>Advertisement Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road accidents</td>
<td>Don't drink and drive</td>
</tr>
<tr>
<td></td>
<td>Avoid using mobile phone while driving</td>
</tr>
<tr>
<td>Tobacco</td>
<td>Second hand smoke kills</td>
</tr>
<tr>
<td></td>
<td>Anti smoking</td>
</tr>
<tr>
<td>AIDS/HIV</td>
<td>Importance of sex education</td>
</tr>
<tr>
<td></td>
<td>Use of condoms</td>
</tr>
<tr>
<td></td>
<td>Abstinence and promotion of responsible behaviour</td>
</tr>
<tr>
<td>Women related issues</td>
<td>Anorexia</td>
</tr>
<tr>
<td></td>
<td>Eve-teasing</td>
</tr>
<tr>
<td></td>
<td>Female feticide</td>
</tr>
<tr>
<td></td>
<td>Domestic violence</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>Keep Mumbai clean</td>
</tr>
<tr>
<td>Threat to elderly in city</td>
<td>Spend time with elderly</td>
</tr>
<tr>
<td>Polio eradication</td>
<td>Pulse polio awareness</td>
</tr>
<tr>
<td>Rising population</td>
<td>Population control</td>
</tr>
</tbody>
</table>

After the social issues were finalised for the presentation, the advertisements based on those social issues were selected. The researcher scrutinised more than 100 Indian and foreign advertisements before short listing the actual social advertisements that were used in the presentation. These advertisements were sourced from the sites of Indian and foreign advertising agencies, media owners, non-governmental organisations and health authorities available on the Internet. While selecting the advertisements care was taken to ensure that the advertisements used were absolutely new to the target audience i.e. they have not appeared on popular media like television, radio and newspaper. This was necessary because if the social advertisements generally appearing on mass-media were selected there was a possibility that some respondents would have been exposed to those advertisements several times whereas some of them might not have seen the advertisements at all and that would bring disparity in their
responses. This also helped in avoiding any chances of subject's having any preconceived attitudes about the advertisements used in the experiments.

After selecting the advertisements necessary alterations were made in the formats of these advertisements so as to enable the researcher to run them as a single presentation. Once the social advertisements were selected five separate presentations as per the studies were prepared. Each presentation was to be used to study the impact of different aspect of the social advertising.

1.5.6.3 The pilot study
The pilot study was conducted with 100 subjects in all and for each of the five studies a set of twenty subjects was used. These studies were conducted in exactly the same manner in which the actual studies were to be conducted. The collected responses were carefully studied. Accordingly the flaws in the questionnaire and weaknesses in the data collection procedure were analysed. Consequently changes were made in the questionnaire; some questions were deleted, some were rephrased and few more were added to reduce complexities and avoid ambiguities. With respect to the audio-video presentations also some modifications were introduced. Firstly, the duration of the presentation was reduced since the presentation prepared then was found to be lengthy for sustaining the interest of the youth. As a result the number of social advertisements was reduced to eight advertisements per presentation. Secondly some social advertisements which did not reach to the subjects properly or the ones that did not garner enough interest from the subjects were deleted.

1.5.6.4 The actual study
The researcher used the controlled laboratory experiment technique hence special efforts were made to reduce the artificiality of the situation. To stimulate realistic conditions of exposure to the advertisements the real purpose of the research was not revealed to the subjects. At the outset the subjects for the studies were invited on the pretext of screening of a film. They were comfortably seated in a batch of
20 in an auditorium. The subjects were first given a general questionnaire to fill. The researcher briefed the subjects in great detail about filling up the questionnaire. Instructions stressed that all individual responses would be kept strictly confidential for ethical reasons as well as to encourage honest and accurate answers. Then the audio-video presentation comprising of social advertisements woven along with general advertisements and the short film were screened one after another with the help of a LCD projector. The audio-video presentation was of 50-60 minutes duration comprising of eight social advertisements, ten general advertisements and a short film. The general advertisements and social advertisements appearing before the short film made the situation highly realistic. Then the specific questionnaire based on the study being conducted was given to the subjects. After the subjects responded to the questionnaire a thorough debriefing was conducted with each group of subjects.

All the five studies were conducted with different set of subjects and not a single subject was repeated. New subjects for each study allowed the researcher to cover a considerable number of 700 subjects. Not even the subjects used for the pilot study were repeated for the final studies in order to avoid the chances of subjects already being sensitised with the social issues. All the five studies were conducted with a small variation depending upon the requirement of the study, following a common pattern of first getting the general questionnaire filled up, then screening the audio-video presentation and then getting the study specific questionnaire filled up.

1.5.6.5 Statistical analysis of data
Data has been collected from both sources primary and secondary however the present study is principally based on primary data. The data was collected from 700 subjects divided in five studies through general and specific questionnaires. The collected data through questionnaires were carefully scrutinised and edited to eliminate unwanted information. Consequently only 663 questionnaires out of 700 were found to be complete, since 37 of them were discarded because data that
were considered crucial to the analysis were insufficiently provided. The classified questionnaires were systematically arranged, tabulated and analysed for facilitating in-depth study. The data thus processed was thoroughly researched for extracting significant findings and for determining appropriate interpretations and conclusions. The data was presented using simple statistical tools like tables and charts and in graphical forms of bar graphs and pie diagrams wherever possible in order to make it explicable.

All the five studies had their own specific objective and accordingly social advertisements were included in that study. Each study had audio-video presentation comprising of eight social advertisements that were divided in two sets of social advertisements of four social advertisements each set. Study One had a set of social advertisements with celebrity and another set of social advertisements without celebrities. Study Two had a set of social advertisements with fear appeals and another one made of non fear appeals. Study Three had sets of social advertisements shown exclusively and social advertisements shown amidst clutter. Study Four had social advertisements presented on television in one set while the other set had posters of social advertisements. Study Five had one set of repeatedly shown social advertisements and the other set of social advertisements that were only shown once. The responses of all the social advertisements were studied in two categories aided and unaided recall. Aided recall is the recall where the subjects were provided some hints in the questionnaire to remember the social advertisements that they had seen in the presentation and in the unaided recall the subjects were supposed to recall the social advertisements on their own without any help. Following is the step-by-step manner in which the recall of the social advertisements was analysed for each study individually:

[1] Number of social advertisements per study correctly recalled from each set in aided and unaided category was calculated.

[2] Means were calculated for number of social advertisements from each set per study correctly recalled, in aided and unaided category.
[3] Paired samples T-test were conducted for comparing the recall of social advertisements between the sets under both aided and unaided conditions, per study.

[4] Percentages of social advertisements under each set, under each study, recalled in aided and unaided conditions were calculated.

[5] z-tests were performed to measure the significance of the difference between percentages of social advertisements in each set of each study, under aided and unaided conditions.

1.5.6.6 Research report
The present thesis is the outcome of researcher’s quest for knowledge which began with perceiving a problem and formulating hypothesis and then went on to collecting, organising and evaluating data in order to reach to some meaningful interpretations and conclusions. The researcher has tried to present all relevant aspects of the research like elucidate the problem, bring out the need and utility of the present study; explicate the objectives of the study, reveal the methods and techniques used and mention the research methodology and procedures followed. With respect to data too efforts have been made to present all concerned information such as sources of data, tools of data collection, methods of data processing and analysis, findings and conclusions and suggestions. Methodological details and measuring instruments that were used for data collection are included in the annexure.

1.5.7 Sample for the study
The researcher decided to use college going youth. The decision to collect data from the college setting seemed feasible for two main reasons. Firstly, the colleges were expected to be equipped with audio-video equipments like television or computer, speakers and/or LCD projectors which were necessary for the audio-video presentation. Secondly, in colleges it was possible to make batches of 15-20 subjects for the presentation which was convenient as well as cost and time effective.
The researcher visited several colleges from Mumbai city with a letter seeking permission for conducting the survey in their college premises with college students. Some colleges were willing to offer premises and students but lacked the necessary infrastructure and therefore had to be left out. Some colleges couldn't arrange such a time-consuming endeavour in their busy college schedule. So after considering the colleges who were willing to provide their students and had necessary facilities for conducting the study a schedule for data collection was prepared.

As per the predetermined schedule the presentation and survey was conducted in the following mentioned colleges:

- Cosmopolitan's Valia College, Andheri
- M. D. Shah College, Malad
- Ramanand Arya DAV College, Bhandup
- Shailendra College, Dahisar
- Shankar Narayan College, Bhayandar
- Usha Praveen Gandhi College, Vile Parle
- V. K. Menon College, Bhandup
- Vivek College, Goregaon

In all 700 students studying in above mentioned degree colleges were selected for the survey and audio-video presentations. After data collection the questionnaires were scrutinised and 37 questionnaires had to be discarded because data that were considered crucial to the analysis were insufficiently provided. So the total sample finally consisted of 663 subjects. The minimum target for each study was 100 students. For each of the five studies mentioned above a unique set of sample was utilised.
1.5.8 Sources of data

The study is based on both primary and secondary data. The primary data was collected from the sample comprising 663 degree college students. The two extensively used data collection tools in the present study were questionnaire and audio-video presentation. The researcher personally collected data and conducted data analysis to ensure its authenticity.

The secondary data was collected from marketing and advertising books and research journals available in various libraries. Thorough review of literature on the subject allowed the researcher to examine the existing research work in this area and varied methodologies through which past research had been conducted. Articles appearing from time to time in newspapers and magazines allowed the researcher to be abreast with the happenings in the field of advertising and social advertising in particular. The various official sites of Indian and foreign private, government and non-governmental organisations were a great aid in providing vital information and social and general advertisements that were eventually used in the audio-video presentations.

1.6 Utility of the study

In the field of social advertising the available research is very limited. Various social marketers like hospitals, governments, non-governmental organisations conduct research but the spectrum of research is limited. In most of the cases social advertising happens to be just one of the elements of the social marketing process. The focus in such cases is more on success or failure of the entire social marketing effort and there is hardly any exclusive research on social advertising. For e.g. when UNICEF conducts research for its various programmes conducted in India like that of Polio eradication it is the examination of context, process and impact of their communication effort which also involves social advertising but does not involve full length study on social advertising alone. This is where the present effort of the researcher will elicit new interest among advertisers and various parties interested in social welfare with the help of social advertising.
This is probably for the first time any controlled laboratory experiment of audio-video nature where actually social advertisements were shown and then the responses were studied is being conducted in India. In foreign countries many research studies in advertising are conducted using highly advanced technologies like eye-tracking, brain waves and Galvanic skin response. But use of such technologies is rare in Indian advertising research. Whatever research in advertising is available in India that was predominantly based on actual or real advertisements appearing on various media. The problems with such a research are that the researcher does not have any control on the advertisements because they are printed or broadcasted by the advertisers. Secondly in such a method the audience could be at varying degree of exposures to such advertisements, depending upon each one's media exposure and media preference. And because of this it is next to impossible to select a set of subjects who are exactly at the same level of exposure to advertisements as intended by the researcher unless he willingly wants it that way. Whereas in the controlled laboratory test like in the present research the researcher had full control with respect to the content as well as the conduct of the presentation. The researcher here has managed to maintain uniform degree of exposure to the social advertisements in the subjects. This was achieved by presenting absolutely new or unseen advertisements in the presentation so that all the subjects were at the same level of awareness or rather unawareness.

Study of the variables in terms of content and conduct of social advertising can make social advertising more meaningful and effective in achieving both social marketing and advertising objectives. The advertisers, media planners, advertising agencies and media owners all can find valuable facets of social advertising which can be utilised to make their social advertising more fruitful.

The study of youth in terms of their spending habits, media preferences and opinion and attitude gives a better understanding of today's youth. Thorough investigation of youth's media habits and media exposure can further help in
targeting the youth more precisely. Any advertiser social or commercial and media owner can use this information in reaching the youth in Mumbai precisely without wastage.

And above all for a layman with a flair for advertising the present study would certainly make an interesting revelation of the basics of social advertising. In a small way this original contribution should add to the existing stock of knowledge which would be a stepping stone for future research and advancements.

1.7 Limitations of the study
A number of limitations for this study must be acknowledged. The total size of the sample is 663 subjects that comprises of youth in Mumbai between the age group of 18 to 21 years. Geographically the area covered is restricted to western and central suburbs. Further the sample for this study consists of only college going youth and therefore does not include those who do not fall in this category. Thus this study relied on a convenience sample of undergraduate students who are not necessarily representative of the broader population. Future research should clearly aim to ensure that a broader and more representative sample is included.

Secondly the lecture theatre setting and experimental procedure may have produced a degree of forced exposure even though they allowed the researcher a degree of control unachievable in realistic condition. There is always a reservation while conducting any controlled laboratory experiment that the sample may not exhibit their natural behaviour in such a setting which is applicable to the present study also.

The subject matter in the present research is restricted to only five variables. Though many more factors contribute to the success and effectiveness of social advertising, incorporating all of them was difficult due to limitations of time and difficulty of giving them due weightage.
Chapter 1: Introduction

One problem researcher felt in particular while reviewing the literature is that there is dearth of literature with respect to social advertising in India. There is hardly any published material on social advertising in India which gives information on how much money is spent, which all advertisers conduct social advertising and proportion of social advertising compared to commercial advertising on various media.

Comparable data on conduct of social advertising on television, radio and in newspapers and magazines are unavailable. Information on outdoor advertising is unavailable as well. Message formats and audience targeting factors differ from medium to medium but there is hardly any research material on such variations.

While collecting the data the researcher had difficulty in obtaining permission from number of colleges. The present research is an academic pursuit and such an attitude from people belonging to educational fraternity is detrimental not only to any individual researcher but for the entire research process and the contribution it is likely to make.

1.8 Chapter scheme
The entire research has been reported in the form of present thesis. Efforts have been made to meticulously present the report and for this purpose have been organised in following eight chapters:

Chapter 1: Introduction
This chapter is an introduction to the entire research work. It introduces in a systematic manner the entire framework within which the study has been conducted. The chapter begins with the genesis of the problem and how the quest began to study social advertising. Then it brings out the importance and significance of conducting such a study. Further it provides the background of the present study that consists of understanding the concept of social advertising in terms of its history, types and similarities and dissimilarities with commercial
advertising and finally explains the social advertising scene in India. It also gives the general framework of the rationale of present study, research design, with reference to scope of study, research question, objectives and hypothesis of the study, sources of data and research methodology adopted for the study. The limitations of the study are then mentioned followed by the chapter scheme.

Chapter 2: Review of literature
This chapter is based on the literature that assisted the researcher to develop a strong framework for the present research work. The chapter contains review of literature from advertising and marketing books, research journals and general magazines. Articles from newspapers and related web sites were also used to gain a valuable knowledge of various aspects of advertising in general and social advertising in particular. The chapter has been divided into advertising and society, social marketing and social advertising and finally the social advertising scene in India.

Chapter 3: Conceptual framework of the study
This chapter features the various concepts that have been used in the study such as recall, aided recall and unaided recall. The chapter also introduces the various variables that have been studied in detail in each of the five studies conducted by the researcher such as celebrity, fear appeals, repetition, clutter and audio-video medium like television.

Chapter 4: Profile of the sample
For the five studies conducted five distinct set of sample were used and therefore it was imperative to present description of each of the set of the sample in detail. The chapter is fully dedicated to understanding of consolidated yet study-wise description of the sample on the basis of their personal profile, family background, their income and expenditure and their standard of living.
Chapter 5: Study wise analysis of impact of social advertising
This chapter is based on the five studies conducted by the researcher to study each of the selected variables individually. The first two studies cover aspects like role of celebrity as a source and effectiveness of fear appeals in social advertising. These two aspects deal with the content of social advertising. The remaining three studies deal with studying the impact of manner in which the social advertising was conducted in India and analysing how it affects the recall. The chapter begins with the tools used for the entire study and the procedure followed. Each study is then individually described in terms of brief introduction, objective, research question, hypothesis and variable of that study. This is followed by explanation on the manner in which the data for that study was analysed and the key observations of that study.

Chapter 6: Analysis of social advertising framework and youth
This chapter is based on ancillary observations which the researcher discovered while conducting the main study. The ancillary observations focus on various aspects of social advertising and the framework within which the social advertising is conducted in India. It begins with investigating level of awareness of subject’s exposure to social advertising in India and in particular in Mumbai in terms of the issues advertised, the media used, the celebrities involved and the type of messages advertised at large. The investigations are also based on the effectiveness of the social advertisements in terms of their ability to bring about any attitudinal change in the subjects. The youth’s media exposure, media viewing pattern and media habits are studied in great depth.

Chapter 7: Conclusions and findings
This chapter is based on the findings and conclusions of the study that were deduced from the key and ancillary observations of the five studies. The chapter gives a detail review of general conclusions and specific conclusions relating to the various studies conducted. The findings are then compared with objectives put forth by the researcher in the beginning of the study. The chapter then mentions
the findings of all the five studies conducted in two categories general and specific.

Chapter 8: Suggestions and recommendations
This chapter gives various suggestions and recommendations by the researcher which have been generated during the course of the study. The chapter has five major modules that include general suggestions, specific suggestions followed by general recommendations and specific recommendations; the chapter ends with scope for future research.

1.9 Conclusion
The first chapter thus gave an introduction to the entire research. It began with the genesis of the problem and how the researcher was motivated to select this area of study. Then it brings out the importance and significance of conducting such a study. The chapter then briefs about the positive and negative influence of advertising on the society. This is followed by discussing the concept of social advertising in a systematic manner in terms of definition, characteristics, history, types and dissimilarities between social advertising and commercial advertising. There is in depth understanding of social advertising scene in India with special reference to DAVP and Doordarshan as social advertisers. This is followed by a brief review of the contribution made by several advertisers such as corporate, media and advertising agencies towards social advertising. After introducing social advertising and discussing social advertising in India the focus shifts to the present research. The rationale of present study, research design, scope of study, research question, objectives and hypotheses of the study, sources of data and research methodology adopted for the study are all explained in detail. The chapter then mentions the limitations of study and finally the structure of the entire thesis is discussed in the form of chapter scheme.
Stop female foeticide.