A Study on the Effect of Societal Advertisements on Middle Class Group in Pune City

Dr. Mamta Mishra  
Professor and Head  
Department of Management Studies  
Sinhgad College of Engineering, Pune

Abstract

Advertising has persuasive and powerful influence on society. It is also called a social process. It contributes substantially to social marketing. Both the profit and not-for-profit making organizations have been found using this tool to inform and persuade prospects. The multi-dimensional role of advertisement makes it a powerful and impact generating tool. The advertisements meant for social awareness are often seen in audio-visual media. A large group of viewers and readers come across it every day. People are not completely ignorant about the various social issues and evils prevailing in the society. The need of the hour is proper utilization of the funds and aid provided by Government for betterment of society. This could be achieved by mass communication and creating mass awareness in the target population.

Keywords- SocietalAdvertisements

I. INTRODUCTION

The advertisements meant for social awareness with respect to STD (Sexually Transmitted Diseases), T.B. Female feticide, Women Empowerment and literacy, education for all, child labor, child vaccination etc. are often seen in audio-visual media. It was observed by the researcher that a large group of viewers and readers came across it every day. The awakened people were aware of their social responsibilities and contributed the society in various ways by offering a helping hand financially or by other gestures. But a considerable number of people in society and specially those for whom these advertisements were meant never paid attention to it. Few associations like NACO, UNESCO, and Shell continuously focused on everything related to this burning topic.

Advertising has persuasive and powerful influence on society. It is also called a social process. It contributes substantially to social marketing. Both the profit and not-for-profit making organizations had used this tool to inform and persuade prospects. The multi-dimensional role of advertisement made it a powerful and impact generating tool. A number of marketing experts studied the positive and negative influences of advertisement. In a true sense, it was found acting as a sharp-edged instrument which helped marketing manager in promoting business at the different stages of the product life cycle. Outstanding role of advertisement in creating public awareness and sub serving social interests should be understood.

Social advertising thus gravitated attention on advertising for promoting social interests. The campaigns related to anti-smoking, anti-pollution, anti-drug, ethnic discrimination were the key areas of social advertising. In addition to the profit generating organizations the not-for-profit organizations like educational institutions and hospitals also found this tool useful. The motives behind ad campaigns was to protect the public interests. The campaigns related to child care, child education, child labor, child marriage, literacy, afforestation, drinking water, sanitation and mobilization of small savings helped the society in many ways. The brain-washing process of turning the direction and advertisement in the very context helped not-for-profit making organizations in transforming the negative into positive. The multi-dimensional effects of social advertising also known as public service or awareness advertising, e.g., socio-cultural, ethical, ethnic, environmental were aimed at anatomizing the emerging trends in advertising which were found increasing the instrumentality of this tool in derailing the social systems and time-tested norms.

A. Social Advertising - A Conceptual Framework

While going through the concept of advertisement, other aspects should also be focused on instrumentality of advertisement as a social process. It is to promote social issues vis-a-vis to minimize social evils. Creativity becomes a pre-requisite for social advertising since the messages, appeals and campaigns cannot be pro-active unless we find them highly sensitive. It is also known as Public Service Advertising or Social Awareness Advertising. The perception is almost clear that it is a social process which is supposed to honor the time-tested norms of social behavior. Against this background social advertising is not to affront our moral issues. It focuses on creating social awareness, promoting social interests.

B. Significance of the research

India is a developing nation and majority of population belongs to middle class income group. In spite of literate and awakened population we see many unwanted practices prevailing in India. People are seen shedding off their social responsibilities like...
“Each one, teach one”, though it is heavily advertised in print and visual media. Though Government has taken up the challenge to eradicate several evil social practices and much of the funds are diverted for the purpose but the response rate from the population to help government for making India a developed nation is in a very minor percentage. The study will help knowing the effectiveness of these advertisements in print and visual media.

II. OBJECTIVES OF THE STUDY

- To collect the status of awareness regarding societal advertisements in population of Pune. The media concentrates so much on societal advertisements for benefit of the society but it needs to understand whether the society takes it seriously or not.
- To learn at what rate the concept of societal advertisements help creating awareness amongst the needed/targeted one and whether proper attention is paid towards these advertisements to avail the facilities and privileges offered by government.
- To highlight the advantages of these activities and how government is taking efforts for the same and to collect information from literature and secondary data available about the efforts the government is taking to eradicate social issues
- To suggest some measures so that government gets positive response towards these activities.
- The study will help the researcher in knowing the various advertisements in media and the impact of the same on people with their opinion and implementation of various messages passed through these advertisements. The study may help various governmental agencies and NGOs in identifying the grave areas where efforts are to be taken for improvisation of the society. The study may open some more areas of research for other researchers for extensive study.

III. LIMITATIONS OF THE STUDY

The study is limited to Pune city only so the findings may reflect the opinion of population of Pune. The data analysis was based on the response given by the respondents and so may have its own limitations. Secondary data collected was as provided by the agencies.

Only the prominent social issues were taken up. To name a few - polio free nation, child labour (Bachpan Bachao Andolan, CARE India, Child Rights and You), Girl Child Education (Sarv Shiksha Abhiyan, Beti Bachao Beti Padhao, Early Childhood Care and Education (ECCE), Integrated Child Development Services (ICDS) programme, National Programme for Education of Girls at Elementary Level (NPEGEL) and the Kasturba Gandhi Balika Vidyalaya (KGBV), Female foeticide, Energy conservation, Sexually Transmitting Diseases, Rash and drunk driving, Preserving National Heritage, Managing suspicious object in public places.

The process which the media follows can be stated as: Message Development, Concept Development and Media Plan, Prototype Development, Pretesting and Revision, Implementation, Monitoring and Evaluation and Reprogramming. After the completion of the campaign cycle, a repeat baseline evaluation should be conducted along with study to produce some qualitative data on the impact of the campaign.

IV. REVIEW OF LITERATURE

Mukharjee Debashree in the article “Primary Education in India: An Urgent Need for Reform” emphasizes on the urgency to provide fundamental elementary education to children between 6 to 14 years (especially girls) since independence. But it gained continuum and start taking shape only after the same was elevated to the status of fundamental right. Current statics reveal a dismal picture with increase in drop-outs from schools for many reasons ranging from abject poverty to illiteracy amongst parents, infrastructural inadequacies and gender and caste inhibitions. The article concludes by reminding that the need to impart value-based education to children at the early stages of schooling is non-negotiable and all initiatives must be undertaken to uphold the same.

Ishita Mukherjee in her article “Contribution of NGOs to Primary Education” examines the importance of Government-NGO partnerships to hasten primary education and to enrich its quality. These NGOs are MV Foundation (child labour eradication), Pratham Mumbai Education Initiative (universalization of pre-primary and primary education in metropolis), shiksha Samiti, Eklavya etc.

These NGOs play a strong role in assisting the State to complement the public education system and to improve its effectiveness through successful schooling of underprivileged children, pursuing community participation as a central plank for increasing the quality of education and pioneering the concepts of the voluntary teacher and the alternative school to counter teacher absenteeism.

Sanjay Kumar and Sandeep Shastri in “Indian Youth in a transforming world- Attitudes and perceptions” opined that young generation are more supportive of promotion of greater gender equality by the government. More than two third of the Indian youth consider alcohol consumption to be unacceptable. Poverty is seen as a major reason of all such social issues. Youth are in favour of the government tackling the problem of HIV/AIDS as the first priority followed by maternal health and reducing child mortality rates.

Michael Vimal Pillai and Manoj kumar Patnaik in “Street children: A Social Challenge” gives an overview of street children who are subjected to different forms of abuse. Also in a survey report by UNICEF, between boys and girls, UNICEF
found that girls are two times more likely to be out of school and working in a domestic role. Parents with limited resources, claims UNICEF, have to choose whose school costs and fees they can afford when a school is available. Educating girls tends to be a lower priority across the world, including India. Girls are also harassed or bullied at schools, sidelined by prejudice or poor curricula, according to UNICEF. Solely by virtue of their gender, therefore, many girls were kept away from school or drop out, and provide child labor.

Sangeeta Lahiri in “Food security, Family Health and Child Nutrition: Call for an educated Woman” in the book Women Education and Empowerment by Debashree Mukherjee emphasized that a women plays a pivotal role in producing food, managing natural resources, taking care of natural resources, taking care of household and maintaining the nutritional level of the family. Increasing level of women’s education and status can low the child malnutrition rate.

V. RESEARCH DESIGN OF THE STUDY

This study was aimed at studying the impact of societal advertisement on people so analytical and descriptive type of research study was conducted. As per descriptive design a clear specification of the who, what, when, where, why & method i.e. how was studied.

1) Who: The population of Pune
2) What: The information to be obtained from the respondents regarding views, opinions and implementation of different messages passed to the society through different media
3) When: After knowing that these people watched or read such kind of advertisements.
4) Where: Geographical extent of the research was Pune city.
5) Why: The information was obtained for the purpose of understanding the impact of various societal advertisements and implementation or availing the facilities being made available by Government and NGOs
6) Method: The information was obtained from the respondents by way of Personal Interviews and through questionnaire
7) This study incorporated the major methods such as analysis of secondary data and collection of primary data through questionnaire and interviews.

A. Sampling Process & Sample Size
a) Target population for this study was the residents in different geographic locations in Pune city.
b) Sampling Frame: The sampling frame for research consisted of respondents scattered in different residential areas of Pune.
c) Sampling Method: The researcher adopted a convenience sampling method as the respondents chosen were as per their availability and convenience.
d) Sampling technique: A sample of 700 respondents from 7 different residential locations were selected (mainly in and around Sinhgad Road, Kothrud, Shivajinagar, Kalyani nagar, Bibwewadi and Fatimanagar, Yerwada).
e) Sample size: From a total of 700 filled up questionnaires around 150 were found to be filled either incompletely or in a wrong manner. Hence a sample size of 550 was finalized.

VI. DATA ANALYSIS AND INTERPRETATION

The primary and secondary data collected was subjected to statistical tools, compiled in a master table and then represented in graphical manner. Based on the master table, the analysis was done and interpretations were derived from the graphs. These interpretations were utilized to work out the findings, conclusions and suggestions.
From the above graph it can be interpreted that almost everyone had come across TV ads and print ads related to societal issues. Out of 550 respondents 437 respondents watched and read these advertisements whereas considerable number of people ignored it. When asked they just zapped for other channels during the advertisements. But most of the respondents were of the view that these advertisements were must to create awareness.

Majority of the respondents thought that conservation of natural resources/energy sources is must as they are perishing day by day, about 30% opined that some other resources should be used as an alternative while the remaining didn’t bother for the future. The respondents were of the opinion that to conserve energy one should strictly switch off electric appliances when not in use and should create awareness amongst people the use of public transport to save fuel while very few were of the opinion that taking lectures and gathering would help in creating awareness.

10% respondents opted only sometimes for mass travelling as a step towards saving fuel wherever and whenever necessary while only 31% of them did it mandatorily and about 10% never went for mass travelling as it requires many adjustments in their planned activities.

82% of respondents responded with children of the age group 0-5 years reported for ‘Do Boond Jeevan Ki’ campaign run by the Government of India for complete eradication of Polio whereas many respondents have not taken advantage of TB campaign if applicable as they were reluctant to reveal that they are suffering from tuberculosis. The percentage that have availed the facility opted for it only because they couldn’t afford high medication cost. For people suffering from sexually acquired diseases it was interpreted that the views of respondents towards such person is that they owns a bad character and that is the reason this disease is acquired by them. 21% opined that they need sympathy and help while some think that such person should be relocated to some distance place from the normal human beings.

Majority of respondents tried to know about the educational and nutritional status of children particularly the girl child of the maid working in their house. The prime focus was on the girl’s education, diet and her marital status. But only 25% had come forward to help the maid materially or monetarily if she is unable to bear the expenses in this context. They were also not bothered to explain that there is no difference between a boy and a girl in today’s era and both should be treated with equal
status. But the respondents have warned their maids about child marriage. The respondents had never employed a child labour for their domestic work. But a few had asked to do some work of household activities to the son or daughter of the maid working in their house. The respondents were least bothered about the domestic violence taking place at their maid’s house. Rather they blamed the maid for not reporting on work on that day.

In natural resources conservation issues 63% of people were of the opinion that deforestation should be stopped immediately while others who were the advocates of progress and development agreed to cutting of forest up to some extent. They were also aware of the pollution caused by various industries and vehicles as a part of growth and industrialization and were of the opinion of strong legal norms to be set and implemented to put a check on it. But the remaining 37% opined that it is an unavoidable truth and a price one pays for the development. Most of the respondents had not suggested any measures of renewable or non-conventional methods of energy while 9% had taken steps for setting up wind mill or biogas plant. But this was done by those who had some experience or professional expertise.

Regarding few ethics to be followed in day to day life, 64% of the respondents on a family tour had come across a driver of their hired vehicle or some other vehicle who was drunk or was doing rash driving and the respondents had as and when possible made that driver aware of the situation and consequence of such driving. The respondents had inducted to some extent about the steps to be taken if they find anything suspicious in a public place. The respondents have taught and explained their children about the importance and value of food and water. Nearly all the respondents discuss with their family members about protection of national heritage and consequences of demolishing and defaming it. Also 81% of respondents knew about human organ donation. They also paid their taxes regularly.

VII. **Chi Square Analysis**

A. **Chi Square Test Analysis on Relationship between Gender and Effect of Social Advertisement**

<table>
<thead>
<tr>
<th>GENDER/EFFECT</th>
<th>YES</th>
<th>NO</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>150</td>
<td>191</td>
<td>341</td>
</tr>
<tr>
<td>FEMALE</td>
<td>99</td>
<td>110</td>
<td>209</td>
</tr>
<tr>
<td>TOTAL</td>
<td>301</td>
<td>249</td>
<td>550</td>
</tr>
</tbody>
</table>

H0 : There is no significant relationship between Gender and Effect of social Advertisement.
H1 : There is significant relationship between gender and Effect of social advertisement.

\[
\chi^2 = \sum \frac{(O - E)^2}{E} = 73.181
\]

Number of degree of freedom: \( \text{ndf} = (\text{row} - 1) \times (\text{column} - 1) \)

\( = (2-1) \times (2-1) = 1 \)

Table value of \( \chi^2 \) at 5% level of significant = 3.84

1) **Conclusion**

Thus calculated \( \chi^2 \) is greater than the tabulated \( \chi^2 \). \( \chi^2 \) calculated =73.181 > \( \chi^2 \) =3.84. So we will reject null hypothesis that is there is no difference significance relationship between gender and effect of social advertisement.

B. **Chi –Square Test for the Analysis of the Relationship between Occupation & Child Labour Awareness**

<table>
<thead>
<tr>
<th>Sr.no</th>
<th>Occupation</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Public sector</td>
<td>55</td>
<td>50</td>
<td>105</td>
</tr>
<tr>
<td>2</td>
<td>Private Sector</td>
<td>90</td>
<td>95</td>
<td>185</td>
</tr>
<tr>
<td>3</td>
<td>Professional</td>
<td>90</td>
<td>120</td>
<td>210</td>
</tr>
<tr>
<td>4</td>
<td>Businessman</td>
<td>15</td>
<td>35</td>
<td>50</td>
</tr>
<tr>
<td>5</td>
<td>TOTAL</td>
<td>250</td>
<td>300</td>
<td>550</td>
</tr>
</tbody>
</table>

H0 : There is no significant relationship between Occupation and child labour awareness.
H1 : There is significant relationship between Occupation and child labour awareness.
X² = Σ (O-E)² / E = 73.181
Number of degree of freedom: ndf = (row -1) (column -1)
= (4-1) (2-1) =3
Table value of x² at 5% level of significant = 9.49

1) Conclusion
Thus calculated X is less than the tabulated X. X calculated = 1.8591 < X square = 9.49. So we will accept null hypothesis that is there is no difference significance relationship between gender and Child labour awareness.

VIII. FINDINGS

1) 78% People usually watched and read the advertisements reflecting social issues. However a considerable percentage of people ignored such advertisements and didn’t try to understand the message behind it.
2) Many issues in the society like child labour, treatment for STD etc. remain in dark and a strong need was felt to create awareness about such issues through these advertisements.
3) 74% respondents were aware of the situation that the natural resources and energy resources are depleting and hence many respondents were of the view that they should be conserved so that they last long and also some alternatives can be thought of. 31% respondents contributed by using public transport or mass communication method. Few people also took initiative in suggesting renewable methods energy.
4) 82% respondents took advantage of mass vaccination for eradication of polio. It also had a major impact because of campaigning done by celebrities like Amitabh Bachchan, Sachin Tendulkar etc. 12% secretly took advantage of relief against TB with a hesitation because of fear of public rejection. Also the prevention and treatment of STDs was taken secretly. 32% respondents took initiative in warning people about health hazards caused by tobacco chewing.
5) 69% of people were also aware of consequences of employing a child labour.
6) Only 12% respondents helped their maid in sharing the responsibilities of her children specially girls. They had explained about the benefits of girl education, diet and nutrition. Also 58% people were aware that female feticide is a crime and also domestic violence should be stopped.
7) People wanted development but at the same time they are aware that cutting trees is not good for environment.
8) 57% respondents took care at least to inform their family members about preserving National Heritage Monuments, evils of drink and driving, rash driving, protection of animals, paying taxes regularly and precaution to be taken on seeing suspicious objects in a public place.
9) 88% of respondents educated their children about value of optimum utilization of food and water and importance of organ donation.

IX. SUGGESTIONS

1) As Government is spending so much on advertisements related to social issues some effective measures should be taken so that the target population avails the benefits and advantages provided.
2) The domestic maids should be registered with registered/government recognized agency where one can get the personal and family information about them. If anybody wanted to offer a helping hand they should be able to extend it.
3) Mass transportation should be promoted even by private organizations in order to save fuel. Also methods of generating renewable energy sources should be promoted.
4) A helpline should be available at public places and heritage places to inform the concerned authorities about child labour; and to inform about somebody causing harm to heritage monument or public property and also in case of identifying a suspicious objects.

5) A proper check and vigilance should be applicable for tax payers.

6) Mass efforts should be taken for prevention of female feticide and betterment of girl child with respect to her education, diet and nutrition and her marital status.

7) Children as they are citizens of tomorrow, should made aware about the importance of food and water.

8) Mass education regarding donation of human organs after death should be promoted so as to help the needy.

X. CONCLUSION

At last it can be concluded that people are not completely ignorant about the various social issues and evils prevailing in the society. The need of the hour is proper utilization of the funds and aid provided by Government for betterment of society. This could be achieved by mass communication and creating mass awareness in the target population. Making people utilize the help and aid extended will help in leading a better life which ultimately will lead to development of the country.

REFERENCES


