Chapter 7

CONCLUSIONS AND FINDINGS

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Conclusions and Findings

7.1 Introduction
The final outcome and, hence the value of a research project lies in its findings.\textsuperscript{286} The purpose of research itself is not well served unless the findings are made known to others.\textsuperscript{287} This chapter presents the conclusions and the findings developed on the basis of the data gathered, statistically analysed and interpreted in detail in the earlier chapters. The chapter is categorised into general conclusions, specific conclusions, followed by general findings and specific findings. Since the whole research was divided in five studies the specific conclusions and specific findings exclusively deal with these studies, whereas the general conclusions and general findings are concerned with the awareness of social advertising and the general attitude of youth towards social advertising that is being done in India. While conducting the studies, youth’s media habits and media exposure were also studied and therefore the conclusions and findings of the same are also presented.

7.2 General Conclusions
The conclusions discussed here are derived from the sample’s views on different aspects of social advertising.

7.2.1 The findings with respect to recall of social advertisements in India led to a conclusion that subjects were high on awareness as far as social advertising in India was concerned. The subjects responded with positive recall for all issues presented to them in the general questionnaire indicating high exposure level. The social messages advertised on television and radio were generally higher in recall as compared to the social messages...
advertised on media such as newspaper and outdoor. The recall was exceptionally high on those social advertisements which enjoyed overall high media coverage. Pulse Polio and AIDS awareness campaigns which are heavily advertised in India were high in recall too.

7.2.2 Recall of celebrities indicated that film personalities were generally well received by the subjects. The film based celebrities scored over television and sports personalities. More famous the personality, higher was his/her recall and therefore Amitabh Bachchan, Shahrukh Khan and Sachin Tendulkar, were among the top five celebrities recalled. To conclude celebrities make advertisements memorable and enhance recall.

7.2.3 The subject’s opinion on celebrities supporting social issues led to a conclusion that celebrities are an important requisite of social advertising in India and they must be used regularly to persuade the audience. The celebrities were effective in spite of the fact that subjects felt celebrity’s involvement in social advertising is mainly for monetary reasons. Majority of the subjects felt celebrities were effective because they provide the required publicity to the social issues, whereas a small number of subjects felt they were effective because of their trustworthiness. The subjects who felt celebrities were not effective felt so because celebrities were involved at superficial level only and were not genuinely concerned about the society.

7.2.4 The subjects indicated varying degree of attitudinal change in response to the exposure of social advertisements shown in the audio-video presentation. A considerable number of them gained knowledge and some of them showed willingness to fight for the issues given an opportunity. There were only few subjects (just above two percent) who did not gain anything from the social advertisements, rest all indicated some positive change. Considering the favourable response towards social advertising it can be concluded that social advertisement had strong positive influence on the sample.
7.2.5 The subjects when asked to present their views on social advertisements shown in the audio-video presentation compared to the commercial advertisements, most of the subjects found social advertisements to be better than the commercial advertisements. Thus it can be concluded that subjects do not make any comparison between commercial and social advertisements. And if done effectively social advertisements can even score over commercial advertisements.

7.2.6 The findings with respect to the overall social advertising carried in India, suggested that the sample was dissatisfied with it. They felt social advertising must be done more frequently in India and more issues should be covered. The sample suggested number of social issues on which either there was no social advertising in India or which was inadequately done.

7.2.7 The sample’s responses in all the five studies lead to the conclusion that subjects look up to social advertising as a source of information and therefore according to them information is the most essential element of social advertising which was rated over emotions, straightforwardness, simplicity and even celebrities.

7.2.8 According to the sample, sponsoring social advertising in India is the prime responsibility of the government and its various ministries. Other entities such as media, NGOs and corporate had a limited responsibility with regards to social advertising.

7.2.9 Subjects unanimously felt television was the most effective medium, when asked to suggest most appropriate medium for social advertising. Other media options suggested were films, radio and mobile phones for social advertising in the respective order. Print medium was least effective according to them for social advertising in spite of the fact that almost 74 per cent of the sample read newspapers regularly.

7.2.10 The study of sample’s media exposure also indicated that television was the most popular media. Compared to all other electronic or consumer durables such as washing machine, music system and computer, television was the most common product owned by the subjects. Television was owned by
almost 93 per cent of the subjects. Majority of the subjects (above 96 per cent) were exposed to television regularly for some time in the day considering the daily viewing habit in terms of number of hours. The viewing pattern on weekdays and weekends did not reveal any major difference, apart from the fact that on weekends subjects watched television in the morning slots too.

7.2.11 The analysis of most preferred television channels indicated that the subjects watched variety of channels from all categories such as music, movies, general entertainment (English and Hindi), sports, informative, news, spiritual and regional. But the most preferred channel was a Hindi news channel ‘Aaj Tak’ followed by a youth centric music channel ‘MTV’ which was followed by an informative channel ‘Discovery’.

7.2.12 The radio listening habit of the sample indicated, that barring four per cent of the subjects, all of them listened to radio on a daily basis. This indicated that radio is one of the most popular media option among the youth. The popular radio stations were among the FM radio stations and none of the subjects had heard of AM stations. The three most popular radio stations in the order of their preference were Red FM, Radio Mirchi and Big FM.

7.2.13 The newspaper reading habit was prevalent among almost two third of the sample indicating a considerable newspaper exposure among the subjects. The most read newspaper was an English daily The Times of India, followed by English tabloids Mumbai Mirror and Mid Day. The subjects indicated a low readership towards specialised newspapers like The Financial Times or Business Standard that catered to business, economic and financial news. There was a small segment of the sample that read regional newspapers on a regular basis. The high prevalence of newspaper reading habit could be the result of high rate of literacy among the subject’s parents.

7.2.14 Magazines were not so popular among the subjects and only one fourth of the sample responded to reading magazines on a regular basis. Women, general and film based magazines were the most popular magazine categories among the subjects.
7.2.15 The popularity of cinema among the subjects was analysed by studying their monthly exposure to cinema in theatres. The findings indicated that two third of the subjects visited theatres on a regular basis in a month, of course the frequency ranged from once a month to even more than once a week for different subjects. The low cinema watching trend in theatres could be either because of availability of many television channels that show latest films or because of general low standard of living of the subjects that they couldn't afford watching cinema in theatres.

7.2.16 Internet surfing was not very popular among the subjects. Around half of the sample did not access Internet or used computer at all. Computer or laptops was not a household product and was owned by only 45 per cent of the sample, this could be probably because of the low standard of living of the sample.

Thus a detail analysis of sample's media exposure and habit indicated television was the most popular medium, followed by radio and newspaper. Next was cinema that was followed by Internet. Magazine was the least popular medium option among the sample.

7.3 Specific Conclusions
The specific conclusions are based on the five studies conducted in the present research. Each of the studies deal with an independent variable and accordingly the conclusions are derived from the observations and findings of that respective study.

7.3.1 Study One
Study One was an attempt to find out the role of celebrity in social advertising. From the findings of this study following conclusions were deduced:
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1. In the unaided category, the recall of the social advertisements with celebrities was higher than social advertisements without celebrities. It can be therefore concluded that celebrities have considerable impact on the subjects. The principal findings derived by applying various statistical tools proved that celebrities contribute positively towards social advertising. This could be because the celebrities had generated interest in the advertisement and subjects perhaps remembered the social advertisement only because of the celebrity factor.

The findings of this study were consistent with the findings of a study conducted by Murphy Claire in Great Britain that indicated celebrities held a greater appeal for the 15 to 24-year-old age bracket, where 62 percent of that group stated that a famous person in an advertisement would get their attention. Another study by Atkins and Block too found that college-age students were more likely to have a positive attitude towards a product endorsed by a celebrity than were older consumers.

2. It was also deduced, in contrast that in the aided category social advertisements without celebrities had higher recall compared to social advertisements with celebrities. The difference in the recall of this category however was less significant than the difference in the unaided category. It can be an indication that celebrities were influential only up to generating initial interest, but as far as the content of the message was concerned they could not make any impact. This could be perhaps a result of vampire effect, a peril associated with celebrity endorsement where the celebrity distracts attention from the advertised message such that audience notices or remembers the celebrity but has trouble remembering the message.

3. Among the celebrities featuring in social advertisements that were shown in the audio-video presentation, the recall of celebrities from films was higher compared to the television celebrities. The popularity of film based celebrities such as Ajay Devgan and Shahrukh Khan was higher than the television based celebrities such as Rohit Roy, Manasi Roy and Ehsaan Qureshi. There could be several reasons for this. Firstly film celebrities live larger than life characters in films and represent an idealisation of life that most people imagine that they would love to live. Film stars are more universal in their appeal compared to the television actors whose life is restricted to the serials in which they feature. The film actors are considered to be stars and therefore more glamorous compared to television actors who generally resemble the target audience through the various characters they portray in their serials. The film stars have a much bigger fan following compared to television actors perhaps because Indian films generally get international exposure whereas the reach of television serials is comparatively restricted. Youngsters exhibit their loyalty towards their favourite celebrities by emulating their dressing style, hairstyle and other attributes as film stars are considered as role models and trendsetters.

4. The findings revealed that number of subjects who felt that celebrities are desirable in social advertising was higher than those subjects who felt celebrities were ineffective in social advertising. The subjects at large felt celebrities play a positive role in influencing target audience through social advertising. The opinion on underlying reasons as to why celebrities make their appearances in social advertising garnered a divided response. The subjects felt either the celebrities are paid for it or because celebrities want to enhance their image. Very few subjects felt that celebrities might be genuinely concerned about the society. In fact though the subjects felt celebrities contribute positively in social advertising none of them actually felt celebrities are trustworthy. The responses to important element in social advertising, also revealed celebrities was a last choice after emotions, informative value, simplicity and entertainment value. When social advertisements were judged on different criteria such as entertaining, informative, genuineness
and boring, the response was more for informative value and genuineness. The celebrities thus were not entertaining at all in social advertising. The responses clearly indicated that the subjects were not smitten by celebrities and chose to apply their brain and not heart when it comes to celebrities. It was also obvious that the subjects were not very keen on seeing celebrities in advertisements or may not be themselves aware about celebrity’s effectiveness. But their responses when carefully analysed under different conditions in the study clearly indicated that the recall was higher wherever celebrities were involved compared to non-celebrity social advertisements. So to conclude celebrities are effective as a source in social advertising though the subjects were not aware, at the sub-conscious level the celebrities did influence the recall positively.

7.3.2 Study Two

The objective of Study Two was to find out the role of appeals and particularly the fear appeals on the recall of social advertising among the youth. The findings of the Study Two lead to following conclusions:

1. Fear appeals contribute positively towards recall of social advertising since the recall of the social advertisements with fear appeals was significantly higher than social advertisements without fear appeals in the unaided category.

The findings of this study were identical to the findings of a study conducted by Michele Dion291 where it was found that fear appeal had an influence on the reception of the message by the audience and it plays a role in directing attention to the issue for a target group of young adults.

2. The recall of social advertisements with fear in the aided category was however lower than the recall of social advertisements without fear appeals but the difference was not significant.

291 Michele Dion, 'Is Fear Really Persuasive, The Case of Antismoking Advertisement for Young Adults,' Communication Studies, Roskilde University, Spring 2005.
3. The general attitude of youth towards use of fear or disturbing appeals in social advertising in India was positive. The findings led to a conclusion that most of the subjects found such advertisements to be genuine or partially true but did not find them unreal.

4. The subjects who were addicted to cigarette smoking admitted a positive attitudinal change of either quitting altogether or at least trying to give up smoking after seeing the social advertisements. The subjects, who were not addicted to tobacco, also indicated a positive change. They were keen in motivating their friends or relatives who were addicted to tobacco, to give up the habit. So to conclude, the immediate reaction of the subjects after the audio-video presentation indicated a significant attitudinal change.

5. The findings also led to a conclusion that fear factor in social advertisements make social advertising effective, since majority of subjects felt fear or disturbing appeals in social advertising can positively influence the target audience. However the fear based social advertisements were largely perceived as informative rather than scary or disturbing and were found to be least entertaining.

7.3.3 Study Three
Study Three was aimed at finding out the role of noise / clutter and how it affects the recall of social advertising.

1. The findings indicated that recall of the social advertisements shown exclusively was significantly higher than social advertisements shown amidst clutter of commercial advertisements. The recall was significantly high in the aided as well as the unaided category indicating that exclusivity in presentation positively contributes to the recall. To conclude noise / clutter negatively influences social advertising as far as the recall of social advertising is concerned.
The findings of this study where the clutter affected the recall negatively are consistent with the findings of research by Webb Peter and Ray Michael\textsuperscript{292} that had concluded that higher levels of clutter hurt the performance of individual advertisements - the more the clutter, the lower are average levels of advertisement recall.

7.3.4 Study Four

The objective of Study Four was to find out the effect of audio-video medium like television in comparison to non-audio-video advertising medium like posters for social advertising.

1. The findings indicated recall of the social advertisements presented on television was significantly higher than social advertisements shown through posters. The recall was significantly high in the aided as well as the unaided category indicating that the audio-video medium is more powerful compared to non audio-video medium. To conclude television contributes positively to the recall compared to a non-audio-video medium like posters.

Similar results where television advertising appeared to be more effective than print advertising were found in a study conducted by Krugman.\textsuperscript{293} In a study comparing consumer thoughts in response to television advertisements versus print advertisements, Krugman\textsuperscript{294} observed that despite their apparent inability to communicate much information, television advertisements appeared to increase brand preference. Krugman concluded that the findings were a result of repetition rather than television's audio-video ability over print medium, yet it cannot be denied that the option of repetition was available in print too but still television advertising seem to have a better impact compared to print.


\textsuperscript{294} Ibid.

\textsuperscript{Ibid.}
7.3.5 Study Five

Study Five was aimed at finding how repeatedly shown social advertisements affect the recall of social advertising. The study was an attempt to analyse the impact of repetition as an aid to memory in social advertising.

1. The recall of the social advertisements that were presented repeatedly was significantly higher than those social advertisements that were shown only once in the unaided category as per the findings of the study. This was an indication that repetition aids memory and contributes positively towards the recall.

A similar conclusion was derived by Ray Michael and colleagues in a series of repetition studies done at Stanford University in the early 1970s. However their studies indicated that repetition works when the products involved were of low risk and when the advertisements involved were television advertisements. The advertisements appeared to lead to product trial simply because of greater top-of-mind awareness; this trial then led to attitude change.

Though the recall of social advertisements not repeated in the aided category was higher than the social advertisements repeatedly presented the difference was not significant. Thus it can be concluded that social advertisements repeatedly presented positively contribute towards recall.

7.4 General Findings

The general findings focus on various aspects of social advertising and the framework within which the social advertising is promoted in India. The findings are concerned with the level of awareness of subject’s exposure to social advertising in India and in particular in Mumbai in terms of issues advertised, media used, celebrities involved and type of messages advertised at large. The

findings also analyse the sample’s degree of exposure to these social advertisements and effectiveness of the social advertisements in terms of their ability to bring about any attitudinal change in the subjects. The findings then delve on to sample’s views on social advertisements with reference to the elements that are crucial for successful social advertising, media options that are appropriate and the sections of the society who hold the responsibility of conducting social advertising in India. The findings with reference to youth’s media habits and exposure are crucial for determining the appropriate media mix for targeting youth.

7.4.1 Awareness about social advertising in India
The subject’s general awareness about social advertising in India when investigated, the following findings were arrived at:

- Recall of social advertisements
The findings with respect to recall of the social advertisements that are commonly advertised in India and in particular in Mumbai on popular media like television, radio, newspaper and outdoor, indicated, the subjects mostly remembered social issues that enjoyed overall high media publicity in India. Social campaigns based on Pulse polio, AIDS awareness, family planning and population control which get high media exposure were high on recall.

- Recall of celebrities
With reference to celebrities that feature in social advertising in India, the findings indicated that subjects recalled around 75 celebrities from various fields like films, television serials, sports and music. Amitabh Bachchan and Shahrukh Khan the popular film stars were significantly high on recall compared to the other film stars, television actors and sports personalities who have lend their support to the social causes. In fact out of the top ten celebrities recalled seven belonged to film fraternity indicating the immense impact that film stars have on youth. These findings from the general questionnaire correspond to the study specific findings
with respect to film based and television based celebrities where too the film based celebrity's recall was higher than the television based celebrities. The subjects not only recalled the names of the celebrities seen in social advertisements but also remembered the slogans of these advertisements.

7.4.2 Awareness, impact and opinion of social advertising shown in the audio-video presentation

The findings with respect to sample's degree of exposure to the social advertisements, what they felt about the social advertisements compared to commercial advertisements and whether there was any attitudinal change in the sample after seeing the social advertisements revealed the following:

- **Exposure to social advertising**

  The findings with respect to subject's exposure to the social issues in the advertisements shown in the presentation, indicated that 61 subjects (9.20 per cent) reported they had never seen any of these advertisements at all, 177 subjects (26.70 per cent) reported they had rarely seen the social advertisements shown in the presentation, 249 subjects (37.56 per cent) had seen some of these advertisements sometimes and 120 subjects (18.10 per cent) had seen some of these advertisements often. There were only 56 subjects (8.45 per cent) who reported having seen these advertisements quite often.

- **Social advertisements in comparison to commercial advertisements in the audio-video presentation:**

  The subject's views on social advertisements in comparison to commercial advertisements that were shown in the presentation indicated that, 388 subjects (58.52 per cent) felt that the social advertisements were better than the commercial advertisements, while 218 subjects (32.88 per cent) felt they were on par with commercial advertisements and 57 subjects (8.60 per cent) felt that the commercial advertisements were better than social advertisements.
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- Impact of social advertising:
The impact of social advertisements shown in the audio-video presentation on the subjects revealed that 164 subjects (24.74 per cent) felt they were interested in knowing more about the social issues, 74 subjects (11.16 per cent) felt that the social advertisements increased their awareness, 252 subjects (38.01 per cent) felt that they have gained knowledge and given a chance 158 subjects (23.83 per cent) were willing to fight for the social causes. There were 15 subjects (2.26 per cent) who reported of not gaining anything from the presentation.

7.4.3 Expectations from social advertising
The findings with respect to the sample’s general attitude towards the way social advertising is conducted in India and what they actually expected from social advertising indicated the following:

- Effectiveness of social advertising in India
The findings with reference to effectiveness of social advertising indicated that 607 subjects (91.55 per cent) felt social advertising is effective and must be done more frequently in India, while 56 subjects (8.45 per cent) felt that social advertising was a waste and ineffective.

- Adequacy of issues covered through social advertising in India
The findings based on subject’s opinion on adequacy of social advertising being promoted in India in terms of frequency and number of issues addressed revealed that 483 subjects (72.85 per cent) felt that social advertising in India is not enough and it must cover more issues, there were 180 subjects (27.15 per cent) who felt that in India social advertising is satisfactorily addressing the various social issues.

- Opinion on use of celebrities in social advertising
The findings based on subject’s opinion on celebrity’s prevalence in Indian social advertising revealed the following:
A. Intentions of celebrities behind featuring in social advertising

The findings with respect to the intentions why celebrities are a regular feature of Indian social advertising revealed quite diverse opinions. Of the total 663 subjects, 199 subjects (30.02 per cent) felt that celebrities support social causes purely for monetary reasons and 165 subjects (24.89 per cent) felt that they do it for personal reasons like release of their upcoming movie or for combating negative publicity. There were 149 subjects (22.47 per cent) who felt celebrities support social causes to maintain a good public image. There were 137 subjects (20.66 per cent) who felt that the celebrities deliver social messages out of genuine concern for the society. There were 13 subjects (1.96 per cent) in all, who were unsure about reason behind celebrity's appearances in social advertisements.

B. Effectiveness of celebrities

The sample's opinion on celebrity's contribution towards social causes and whether they must be used in social advertising revealed that 473 subjects (71.34 per cent) indicated a strong preference towards use of celebrities in social advertising while 190 subjects (28.66 per cent) had their reservations for using celebrities in social advertising.

The reasons why these 473 subjects felt celebrities were effective in social advertising were investigated. The findings indicated that, 283 subjects (59.83 per cent) felt celebrities are effective because celebrities can provide the required publicity to the social causes they support and 158 subjects (33.40 per cent) felt celebrities have the ability to garner the support of the general people for the social causes. There were 19 subjects (4.02 per cent) who felt that celebrities are effective because of their persona and people love watching them whereas only 13 subjects (2.75 per cent) felt that celebrity's effectiveness is because of their trustworthiness.

Of the 190 subjects who felt celebrities were ineffective, 68 subjects (35.79 per cent) felt celebrities support the social causes purely for monetary reasons and
were not sincerely concerned about society. There were 63 subjects (33.16 per cent) who felt that celebrity’s involvement in the social issues was at superficial level only, restricted to acting in social advertisements. There were 33 subjects (17.37 per cent) who were of the opinion that celebrities lacked expertise in the field of social causes and so are ineffective. According to 26 subjects (13.68 per cent) celebrity’s persona over shadow the real cause and people only remember celebrities and not the social messages they deliver.

- Issues that need to be addressed through social advertising in India
The findings with regards to social issues that need to be addressed through social advertising revealed that subjects named variety of social issues with respect to health, women and children, environment, national integration and safe driving.

- Essential elements of social advertising
The findings with reference to subject’s opinion on the most essential element that makes social advertisements effective and persuasive revealed that, 284 subjects (42.84 per cent) felt that the most important feature of social advertisement is it’s informative content. There were 152 subjects (22.93 per cent) who felt emotions in social advertising makes advertising interesting. Simplicity and straightforwardness were rated important by 113 subjects (17.04 per cent), 63 subjects (9.50 per cent) felt entertaining value of social advertising is more important and 51 subjects (7.69 per cent) felt celebrities make social advertising more appealing.

- Responsibility of sponsoring social advertising in India
The subjects opinion on the entity primarily responsible for sponsoring social advertising in India revealed that 371 subjects (55.96 per cent) felt government and its various ministries, 145 subjects (21.87 per cent) felt media, 133 subjects (20.06 per cent) felt non-governmental organisations, 10 subjects (1.51 per cent) felt corporate sector and 4 subjects (0.60 per cent) felt citizens were responsible in some way for running social advertising.
• Appropriate media for carrying social advertising

The findings with respect to subject’s views on most appropriate media for disseminating the social awareness messages indicated that 576 subjects (86.88 per cent) felt television must be used, films were selected by 340 subjects (51.28 per cent), radio was opted by 322 subjects (48.57 per cent), mobile phones by 271 subjects (40.87 per cent), Internet by 255 subjects (38.46 per cent), outdoor by 229 subjects (34.54 per cent) and print was selected by 223 subjects (33.63 per cent). There were 12 subjects (1.81 per cent) who suggested colleges should conduct seminars to promote social messages.

7.4.4 Media exposure

The media exposure of the sample to popular media options like television, radio, newspaper, magazine, cinema and Internet, along with their degree of exposure when analysed revealed the following findings:

• Television

The subject’s exposure to television was analysed with reference to aspects such as daily viewing habit in terms of number of hours, the exact time slots on weekdays and weekends and the specific channels that were watched the most.

a. Daily exposure to television

The findings based on subject’s television viewing habit indicated 249 subjects (37.56 per cent) watched television 2 to 4 hours, 88 subjects (13.27 per cent) watched 4 to 6 hours and 49 subjects (7.39 per cent) watched for more than 6 hours a day. Out of the total sample, 253 subjects (38.16 per cent) watched television for less than 2 hours a day and 24 subjects (3.62 per cent) did not watch television at all.

b. Television viewing pattern on weekdays and weekends

The findings with respect to exact television viewing hours revealed that on weekdays 265 subjects (39.97 per cent) watched television in the afternoon slot
between 12 noon to 5 p.m., 257 subjects (38.76 per cent) watched television in the evening slot of 5 p.m. to 8 p.m. and 352 subjects (53.09 per cent) watched television in the slot of 8 p.m. to 12 p.m. in the night. In the morning slot between 6 a.m. and 12 noon, 21 subjects (3.17 per cent) watched television and in the late night slot of 12 p.m. to 6 a.m. 23 subjects (3.47 per cent) watched television.

The findings for the weekends revealed that 268 subjects (40.42 per cent) watched television in the afternoon slot between 12 noon to 5 p.m., 223 subjects (33.63 per cent) watched television in the evening slot of 5 p.m. to 8 p.m. and 351 subjects (52.94 per cent) watched television in the slot of 8 p.m. to 12 p.m. in the night. The morning slot between 6 a.m. and 12 noon revealed 80 subjects (12.07 per cent) watched television and in the late night slot of 12 p.m. to 6 a.m., 40 subjects (6.03 per cent) watched television.

c. Popularity of television channels
The findings on the subject’s most watched television channels indicated that ‘Aaj Tak’ a Hindi news channel was the most preferred, that was regularly watched by 453 subjects (68.33 per cent), followed by ‘MTV’ a youth centric music channel popular among 415 subjects (62.59 per cent). ‘Discovery’ an informative channel was the third most preferred channel chosen by 397 (59.88 per cent). The various channels in the general entertainment category like ‘Sony’ and ‘Star TV’ followed.

- Radio
The findings with respect to subject’s radio listening revealed the following:

a. Daily exposure to radio
The subject’s radio listening habit when investigated indicated that 339 subjects (51.13 per cent) listened to radio 2 to 4 hours, 109 subjects (16.44 per cent) listened for 4 to 6 hours and 93 subjects (14.03 per cent) listened for more than 6 hours on a daily basis. There were 93 subjects (14.03 per cent) who listened to radio for less than 2 hours a day and there were 29 subjects (4.37 per cent) who did not tune in radio at all.
b. Popularity of radio stations

The findings with respect to the most preferred radio stations by the subjects revealed that among the radio stations Red FM 93.5 was the most popular, tuned in regularly by 427 subjects (64.40 per cent) followed by Radio Mirchi 98.3 popular among 362 subjects (54.60 per cent). Big FM 92.7 was popular among 330 subjects (49.77 per cent) and Radio City 91.1 was tuned in regularly by 290 subjects (43.74 per cent). The radio stations Radio One 94.3 and Fever 104 followed with 213 subjects (32.13 per cent) and 155 subjects (23.38 per cent) respectively. Radio stations FM gold 100.7 and Air Rainbow 107.1 were popular among 112 subjects (16.89 per cent) and 86 subjects (12.97 per cent) respectively.

- Newspaper

The exposure to newspaper was analysed on the basis of whether the subjects read newspaper or not and if at all they did then which newspaper/s they preferred the most.

a. Newspaper readership

The subject’s readership habit when analysed, the findings indicated, 491 subjects (74.06 per cent) read newspaper regularly and the remaining 172 subjects (25.94 per cent) did not read any newspaper at all.

b. Popularity of newspapers

The popularity of newspapers when analysed among the subjects indicated, that among the newspapers, The Times of India was the most read, preferred by 258 subjects (38.91 per cent), followed by Mumbai Mirror with 224 subjects (33.79 per cent). The newspapers Mid Day and DNA followed with 98 subjects (14.78 per cent) and 94 subjects (14.18 per cent) respectively. The Economic Times was read by 39 subjects (5.88 per cent), Hindustan Times by 35 subjects (5.28 per cent) and Indian Express was read by 9 subjects (1.36 per cent). Business newspapers such as Business Standard and The Financial Express had limited readership among 8 subjects (1.21 per cent) and 1 subject (0.15 per cent) respectively. The various regional newspapers were read by 116 subjects (17.50 per cent).
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- Magazines

While assessing the sample’s exposure to magazines, the sample showed a very limited access to magazines.

a. Exposure to magazines

The findings with respect to readership of magazines indicated only 176 subjects (26.55 per cent) read magazines regularly while the remaining 487 subjects (73.45 per cent) did not read any magazine on regular basis.

b. Types of magazines read by the sample

The findings with respect to the subject’s most preferred magazines indicated that the most popular category with the subjects was the women’s magazines which 76 subjects (11.46 per cent) read, followed by general magazines category that was read by 60 subjects (9.05 per cent). Film based magazines were read by 26 subjects (3.92 per cent) and automobile related magazines by 16 subjects (2.41 per cent). Business and regional magazines were read by 12 subjects (1.81 per cent) each. Sports magazines were read by 11 subjects (1.66 per cent) and computer related magazines were read by 9 subjects (1.36 per cent). There were 3 subjects (0.45 per cent) reading health magazines, 2 subjects (0.30 per cent) reading travel magazines and 1 subject (0.15 per cent) reading children’s magazine.

- Cinema

The cinema watching habit was analysed on the basis of the subject’s frequency of watching cinema in theatres on a monthly basis. The findings indicated that 278 subjects (41.93 per cent) watched cinema in theatres once a month, 128 subjects (19.31 per cent) watched twice a month and 29 subjects (4.37 per cent) watched every week. There were 221 subjects (33.33 per cent) who never watched cinema in theatres and there were 7 subjects (1.06 per cent) watching cinema in theatre for more than once a week.
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- Internet
The exposure to Internet was analysed on the basis of how often the subjects accessed Internet in terms of number of hours in a week. The findings revealed that 328 subjects (49.47 per cent) did not access Internet at all. There were 170 subjects (25.64 per cent) who accessed Internet up to 4 hours a week, 89 subjects (13.42 per cent) accessed for 4 to 10 hours a week and 34 subjects (5.13 per cent) accessed for 10 to 18 hours a week. There were 42 subjects (6.33 per cent) who accessed Internet for more than 18 hours a week.

- Inter-media comparison on the basis of the sample’s preferences
The findings based on the responses of the sample of all the five studies conducted, media popularity and preference indicated that television emerged as the most popular medium with 639 subjects (96.38 per cent) exposed to it, followed by radio with 634 subjects (95.63 per cent). The next popular media option was newspaper with 491 subjects (74.06 per cent) reading it on a regular basis and this was followed by Cinema where 442 subjects (66.67 per cent) regularly watching it in theatres and Internet was accessed by 335 subjects (50.53 per cent). Magazine was the least preferred media option with only 176 subjects (26.55 per cent) reading it regularly. Thus the media exposure and habit of the sample indicated that television was followed by radio, print, cinema and Internet respectively.

7.5 Specific Findings
Each of the five studies conducted in the present research deal with an independent variable and accordingly the findings are derived and presented here individually.

7.5.1 Study One
- Recall of social advertisements in unaided category
[1] Recall of celebrity social advertisements in unaided category
The four social advertisements with celebrities consisted of two advertisements with film stars and two advertisements with television actors. Within the celebrity based social advertisements the findings indicated advertisements with popular film stars like Shahrukh Khan and Ajay Devgan had a significantly high recall of 122 subjects (86.52 per cent) and 119 subjects (84.40 per cent) respectively. The advertisements with television actors Ehsaan Qureshi and Rohit and Manasi Roy, were low in recall with 56 subjects (39.72 per cent) and 49 subjects (34.75 per cent) respectively.

[2] Recall of non-celebrity social advertisements in unaided category
There were four advertisements within the non-celebrity social advertisements category. The findings indicated social advertisement ‘don’t talk on mobile phone while driving’ had the highest recall in this category with 83 subjects (58.87 per cent). The rest three social advertisements on female feticide, anti-tobacco and awareness about spending time with elderly were recalled by 77 subjects (54.61 per cent), 76 subjects (53.90 per cent) and 69 subjects (48.94 per cent) respectively.

[3] Comparison between recall of celebrity and non-celebrity social advertisements in unaided category
In the unaided category, it was found that the overall recall of advertisements with celebrities was higher (61.35 per cent) than that for the advertisements without celebrities (54.08 per cent). The z-test revealed a significant difference ($z = 2.47$), $p < 0.02$.

[4] Paired sample T-test of recall in unaided category
The paired sample T-test comparing mean recall of social advertisements with celebrities and without celebrities in unaided category showed a significant difference, ($t = 3.105$) at a probability $< 0.002$. The mean recall of the social advertisements with celebrity ($m = 4.91$) was higher than the mean recall of social advertisements without celebrity ($m = 4.33$) in unaided category.
• Recall of social advertisements in aided category

In the aided category the subjects were supposed to recall the social advertisements with the help of some clues provided in the questionnaire for easy recall.

[1] Recall of celebrity social advertisements in aided category

In the celebrity based social advertisements the advertisements with film stars had a higher recall. Ajay Devgan garnered a recall from 138 subjects (97.87 per cent) and Shahrukh Khan from 119 subjects (84.40 per cent). In comparison to the celebrities from films, celebrities from television had a limited recall. Rohit and Manasi Roy had a recall from 77 subjects (54.61 per cent) and Ehsaan Qureshi from 50 subjects (35.46 per cent).

[2] Recall of non-celebrity social advertisements in aided category

Amongst the non-celebrity social advertisements two issues in particular, 'don't talk on mobile phone while driving' and 'spend time with elderly' were very high on recall with a recall from 137 subjects (97.16 per cent) and 127 subjects (90.07 per cent) respectively. Advertisements on tobacco awareness and female feticide had comparatively low recall with 82 subjects (58.16 per cent) and 76 subjects (53.90 per cent) respectively.

[3] Comparison between recall of celebrity and non-celebrity social advertisements in aided category

When the recall of celebrity social advertisements was compared with the recall of non-celebrity social advertisements in the aided category, it was found that the overall recall of the celebrity social advertisements was lower (68.09 per cent) than the social advertisements without celebrities (74.82 per cent). The z-test revealed a significant difference (z=2.51), p < 0.02
[4] Paired sample T-Test of recall in aided category

The paired sample T-test comparing mean recall of social advertisements with celebrities and without celebrities in aided category showed a significant difference, \( t = 3.136 \) at a probability \(< 0.002\). The mean recall of the social advertisements without celebrities \( m = 2.99 \) was higher than the mean recall of social advertisements with celebrities \( m = 2.72 \).

• Impact of celebrities

The findings on the impact of celebrities on various aspects related to celebrities in social advertising in India revealed the following:

[1] Recall of celebrities

The findings on the recall of the celebrities indicated there were 31 celebrities recalled in all that were supporting different social causes in India. Amitabh Bachchan and Shahrukh Khan the popular film stars were most recalled compared to other film stars. Vivek Oberoi was the third most recalled film star, followed by television character ‘Baa’ from a popular television serial. Fifth most recalled celebrity was popular cricketer Sachin Tendulkar who generally supports social causes.

[2] Attitude towards celebrities in social advertising

The findings of the general attitude of subjects towards celebrities in social advertising indicated, that in all 87 subjects (61.70 per cent) showed a strong preference towards use of celebrities in social advertising, of this 50 subjects (57.47 per cent) felt that celebrities help in creating awareness about the cause and 32 subjects (36.78 per cent) felt celebrities were responsible for getting the support of the general people for the social causes. None of the subjects felt that celebrities were trustworthy; while only 5 subjects (5.75 per cent) felt celebrities were effective because of their persona.
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The findings revealed that 54 subjects (38.30 per cent) felt celebrities were not effective in social advertising, of which 18 subjects (33.33 per cent) felt that celebrities support the social causes not of genuine concern but purely for monetary reasons whereas 16 subjects (29.63 per cent) felt that the celebrity’s persona overshadows the real cause. There were 15 subjects (27.78 per cent) who felt that celebrities were involved only at superficial level and their concern does not go beyond acting in social advertisements. Celebrities were not considered experts in the field of social causes by 5 subjects (9.26 per cent) and therefore they were ineffective.

[3] Role of celebrity in motivating the target audience in social advertising:
The findings with respect to the celebrity’s contribution towards motivating the target audience indicated that 119 subjects (84.40 per cent) felt celebrities play a positive role in influencing the target audience, while only 22 subjects (15.60 per cent) felt otherwise.

[4] Intentions of celebrities behind featuring in social advertisements
The findings on subject’s opinion on celebrity’s intentions for featuring in social advertising indicated that 37 subjects (26.24 per cent) felt celebrities are seen in social advertisements because they are paid for it. There were 36 subjects (25.53 per cent) who felt that celebrities support social causes to maintain a good public image and 35 subjects (24.82 per cent) felt that there are personal reasons like release of their upcoming movie, for which celebrities want to be in a public eye. There were 27 subjects (19.15 per cent) who felt that the celebrities deliver social messages out of genuine concern for the society. A confused lot of 6 subjects (4.26 per cent) could not clearly indicate the celebrity’s intentions in featuring in social advertisements.

[5] Nature of social advertisements
The nature of social advertisements was assessed on four distinct criteria viz. genuineness, informative value, entertainment value and interest generated. The
findings indicated social advertisements with celebrities registered a mixed response. Informative value received the maximum rating of 283 (50.18 per cent), followed by genuineness of 146 (25.89 per cent), that was followed by entertainment value of 92 (16.31 per cent) and least was of 43 (7.62 per cent) for social advertisements that were found to be boring. The findings for social advertisements without celebrities indicated that informative value received the maximum rating of 276 (48.94 per cent), followed by genuineness with 189 (33.51 per cent), that was followed by entertainment value with 74 (13.12 per cent) and least was of 25 (4.43 per cent) for the social advertisements that the subjects felt were boring.

[6] Essentials of social advertising
The questionnaire included questions on the subject’s views on the manner in which social advertising must be made. The subjects had to choose from the given options to determine the most important element and effective manner of social advertising.

A. Important element in social advertising:
The findings with reference to the most important appeal in the social advertisements indicated emotional appeal was considered important element by 47 subjects (33.33 per cent). Whereas 45 subjects (31.91 per cent) felt the information quotient in social advertising was most important. Elements like simplicity and entertainment value were considered as significant by 24 subjects (17.02 per cent) and 16 subjects (11.35 per cent) respectively and celebrities in social advertising were considered important by 9 subjects (6.38 per cent).

B. Nature of social advertising:
The findings with respect to nature of effective social advertising indicated, for 101 subjects (71.63 per cent) information, for 21 subjects (14.89 per cent) humour and for 19 subjects (13.48 per cent) celebrity in social advertising were important for promoting social causes.
7.5.2 Study Two

- Recall of social advertisements in unaided category

The findings of unaided recall category where subjects were supposed to recall and write the social advertisements that they had seen in the audio-video presentation on their own was as follows:

[1] Recall of social advertisements with fear appeals in unaided category

The findings indicated within the fear appeal based social advertisements the anti-tobacco advertisement had a significantly high recall from 104 subjects (83.87 per cent) followed by female feticide advertisement which had a recall of 74 subjects (59.68 per cent) respectively. The advertisements based on awareness against drunken driving and population control were comparatively low in recall with 66 subjects (53.23 per cent) and 65 subjects (52.42 per cent) respectively.


The findings of the social advertisements with non-fear appeals indicated that the social advertisement on cleanliness had a significantly high recall from 105 subjects (84.68 per cent) closely followed by AIDS awareness advertisement which had a recall of 100 subjects (80.65 per cent). The advertisements on 'spend time with elderly' and sex education for youth were comparatively low in recall with 43 subjects (34.68 per cent) and 24 subjects (19.35 per cent) respectively.

[3] Comparison between recall of social advertisements with fear appeals and non-fear appeals in unaided category

The findings with reference to comparison between recall of social advertisements with fear appeals and recall of social advertisements with non-fear appeals indicated that the overall recall of the advertisements with fear appeals was higher (62.30 per cent) than that for the advertisements without fear appeals (54.84 per cent). The z-test revealed a significant difference ($z=2.29$, $p < 0.05$).
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[4] Paired Sample T-test of recall in unaided category
The findings of the paired sample T-test comparing mean recall of social advertisements with fear appeals and without fear appeals indicated a significant difference, \( t = 2.970 \) at a probability < 0.004. The mean recall of the social advertisements with fear appeals \( (m = 4.98) \) was higher than the mean recall of social advertisements without fear appeals \( (m = 4.39) \) in unaided category.

- Recall of social advertisements in aided category
The findings in the aided category where subjects were supposed to recall the social advertisements with the help of some clues provided in the questionnaire for easy recall indicated:

[1] Recall of social advertisements with fear appeals in aided category
Among the social advertisements with fear appeals the findings showed, advertisement on population control had the highest recall of 107 subjects \( (86.29 \text{ per cent}) \) closely followed by recall of 104 subjects \( (83.87 \text{ per cent}) \) for the anti-tobacco advertisement. The ‘don’t drink and drive’ and female feticide campaigns registered a recall from 67 subjects \( (54.03 \text{ per cent}) \) and 52 subjects \( (41.94 \text{ per cent}) \) respectively.

Amongst the non-fear category findings indicated social advertisement on AIDS awareness registered a recall from 97 subjects \( (78.23 \text{ per cent}) \) followed by recall of 94 subjects \( (75.81 \text{ per cent}) \) for the campaign ‘spend time with elderly.’ Advertisements on sex education for youth and cleanliness had a recall of 84 subjects \( (67.74 \text{ per cent}) \) and 83 subjects \( (66.94 \text{ per cent}) \) respectively.

[3] Comparison between recall of social advertisements with fear appeals and non-fear appeals in aided category
The recall of social advertisements with fear appeals when compared with social advertisements with non-fear appeals it was found that the overall recall of social
advertisements with fear appeals was lower (66.53 per cent) than the social advertisements without fear appeals (72.18 per cent). The z-test revealed a low significant difference ($z=1.87$), $p < 0.10$.

[4] Paired sample T-test of recall in aided category

The paired sample T-test comparing mean recall of social advertisements with fear appeals and social advertisements without fear appeals in aided category indicated there was no significant difference ($t = 2.295$, probability $< 0.023$). The mean recall of the social advertisements without fear appeals ($m = 2.89$) was higher than the mean recall of social advertisements with fear appeals ($m = 2.66$).

- Impact of Fear appeals

The findings with respect to the effectiveness of fear appeals that was judged by analysing whether there was any attitudinal change due to these social advertisements and what views subjects held about use of fear appeals in social advertisements, revealed the following:

[1] Opinion about social advertisements based on fear appeals

The findings with reference to opinion about fear appeals in social advertisements showed that 86 subjects (69.35 per cent) felt that the advertisements were absolutely genuine and there were 33 subjects (26.61 per cent) who felt that social advertisements were partially true. There were 5 subjects (4.03 per cent) who found the information exaggerated but none of the subjects felt that these social advertisements were not real and were meant for just scaring people.

[2] Attitudinal change on subjects due to social advertisement

The findings confined only to the impact of anti tobacco advertisement on the subjects revealed that among the five subjects who admitted that they smoked cigarettes, 2 subjects (40 per cent) felt that they would like to try giving up smoking whereas the remaining 3 subjects (60 per cent) were more confident about giving up smoking after seeing the visuals. None of the smokers chose to
continue smoking after seeing the advertisements. The findings with respect to non smokers indicated that 22 subjects (18.49 per cent) were least interested in knowing about this issue since they were not addicted to tobacco. There were 13 subjects (10.92 per cent) who felt that though they do not smoke at least they got aware about the ill effects of cigarette smoking. There were 84 subjects (70.59 per cent) who in spite of being non-smokers themselves, showed keen interest in motivating others towards giving up smoking.

[3] Effectiveness of fear appeals in social advertising
The findings with reference to effectiveness of fear appeals in social advertising compared to social advertising that do not use fear appeals indicated that 97 subjects (78.23 per cent) felt frightening or disturbing advertisements would positively motivate people and only 27 subjects (21.77 per cent) felt otherwise.

[4] Nature wise analysis of social advertisements with and without fear appeals:
The nature of social advertisements was assessed on four distinct criteria viz. frightening, disturbing, informative value and entertainment value. The findings suggested social advertisements with fear appeals were found to be informative with an overall score of 190 (38.31 per cent), to be disturbing with 152 (30.65 per cent), to be frightening with 145 (29.23 percent) and even entertaining with total score of 9 (1.81 per cent). The findings for social advertisements without fear appeals were found to be informative with an overall score of 311 (62.70 per cent), to be entertaining with 121 (24.40 per cent), to be disturbing with 44 (8.87 percent) and even frightening with total score of 20 (4.03 per cent).

7.5.3 Study Three
• Recall of social advertisements in unaided category
The findings of the study specific questionnaires which assessed subject’s responses under two categories, social advertisements seen along with the commercial advertisements and social advertisements seen exclusively, revealed the following under unaided condition:
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[1] Recall of social advertisements shown exclusively in unaided category
Within the exclusively shown social advertisements findings revealed that the anti tobacco advertisement recorded the highest recall from 107 subjects (90.68 per cent) closely followed by ‘don’t drink and drive’ advertisement which had a recall of 106 subjects (89.83 per cent). The advertisement ‘spend time with elderly’ registered a recall from 105 subjects (88.98 per cent) and the awareness advertisement against eve-teasing registered the lowest recall from 80 subjects (67.80 per cent).

[2] Recall of social advertisements shown with commercial advertisements in unaided category
The findings of four social advertisements shown along with the commercial advertisements indicated that social advertisement on female feticide had the highest recall from 97 subjects (82.20 per cent) followed by the advertisement on sex education for youth which had a recall from 92 subjects (77.97 per cent). The social advertisements on ‘don’t talk on mobile phone while driving’ had a recall from 51 subjects (43.22 per cent) and the advertisement on ‘be proud of yourself’ registered the lowest recall from 40 subjects (33.90 per cent).

[3] Comparison between recall of exclusively shown social advertisements and social advertisements shown along with commercial advertisements in unaided category
The recall of social advertisements shown exclusively were compared with recall of social advertisements with commercial advertisements in the unaided category and it was found that the overall recall of social advertisements shown exclusively was considerably higher (84.32 per cent) than that for the social advertisements shown amidst commercial advertisements (59.32 per cent). The z-test revealed a highly significant difference (z = 8.99), p < 0.001.
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[4] Paired sample T-test of recall in unaided category
The paired sample T-test comparing mean recall of social advertisements shown exclusively and shown with commercial advertisements in unaided category showed a significant difference, \( t = 9.065 \) at a probability < 0.000. The mean recall of the social advertisements shown exclusively \( (m = 6.75) \) was higher than the mean recall of social advertisements shown with commercial advertisements \( (m = 4.75) \) in unaided category.

- Recall of social advertisements in aided category
The findings in the aided category, of the study specific questionnaires which assessed subject’s responses under two categories, social advertisements seen along with the commercial advertisements and social advertisements seen exclusively, revealed the following:

[1] Recall of social advertisements shown exclusively in aided category
The findings indicated within the exclusively shown social advertisements, the ‘awareness against eve-teasing’ advertisement recorded the highest recall of 233 (98.73 per cent) closely followed by ‘don’t drink and drive’ advertisement which had a recall of 230 (97.46 per cent). The anti-tobacco advertisement registered a recall of 228 (96.61 per cent) and advertisement ‘spend time with elderly’ registered a recall of 224 (94.92 per cent).

[2] Recall of social advertisements shown with commercial advertisements in aided category
The findings of the social advertisements shown with commercial advertisements suggested, the social advertisement on ‘don’t talk on mobile phone while driving’ had the highest recall in the aided category with 217 (91.95 per cent) followed by the advertisement on sex education for youth which had a recall of 206 (87.29 per cent). ‘Be proud of yourself’ advertisement had a recall of 205 (86.86 per cent) and the female feticide advertisement registered the lowest recall of 196 (83.05 per cent).
Comparison between recall of exclusively shown social advertisements and recall of social advertisements shown along with commercial advertisements in aided category

When the recall of social advertisements shown exclusively were compared with recall of social advertisements with commercial advertisements in the aided category it was found that the overall recall of social advertisements shown exclusively was higher (96.93 per cent) than that for the social advertisements shown amidst commercial advertisements (87.29 per cent). The z-test revealed a highly significant difference ($z = 8.07$), $p < 0.001$

Paired sample T-test of recall in aided category

The paired sample T-test comparing mean recall of social advertisements shown exclusively and shown with commercial advertisements in aided category showed a significant difference, ($t = 8.456$) at a probability $< 0.000$. The mean recall of the social advertisements shown exclusively ($m = 7.75$) was higher than the mean recall of social advertisements shown with commercial advertisements ($m = 6.98$) in aided category.

7.5.4 Study Four

- Recall of social advertisements in unaided category

In the study specific questionnaire the subjects were required to recall the social advertisements that they had seen in the presentation in two categories, social advertisements seen on television and social advertisements seen on posters. The findings in the unaided category revealed the following:

Recall of social advertisements presented on television in unaided category

The findings indicated that the social advertisement on ‘don’t drink and drive’ had the highest recall from 78 subjects (57.35 per cent) followed by the advertisement on ‘don’t talk on mobile phone while driving’ which had a recall from 69 subjects (50.74 per cent). The social advertisements on ‘spend time with elderly’ had a recall from 64 subjects (47.06 per cent) and the advertisement against eve-teasing registered the lowest recall from 42 subjects (30.88 per cent).
Recall of social advertisements shown on posters in unaided category
The findings within the social advertisements shown through posters revealed, anti-tobacco advertisement and female feticide advertisements both recorded a recall from 68 subjects (50 per cent) each, followed by advertisement creating awareness against poverty which had a recall of 50 subjects (36.76 per cent). The advertisement against domestic violence registered the lowest recall from 12 subjects (8.82 per cent).

Comparison between recall of television and poster social advertisements in unaided category
The recall of social advertisements shown on television were compared with recall of social advertisements shown on posters in the unaided category and it was found that the overall recall of social advertisements presented on television was higher (46.51 per cent) than that for the social advertisements shown through posters (36.40 per cent). The z-test revealed a significant difference ($z = 3.41$), $p < 0.001$.

Paired sample T-test of recall in unaided category
The paired sample T-test comparing mean recall of social advertisements presented on television and shown through posters in unaided category showed a significant difference, ($t = 3.447$) at a probability $< 0.001$. The mean recall of the social advertisements presented on television ($m = 3.72$) was higher than the mean recall of social advertisements shown through posters ($m = 2.91$) in unaided category.

Recall of social advertisements in aided category
The findings in the aided category where the subjects were supposed to recall the social advertisements with the help of some clues provided in the questionnaire for easy recall revealed the following:
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[1] Recall of social advertisements shown on television in aided category
The findings indicated among the advertisements presented on television the social advertisement on ‘don’t drink and drive’ had the highest recall in this category with 247 (90.81 per cent) followed by the advertisement on ‘spend time with elderly’ which had a recall of 231 (84.93 per cent). Advertisement ‘don’t talk on mobile phone while driving’ had a recall of 226 (83.09 per cent) and the advertisement against eve-teasing registered the lowest recall of 215 (79.04 per cent).

[2] Recall of social advertisements shown through posters in aided category
The findings revealed, within the social advertisements shown through posters the female feticide advertisement recorded the highest recall of 216 (79.41 per cent) closely followed by awareness against poverty which had a recall of 209 (76.84 per cent). The advertisement ‘awareness against domestic violence’ registered a recall of 196 (72.06 per cent) and anti-tobacco advertisement registered the lowest recall of 174 (63.97 per cent).

[3] Comparison between recall of social advertisements presented on television and shown through posters in aided category
The recall of social advertisements presented on television were compared with recall of social advertisements shown through posters in the aided category and it was found that the overall recall of television social advertisements was higher (84.47 per cent) than that for the social advertisements shown on posters (73.07 per cent). The z-test revealed a highly significant difference (z = 6.59), p < 0.001.

[4] Paired sample T-test of recall in aided category
The paired sample T-test comparing mean recall of social advertisements presented on television and shown through posters in aided category showed a difference, (t = 6.652) at a probability < 0.000. The mean recall of the television social advertisements (m = 6.76) was higher than the mean recall of poster social advertisements (m = 5.85) in aided category.
7.5.5 Study Five

- Recall of social advertisements in unaided category

In the study specific questionnaire the subjects were required to recall the social advertisements that they had seen in the presentation in two categories, social advertisements seen repeatedly and social advertisements seen only once in the unaided category. The findings of this study revealed the following:

[1] Recall of social advertisements shown repeatedly in unaided category

There were four social advertisements shown repeatedly. The findings indicated social advertisement on sex education for youth had the highest recall in this category with 124 subjects (86.11 per cent) closely followed by the advertisement on female feticide which had a recall from 120 subjects (83.33 per cent). The social advertisements on ‘don’t talk on mobile phone while driving’ had a recall from 76 subjects (52.78 per cent) and the advertisement on ‘be proud of yourself’ registered the lowest recall from 17 subjects (11.81 per cent).

[2] Recall of social advertisements shown only once in unaided category

Within the social advertisements shown only once, the findings indicated the anti-tobacco advertisement recorded the highest recall from 110 subjects (76.39 per cent) followed by ‘don’t drink and drive’ advertisement which had a recall from 46 subjects (31.94 per cent). The advertisement ‘spend time with elderly’ registered a recall from 19 subjects (13.19 per cent) and the advertisement ‘awareness against eve-teasing’ had the lowest recall from only 7 subjects (4.86 per cent).

[3] Comparison between recall of repeatedly shown social advertisements and social advertisements shown only once in unaided category

When the recall of social advertisements shown repeatedly were compared with recall of social advertisements shown only once in the audio-video presentation it was found that the overall recall of social advertisements shown repeatedly was
higher (58.51 per cent) than that for the social advertisements shown only once (31.60 per cent). The z-test revealed a significant difference ($z = 9.53$), $p < 0.001$.

[4] Paired sample T-test of recall in unaided category
The paired sample T-test comparing mean recall of social advertisements shown repeatedly and shown only once in unaided category showed a significant difference, ($t = 10.973$) at a probability $< 0.000$. The mean recall of the social advertisements shown repeatedly ($m = 4.68$) was higher than the mean recall of social advertisements shown only once with ($m = 2.53$) in unaided category.

- Recall of social advertisements in aided category
In the aided category the subjects were supposed to recall the social advertisements with the help of some clues provided in the questionnaire for easy recall. The findings in this category revealed the following:

[1] Recall of social advertisements shown repeatedly in aided category
The findings indicated social advertisements on female feticide had the highest recall in this category with 253 (87.85 per cent) followed by the advertisement on sex education for youth which had a recall of 242 (84.03 per cent). Advertisement ‘don’t talk on mobile phone while driving’ had a recall of 222 (77.08 per cent) and the advertisement ‘Be proud of yourself’ registered the lowest recall of 218 (75.69 per cent).

[2] Recall of social advertisements shown only once in aided category
Within the social advertisements shown only once, the findings revealed the anti tobacco advertisement recorded the highest recall of 261 (90.63 per cent) closely followed by ‘spend time with elderly’ which had a recall of 253 (87.85 per cent). The advertisement ‘awareness against eve-teasing’ registered a recall of 232 (80.56 per cent) and advertisement ‘don’t drink and drive’ registered a recall of 227 (78.82 per cent).
[3] Comparison between recall of social advertisements shown repeatedly and social advertisements shown only once in aided category

When the recall of social advertisements shown repeatedly were compared with recall of social advertisements shown only once in the audio-video presentation in the aided category it was found that the overall recall of social advertisements shown repeatedly was lower (81.16 per cent) than that for the social advertisements shown only once (84.46 per cent). The z-test revealed a difference at lower significance \( z = 2.20 \), \( p < 0.05 \).

[4] Paired sample T-test of recall in aided category

The paired sample T-test comparing mean recall of social advertisements shown repeatedly and shown only once in aided category did not show any significant difference \( t = 2.444 \), \( p < 0.016 \). The mean recall of the social advertisements shown repeatedly \( m = 6.49 \) was lower than the mean recall of social advertisements shown only once \( m = 6.76 \) in aided category.

7.6 Conclusion

This chapter presented the conclusions and the findings deduced by the researcher on the basis of the collected data and its interpretation. To facilitate easy understanding the chapter was appropriately categorised into general conclusions, specific conclusions, followed by general findings and specific findings. The specific conclusions and specific findings exclusively dealt with the five studies conducted. The general conclusions and general findings dealt with awareness of social advertising and the general attitude of youth towards social advertising that is being done in India. The conclusions and findings of the youth’s media habits and media exposure were also presented to facilitate effective media planning and scheduling for targeting youth.