PREFACE

Advertising today is the best known and most widely discussed form of promotion. Advertising has gained its importance in marketers' promotional mixes for several reasons. Its economic role goes beyond the basic function of motivating consumption and bringing economies of scale to fostering economic growth by facilitating new entrants and promoting competition. Its socio-economic role is vital especially in dynamic, globalised and free market system where perhaps information is the only key to market decision-making.

Advertising is considered as a social object and as such evaluated by norms. In spite of the vital role advertising plays in the economy, it is often considered a social menace. Advertising's contents often breach norms for decency, good taste and aesthetic propriety and are considered offensive. Advertising's role has been under scanner for long now for its persuasive and manipulative tactics like use of emotional appeals or popular personalities that spellbind the audience and get them to do as desired.

On one hand advertising is the object of public scrutiny for its devious traits whereas on the other hand one cannot ignore the holistic role that some advertisements play for the general welfare. Governments, non-
governmental organisations and even private companies are often seen flaunting messages on mass media such as urging people to quit smoking or pleading them for wearing seatbelts while driving. Advertising in such instances are appealing people to adopt behaviour for the social interest and as such there is no commercial motive behind it.

In the recent times the Indian media is flooded with such social advertising. Amidst the chaotic commercial breaks on television and radio, between the colourful pages of magazines and among the roadside hoardings, social advertisements are commonly found competing with commercial advertisements for attention. Host of social issues are addressed through such advertising and many popular faces belonging to films, sports and television are regularly seen pleading to the populace for adopting or changing to socially desirable behaviour.

In spite of using mass media and familiar faces the social advertising in India has hardly brought about any considerable change. There could be several reasons why social advertising has not been successful in stimulating any significant change. Too many advertising decisions are made wastefully and inappropriately. For any advertising social or otherwise, to accomplish its objectives requires correct understanding and treatment of many factors like objective of the advertising campaign, content and tone of advertising message,
selection of media and media vehicles, timing and repetition of the advertisements. Failure from any of these would ultimately mean the failure of the entire advertising exercise. In India consequential research is genuinely missing from the parties directly involved in social advertising. Social advertising fails to garner enough attention either because of its ineffective contents or due to its illogical conduct.

The current research reviews the role of advertising as a tool for social change. This is an attempt to analyse the impact of principles and strategies used through advertising largely for commercial and economic purpose when used for fostering social welfare. The present study is thus an effort to evaluate the effectiveness of factors that affect or contribute to the success of social advertising. Different variables pertaining to content and conduct are evaluated in this research such as celebrities, appeals, repetition, clutter and the media used for social advertising. Each of the aspects has been studied individually in an exclusive study and accordingly five studies were conducted. 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 comprehensive explanation of 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 valuable knowledge of various aspects of advertising in general and social advertising in particular. The chapter has been divided into three broad categories, 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 like recall, aided recall and unaided recall. The chapter also introduces the various variables that have been studied in-depth 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
Being a developing country, India everyday resolves and fabricates multitudinous problems and a vital fraction constitutes the problems of the youth. The youth today faces innumerable challenges on personal, social and economic fronts at local and global level and these issues need to be rightly identified and addressed without delay. There is a dire need to create an environment conducive for their physical and mental well being and development. Media are important source of information for youth, which ranks after their parents, teachers and peers. Mass media can create an environment in which good health as well as education is pursued and reinforced amongst the youth. Since youth constitute an important segment of our society youth have been selected as sample for the present study. The study is restricted to youth in Mumbai Metro Region due to geographical constraints. The chapter is fully dedicated to understanding of consolidated yet study-wise description of the youth that
has been used as a sample. For the five studies conducted five distinct set of sample were used and therefore it was imperative to present detail description of each of the set of the sample. The sample has been analysed 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 the 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 thorough 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 gives detail of 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.

The research presented in the form of this thesis aims at making a humble contribution in the field of social advertising. The various segments of the society like government, media and advertising agencies sponsoring social advertising can take a clue and make social advertising more effective and intriguing, while a layman with a flair for advertising should find this is as fascinating revelation of the basics of social advertising.

Bageshree Prakash Bangera-Bandekar
A Study of Social Advertising with Reference to Youth in Mumbai Metro Region