

Effectiveness of Social Advertisements on Attitudes & Practices

Arcot Purna Prasad, Gadda Vijaya Kumar

Abstract: Social Advertisements is an influential device for social change. Social advertising is a process of changes in the behaviour is to be positive for promoting social issues through marketing and advertising principles. From Social advertising change in behaviour to the individual targeted groups, make them to accept with a behaviour of new-fangled, discard a old behaviour, amend a present behaviour. Social advertising intends to confines targeted customers who wants to change, mutate or reject certain practices such as smoking, drinking, etc. and stimulate them to carry out socially desirable actions.

We can see that organizations like UNICEF, UNESCO have used Social advertising for various purposes and with various degrees of success all across the world. Social Advertising and marketing is increasingly common in UK, USA, Australia, Canada and Scandinavian countries, where fundraising and collaboration between companies and NGOs happen almost every day. In a country like India which is faced with a multitude of problems we can reap huge benefits from the proper usage of social advertisements.

Attitude and practices are interlinked. Actions are based on thoughts, Practices are based on Attitudes, The people who are having favourable attitudes and they are having favourable practices. The consequences of both primary & secondary data are related to each other which determine that the attitude and practices are interweaved to each other. Therefore the study deduces that there is association between the attitude and practices of health and hygiene.

A sample size of 275 was considered and stratified random sampling technique was adopted for this uni-dimensional study which has been carried out with emphasis upon three major demographic variables □ District, Area and Gender. Considering these variables as strata, a sample was collected from the respondents belonging to the different established strata in the form of questionnaires. Questionnaires were developed in consultation with experts which are having high reliability scores. After the collection of data, the data was subjected to both descriptive and inferential statistical analysis based on the hypotheses formulated using SPSS (version 22.0).

The inference of the study was that people who were regularly exposed to social advertisements gained a high level of awareness about health & hygiene, and developed favourable attitude and practices through attitude and practices.

Keywords: Social Advertisements, Health, Hygiene

I. INTRODUCTION

Advertisements are one of the powerful techniques to bring a change in an individual. Through Social Advertisements awareness can be created, attitude can be formed or changed and can also change an individual's behaviour completely by changing his practices.

Revised Manuscript Received on November 05, 2019.

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The main aspect of running a successful health campaign is through making the public to practice according to the need. A successful advertisement must create awareness, change attitude and make the public practice in a favourable way. In this study, the respondents received adequate information from the Government of Andhra Pradesh, such as advertisements related to various kinds of Health & Hygiene issues. The Social Advertisements are repeated frequently which also improves the efficiency of an advertisement. The consequences of both primary & secondary data are related to each other which influence the effectiveness of Social Advertisements on practices through attitude and practices is favourable. Hence the investigator concludes that the effectiveness of Social Advertisements in developing progressive attitude and making the public to implement practices is quite positive.

Attitude is a settled way of thinking or feeling about something. Theories of classical conditioning, instrumental conditioning and social learning are mainly responsible for formation of attitude. Unlike personality, attitudes are expected to change as a function of experience. Advertisements have the potentialities to change the attitude irrespective of the people. A properly planned advertisement can bring a desired change in the attitude among people. Attitudes can be altered or reinforced through social advertisements. From the current research it is evident that people have positive attitude towards social advertisements.

II. OBJECTIVES OF THE STUDY

1. To Study the effect of Social advertising through attitude and practices through attitude.
2. To examine Social advertising impact through attitude and practices on the practices of people
3. To analyze the association between attitude of the people and health & hygiene.
4. To study the barriers for successful implementation of social advertising through attitudes and practices.

III. HYPOTHESIS OF THE STUDY

Hypothesis 1:

H0: There is no association between the attitude of the people & Social advertising through attitude and practices

H1: There is association between the attitude of the people & Social advertising through attitude and practices

Hypothesis 2:

H0: There is no association between the practices of people & Social advertising through attitude and practices.

H2: There is association between the practices of people & Social advertising through attitude and practices.

Hypothesis 3:

H0: There is no association between the attitude & practices of the people and Social advertising

H3: There is association between the attitude & practices of the people and Social advertising

IV. REVIEW OF LITERATURE

In the current context the study has been why man does & what is the combination of internal and external variables that changes attitudes and elicits action? These questions have also plagued advertisers for many generations. Particularly convincing consumers to buy products is not an easy task. However, Public service advertisers change attitudes and behaviour and they must do so in the face of sensitive topics, social apathy and deeply-rooted behaviours. Positive thoughts have to be converted into actions in order to bring an intended change. Hence it becomes necessary to understand the Social Advertisement can induce a person to adopt a change and practice it for a long time.

Tahmeena et al.,(2013) "*The Impact Of New Practices In Organic Farming Promoted through Negila Yogi program*". The study concludes practices of organic farming among farmers and "Negila Yogi" radio programme is highly significant and positive relationship among them, which leads to increases in the production.

Monali., (2010) *A Framework For Effectiveness Of Pro-Nutrition Public Service Announcements Targeted At Children*. The study concludes that the increasing in the consumption of fruits by the children with the usage of standard advertising elements in terms of attitudinal and behavioural change.

Zhao and Pechmann (2007) "*The Impact of Regulatory Focus on Adolescents' Response to Antismoking Advertising Campaigns*". The study concluded that enhanced ad effectiveness is mediated by message accessibility and diagnosticity.

Cummings et al., (1987) "*Impact of a Newspaper Mediated Quit Smoking Program*" The study evaluates the impact of smoking cessation program mediated through newspaper and presented the survey result.

Myers et al., (1981) "*Public Version: Federal Trade Commission Staff Report On The Cigarette Advertising Investigation*" The study mainly focuses on 5 major issues that are as follows; the known health consequences of smoking, health information of cigarette advertisements, severity of the dangers of smoking, public awareness of smoking, current warning systems of smoking and necessary remedial actions.

Chunawalla and Sethia (2008) "*Foundations of Advertising Theory and Practice*" The study explores the opinion that no amount of well-drafted and well-meaning public service ads will be effective unless they are supported by political, legal, religious pressure on the concerned people. Every social advertisement must be backed up by a reasonable level of action & action from the people is the most important factor of Social Advertising.

Amy Bleakley et al.,(2015) "*Do Emotional Appeals in Public Service Advertisements Influence Adolescents' Intention to Reduce Consumption of Sugar-Sweetened Beverages?*" The study investigated effects of emotional appeals such as humor, fear and nurturance in public service

advertisements in between the 2010 & 2012 reduce their sugar-sweetened beverage (SSB) consumption.

Vijay Kumar Gadda (September 2019)., "Impact of Social Advertising towards Health & Hygiene".

The study concludes the schemes of the Government through attitude and practices have not been effective due to the existence of several barriers in Social Advertisements.

V. RESEARCH METHODOLOGY

- ❖ Research Design: Descriptive & Analytical research design
- ❖ Sampling Technique: Stratified Random sampling technique
- ❖ Sampling Size and Sampling Area: 275 Respondents from Ananthapur District
- ❖ Statistical tools: SPSS STATISTICS 21 version

VI. TOOLS OF DATA COLLECTION

Questions framing on the Effectiveness of Social Advertisements on attitude & practices, a list of numerous advertisements by Government of Andhra Pradesh were collected from the department of Broadcasting.

The advertisements were categorized based on the purposes:

1. Advertisements related to attitude
2. Advertisements on attitudes and practices introduced by Government of Andhra Pradesh.

The questionnaires were categorized based on the advertisements.

1. Questions on attitude
2. Questions on attitudes and practices schemes by Government Andhra Pradesh.

Attitude and Practices were sub-categorized under the following heads;

1. Questions related to Sanitation
2. Questions related to Personal Habits
3. Questions related to Diseases
4. Questions related to Women welfare

VII. DATA ANALYSIS AND INTERPRETATION

Hypothesis 1:

H0: There is no association between the attitude of the people & Social advertising through attitude and practices

H1: There is association between the attitude of the people & Social advertising through attitude and practices

Table 7.1: Mean values of respondents' on attitude of the people through attitude and practices components and the results of one sample 't' tests.

Attitude	Mean	SD	Test Value	t value	P value
Sanitation	3.09	1.12	04	8.14	0
Personal habits	4.82	0.39	04	21.92	0
Diseases	3.24	0.75	04	-10.5	0
Women Welfare	3.31	1.08	04	-6.64	0
Total	14.46	3.34	16	12.9	0

Sanitation: The expected attitude of sanitation is 4, and the mean attitude of the respondents is 3.09, decreasing with the value of the 0.91, The results of the t test indicates which is not significant association between the attitude of the people & Social advertising through attitudes and practices in the aspect of sanitation. i.e., value (t=8.14; p=0.000).

Personal habits: The expected attitude value is 4, and the mean attitude of the respondents is 4.82. Increasing with the value of the 0.82, the results of the t test indicates which is significant association between the attitude of the people & Social advertising through attitude and practices. i.e., value (t=21.92; p=.000).

Diseases: In case of 'diseases', the respondents mean awareness value is 3.24 where as the expected awareness value is 4. There is decreased in the value of 0.76, The results of the t test indicate which is not significant association between the attitude of the people & Social advertising through attitudes and practices in the aspect of diseases. i.e., value (t=-10.5; p=0.000).

Women Welfare: The expected attitude of Women Welfare is 4 and the mean attitude of the respondents is 3.92. Decreasing with a value of 0.08, the results of the t test indicates There is no association between the attitude of the people & Social advertising through attitude and practices.. i.e., value (t=-0.717; p=.000)

Total Awareness: The expected total awareness value is 16, whereas the respondents found the value to be 14.46. There was decreased in the value of 1.74.

There is decrease in the value of 0.08, the results of the t test indicates which is not significant association between the attitude of the people & Social advertising through attitudes and practices. i.e., value (t=12.90; p=0.475).

Hypothesis 2

H0: There is no association between the practices of people & Social advertising through attitude and practices.

H2: There is association between the practices of people & Social advertising through attitude and practices.

Table7.2: Mean values of respondents' on practices of people & Social advertising through attitude and practices and the result of one sample 't' tests.

Practices	Mean	SD	Test Value	t value	P value
Sanitation	4.35	0.67	04	3.716	0
Personal habits	3.36	0.85	04	-7.83	0
Diseases	3.24	0.78	04	1.46	0.146
Women Welfare	3.95	0.86	04	-0.55	0.581
Total	15	3.16	16	-3.21	0.727

Sanitation: The expected Practices of 'sanitation' is 4, and the mean practices of respondents is 3.09. Increasing with a value of the 0.35, the results of the t test indicates there is association between the practices of the people & Social in the aspect of sanitation. i.e., value (t=3.71; p=0.000).

Personal habits: The expected Practices value is 4, but the respondents mean attitude value is 3.36. There is decreased in the value of the 0.64, the results of the t test indicates which is not significant association between the Practices of the people & Social advertising through attitudes and practices. i.e., value (t=9.57; p=.000).

Diseases: In case of 'diseases', the respondents mean practices value is 3.24 where as the expected practices value is 4. There is decreased in the value of 0.76, The results of the t test indicates which is not significant association between the practices of the people &

Social advertising through attitudes and practices i.e., value (t=1.46; p=0.146)

Women Welfare: The expected practices of Women welfare is 4 and the mean practices of respondents is 3.95, decreasing with a value of 0.5, the results of the t test indicates which is not significant association between the practices of the people & Social advertising through attitudes and practices. i.e., value (t=-0.55; p=0.581)

Total Practices: The expected total practices value is 16, whereas the respondents found the value to be 15. There was decreased in the value of 1.00. There is decrease in the value of 0.08, the results of the t test indicates which is not significant association between the practices of the people & Social advertising through attitudes and practices. i.e., value (t=-3.21; p=0.727).

Hypothesis 3

H0: There is no association between the attitude & practices of the people and social advertising

H3: There is association between the attitude & practices of the people and social advertising

Table7.3: Pearson's Correlation between components of attitude & components of practices

Components of Attitude	Components of Practices				
		Sanitation	Personal habits	Diseases	Women Welfare
Sanitation	Correlation	0.053	0.13	-0.074	0.053
	P value	0.58	0.18	0.45	0.59
Personal habits		0.238	0.116	-0.539	0.03
	Correlation				
Personal habits	P value	0.013	0.231	0	0.758
		-0.395	-0.076	0.251	0.003
Diseases	Correlation				
	P value	0	0.433	0.008	0.978
Women Welfare	Correlation	0.044	0.038	0.122	0.163
	P value	0.651	0.693	0.206	0.09
Total	Correlation	0.336	0.208	-0.241	0.4
	P value	1.36	1.54	0.66	3.24

In case of Sanitation, Relation between Practices and Attitude:

In case of sanitation the correlation between the practices & attitudes of sanitation is positive with components of attitude and total value of attitude. The correlation coefficient of sanitation between attitude and practices is (r=.053; p=0.58), in case of personal habits towards attitude (r=0.238; p=.013), in case of diseases towards attitude (r=.395; p=.000), in case of Women welfare towards attitude (r=.044; p=.651) and in case of Sanitation towards total attitude (r=.336; p=1.36) which shows positive impact. In other words, Increase in the practices, the value of attitude also increases and vice versa. The respondents who are

having higher practices and also they have favourable attitudes.

In case of Personal habits, Relation between practices and Attitude: The correlation between the practices & attitudes of personal habits is positive with components of practices and total practices. The correlation coefficient of personal habits between Practices and attitude in case of sanitation ($r=0.13$; $p=.18$), in case of personal habits towards practices ($r=-0.116$; $p=.23$), in case of diseases towards practices ($r=-0.076$; $p=-0.43$), in case of Women welfare towards practices ($r=-0.043$; $p=.693$) and total in case of Personal habits towards practices ($r=-0.208$; $p=.154$) in case of diseases towards practices there is negative correlation and relationship between attitude and practices are not significant with each other. In other aspects there is positive correlation with each other.

In case of Diseases, Relation between practices and Attitude: There is a negative correlation between the component of attitude and total attitude in aspect of sanitation, personal habits and Practices of Diseases.

The correlation coefficient of practices in case of Diseases and attitude in case of sanitation ($r=-0.074$; $p=.045$) and in case of personal habits towards attitude ($r=-0.539$; $p=.000$). There is positive correlation between Diseases, women welfare, practices of Diseases therefore it is significant association with the components of attitude and total attitude. In case of disease the correlation coefficient between the attitude and practices ($r=0.251$; $p=.008$), In case of women welfare towards attitude ($r=.122$; $p=.206$), and In case of Diseases towards total attitude shows negative correlation ($r=-0.024$; $p=.66$) and which is not significant to each other.

In case of Women welfare Relation between practices and Attitude: There is positive correlation between the practices of women welfare, components of attitude and total attitude which is highly significant. In case of Women welfare towards practices and in case of sanitation towards attitude, the correlation coefficient values are ($r=.05$; $p=.59$), In case of personal habits towards attitude ($r=.03$; $p=.758$), In case of diseases towards attitude ($r=.003$; $p=.97$), In case of Women welfare towards attitude ($r=.163$; $p=.09$) and In case of Women welfare towards total attitude ($r=.4$; $p=3.24$) It shows positive impact and highly significant.

VIII. FINDINGS, SUGGESTIONS & CONCLUSION

9.1 Findings:

- In case sanitation, Effectiveness of social advertising towards attitude & practices the components such as personal habits and women welfare has positive correlation. Effectiveness of social advertising towards attitude & practices the components such as sanitation and diseases has negative correlation.
- In case personal habits, Effectiveness of social advertising towards attitude & practices the components such as sanitation and women welfare has positive correlation.
- In case Diseases, Effectiveness of social advertising towards attitude & practices the components such as women welfare and diseases has positive correlation.
- Effectiveness of social advertising towards attitude & practices the components such as sanitation and personal habits has negative correlation.

- In case women welfare, Effectiveness of social advertising towards attitude & practices with all of the sub components was positive through attitude and practices.
- There is utilization of Andhra Pradesh Government schemes through attitude and practices very low.
- The concept of Social Advertising was not able to understand by the respondents because as compare to commercial advertisements, Social Advertising is not popular.

9.2 Suggestions:

Advertisements can also change ones behaviour. If commercial advertisements can induce a person to buy a product or service, Social Advertisements can also change a person's behaviour if it is beneficial for him or to the society. Social advertisements can induce people to change their behaviour and follow certain practices which are good for their health and to keep the society clean and hygiene. It has been well known that attitudes are precursor of practices. Our practices depend upon the level of knowledge we have and the type of attitude towards it. If the attitude towards a particular aspect is positive then it also engenders to favourable practices.

The main intention of any Social Advertisements is to change a person's attitude or behaviour toward some event or idea. There are lots of persuasive techniques which can be used such as;

- **Common Sense:** Challenging the public to think of a good reason why they have to change, how they have to change, what they have to do and what they shouldn't do.
- **Humour:** Publics like humour. Making them laugh makes the advertisements more likeable and memorable.
- **Persuading to be responsible:** The importance of being a responsible citizen has to be emphasized. Creative ways have to be thought of in making the public responsible for every decision they take.
- **Fear:** A Fear factor helps an individual to change his behaviour, attitude and practices. People consider those advertisements which have warnings in it to be honest. This has been widely used technique in social advertisements but on the flipside public may avoid being threatened. Proper use of fear factors is advised.
- **Reward:** Convincing people that they will be rewarded by changing their behaviour, attitude and practices are rewarding is one of the methods to persuade. Recently the Ministry of Petroleum & Natural Gas is using this technique to save fuel.
- **Exigency:** Convincing the public to take certain actions immediately or explaining the public why a change is the need of the hour can be very persuasive. Social Advertisements which are related to the environmental issues uses this technique heavily.

9.3 Conclusion:

Social Advertisements play a vital role in social change. In order to be effective, Social Advertisements have to be carefully planned before its execution, must appear in various mediums and geographic-specific advertisements have to be implemented with the local

people, culture, lifestyle, and socio-economic status in mind. As the government's spending on Social Advertisements is

increasing steadily, there is an imminent need of an autonomous organization that looks after the planning, implementation and evaluation of Social Advertisements.

By effectively utilizing the power of Social Advertisements, our society can fight against many sociological problems such as diseases, crime, pollution, malnutrition, illiteracy, etc. and move towards creating a clean, peaceful and harmonious society. For Effectiveness of social advertisements through attitudes & practices, the Government of India should consider the barriers allied with such Social Advertisements and try to overcome them.

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