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Attitude Towards Public Service Advertisements Among the Rural Youth in Chengalpat Taluk - Kanchipuram District

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ABSTRACT

In an age of environmental disaster, population explosion, socio-cultural confrontation, tension and dissension; we need to review the present philosophy of transformation of the industrial economy. We cannot deny the fact that the present system of economic development, standing on the pillars of mechanized industrial economy, has helped sensing, serving and satisfying customers fantastically but at the same time have also been instrumental in inviting a number of social evils. Advertisement shall be one of the cost effective strategy which disseminate messages, whether to build brand preferences or to educate people to avoid hard drugs, control of population, prevention of aids, importance of education, child labour and so on.

KEYWORDS: Industrial Economy, Environmental Disaster, Socio-Cultural Confrontation.

INTRODUCTION

The study deals in detail about the factors which influences the effectiveness of social advertisements. Social advertisements play a vital role in the current scenario where people try to outbreak the culture because of the influence of various factors. In countries like India, without social advertisements it is difficult to channelize the people in a path for development of the individual and the society. Influence of advertisements in the field of marketing initiates to buy the product and to try the product just for the sake of understanding the product, alike the above social advertisements do in creating a modern world as a responsible civic citizens.

In this chapter the researcher has analyzed the data collected out of the survey made for knowing the impact of social advertisement. This chapter has been planned in a structured manner by analyzing the demographic profile of the respondents followed by the analysis of advertisement and finally ends with the analysis of social advertisement and its impact in the society.

Introduction of Public service advertising

Public service advertising is advertising for promoting the social interests. Society is a system of usages and procedures and mutual aid, of many groupings and divisions, of control of human behaviour and of liberties. This ever-changing complex system is called as society. It is the web of social relationships. And it is always changing. It is also important to mention that society is not limited to human beings. Wherever there is life there is society, because life means heredity and can arise only out of and in the presence of other life.

The perception of society is thus related to a system that provides a healthy environment to all the living beings to survive and thrive. Wherever there is life there is society. Of course, we can live with pleasure, to enjoy with satisfaction and to leave the planet safe and pleasant to the coming generations since life can arise only out of and in the presence of other life. If thinking about social transformation, it is not just to manage the human beings indeed all the living beings. Against this background, social problems also focus on the ecological balance and afforestation programmes.

2.2 Importance of Public service advertising

Public service advertising is promoting social issues to minimize social evils. It is much more than 'tokenism' bearing the stamp of professional excellence. Creativity becomes a –pre-requisite for public service 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.

2.3 Need for Public service advertising

All of us have been experiencing the harmful effects of industrial economy which has engineered a sound foundation for materialism. The emergence of a materialistic society has paved ways for the generation of a number of social evils. In the development process, we have miserably failed in adopting a code. The departure of social values from the development policies made the social environment unhealthy even for human beings then what should one say about other living beings. The smoke generating industries, of course, have speeded up the process of industrial development but the negative effects are found establishing an edge over their positive effects. The problem of environmental pollution is found at a critical stage. In a true sense, it is a stage of environmental disaster. Water pollution, noise pollution, air pollution are found multiplying numerous problems.

STATEMENT OF THE PROBLEM

Advertising occupies an important element in the organization of business unit, Government institutions, Non-Government institutions, Social institutions and the like. It is the process by which messages are made available to the targeted consumers. In modern economic terminology, it is the creation of value to the products and services. It is a part and parcel of the marketing process, its role toward purchasing behavior is of pivotal. In advertising the social messages, the advertisers face many problems that are not similar as advertising the products, because the advertisers of social message do not face financial challenges in terms of targets. Even then it is the obligation of the advertisers to effectively communicate the message for the better understandability of the people.

NEED AND SIGNIFICANCE OF THE STUDY

The researcher will identify the awareness of the rural public service advertisements among the rural youths. In the phase of economic development every individual has some active role towards the society. As the government is spending huge amount towards the PSA this study will be helpful for the general public and for the institutes spending towards PSA. The institutions like business houses, Government, charitable institutions, Non-Government organizations play a vital role through programmes for the society. Public service advertising acts as a catalyst to bind the social institutions and the society.

OBJECTIVES OF THE STUDY

- To find whether the public has awareness over the social advertisement.
- To identify the public interest towards viewing social advertisement
- To study the extent of the influence of social advertisement over the public.
- To analyze and find out the best media on the demographic profile of the people in chengalpat taluk in kanchipuram district.
- To know the effectiveness of the existing advertising institutions in promoting the product and services.
- To formulate suitable strategies for effective advertising of social awareness concepts.

SCOPE OF THE STUDY

The researcher has confined the study area to chengalpat taluk in Kanchipuram district. It is a small district in Tamilnadu in India with huge number of population. The study period has been limited to 2011-2012. This study concerns about the public service advertising and its impact among the public.

RESEARCH METHODOLOGY

Methodology

In the present study both primary and secondary data have been used. The secondary data has been collected from the reports, magazines, newspapers, textbooks, websites and the like.

Primary data has been collected from the people of chengalpat taluk in Kanchipuram district to check the awareness of public service advertising and the consequences of that type of advertising in the society by using a structured interview schedule.

Design of the Interview schedule

The schedule has been designed for collecting the data from the people of chengalpat taluk in Kanchipuram district with the objective of i) knowing the level of awareness of the public towards public service advertising ii) the ensuing consequences of public service advertising iii) the differences in perspectives of the public towards public service advertising. The schedule is classified into three parts namely demographic profile of the respondents, variables and impact of advertising.

Sampling design

For this purpose, a detailed interview schedule has been prepared and the datas were collected from 300 respondents by using convenience sampling.

Statistical design

The information collected from the various respondents has been analyzed by using the appropriate statistical tools like percentage, chi-square and annova methods.

LIMITATIONS OF THE STUDY

Like other social research, this research also has the following inherent limitations:

1. This study is restricted to chengalpat taluk in Kanchipuram district only; hence the study findings could entirely be applicable to this city only. It might not be generalized to other regions because of the difference in attitudes of the people over one area to other.

2. The study addresses only the impact of public service advertising towards the society.

Awareness of type of advertisements

Regarding advertisement there are advertisements like social advertisements, service advertisements, product related advertisements, institutional advertisements, industrial advertisements and others. Besides social advertisement the other type of advertisements purports to reimburse the invested amount in the advertisement, whereas social advertisement purports for the well-being of the public. Hence the researcher attempts to identify the types of advertisements that the respondents are aware and to what level they are aware about the social advertisement.

Awareness of type of advertisements

Sl. #	Advertisements	Yes		No		Total
		Count	Percentage	Count	Percentage	
1	Social	276	92	24	8	300
2	Product	285	95	15	5	300
3	Service	102	34	198	66	300
4	Institutional	66	22	234	78	300
5	Industrial	51	17	249	83	300
6	Others	24	8	276	92	300

Source: Primary data

It is seen in the study that 92 percent of the respondents see social advertisements, 95 percent of the respondents see product advertisements, 34 percent of the respondents see service related advertisements, 22 percent of the respondents see institutional advertisements, 17 percent of the respondents see industrial advertisements and the remaining 8 percent of the respondents see other types of advertisements.

Categories of social advertisement

There are various categories of social advertisements. Some of the major categories of social advertisements contented by the researcher for the sake of simplicity in the study is health related advertisements, savings related, tax savings, nature disaster and caution advertisements. At this juncture it is a common phenomenon that more number of people may get awareness about health related advertisements as they could see it repeatedly in various medias. The researcher in this juncture attempts to testify the above. It is very hard to specify categorically the types of social advertisements in a rigid manner by the layman. Normally people see social advertisements without giving much importance, so the general public couldn't categorize, moreover it is a part and parcel of their life in visualizing but not get mused with.

Categories of social advertisement

Sl.#	Particulars	No of Respondents	Percentage
1	Health related advertisement	85	32
2	Savings related advertisement	64	24
3	Tax savings	84	32
4	Nature disaster advertisement	14	5
5	Caution advertisement	15	6
Total		262	100

Source: Primary data

The above table explicates that 32 percent of the respondents could identify and categorize as health related advertisement, 24 percent of the respondents could categorize as savings related advertisement, 32 percent of the respondents could categorize as tax savings advertisement, 5 percent of the respondents could categorize as nature disaster related advertisement and the remaining 6 percent could categorize as caution advertisements.

Effects of social advertisements

The purpose of social advertisements is to advocating to others, trying to practice, knowledge savvy and to be entertained. If it purports to advocate to others then the advertisement could be effective. Hence the researcher tries to know whether the social advertisement to the maximum possible do the above or not.

Effects of social advertisements

Sl.#	Effects	SDA		DA		NANDA		A		SA		Total	Mean
		Count	%	Count	%	Count	%	Count	%	Count	%		
1	Advocating	1	.36	27	10	2	.72	182	66	64	23	276	4.02
2	Practicing					54	20	121	44	101	37	276	4.17
3	Knowledge			1	.36	100	36	101	37	74	27	276	3.90
4	Entertaining	58	21	78	28	82	30	28	10	30	11	276	2.62

Source: Primary data

For the effects of social advertisements mean value has been calculated, and based on the mean value the information can be passed to the advertisers for the improvements in social advertisements. The score for the attribute; practicing is 4.17 continuing with a mean value of 4.02 to advocating then to knowledge and finally to the attribute entertaining. Only the attribute practicing from the advertisement has a maximum mean score value which is 4.17, hence the advertisers have to insist in preparing advertisement for practicing the advertisement.

Inferential Statistics on Sample
Factor analysis is a multi variant statistical technique
Varimax Rotated Factor Matrix

Sl#	Variables	Factor Loading				
		F1	F2	F3	F4	H^2
1	Scientific Evidence	.88445	-.06020	.17809	-.07582	.82334
2	Life Style	.86217	-.00990	-.11538	.02464	.75736
3	Fantasy	-.56076	.13275	-.45104	.05282	.53830
4	Mood or Image	-.10879	-.79567	.10136	.03737	.65660
5	Music	.00295	.76331	-.12914	.36954	.73588
6	Personality Symbol	-.27188	.65147	.26194	.43783	.75864
7	Testimonial Evidence	-.26233	.58844	.07081	-.30271	.51172
8	Words	-.12803	-.07816	.93205	-.03695	.89259
9	Tone	.34684	.07265	.77722	.15633	.75408
10	Slice of the title	-.17920	.02084	-.13144	.72286	.57235
11	Format	-.12490	-.06663	-.19137	-.64910	.47800

Source: Primary data

The above table represents the matrix of common factor co-efficients or factor loadings. The number factor extracted was four. The ratios which have the highest loading (>_ = 0.50) in each factor are grouped, that is the ratio which are more closely related too a particular group are boxed. The last column in the table is communality (H^2) that is the variance explained by the factor. In the following section, these results have been interpreted by carefully examining the significant loading for ratios clustering on each factor.

SUMMARY OF FINDINGS, SUGGESTIONS AND RECOMMENDATIONS

Summary of Findings

1. In this study it is found that 58.3 percent of the respondents are male and the remaining 41.7 percent of the respondents are female.
2. It is inferred from the study that 9 percent of the respondents age fall in between 10 – 20, 16.33 percent of the respondents age fall in between 20 – 30, 26 percent age fall in between 30 – 40, 24 percent of the respondents age fall in between 40 – 50, 19 percent of the respondents age fall in between 50 – 60 and the remaining 5.7 percent of the respondents age fall in between 60 – 70.
3. In this study 61 percent of the respondents are married and the remaining 39 percent of the respondents are unmarried.
4. It is seen in the study that 24.34 percent of the respondents see social advertisements, 20.66 percent of the respondents see service advertisements, 37.66 percent of the respondents see product related advertisements, 3 percent of the respondents see institutional advertisements, 7 percent of the respondents see industrial advertisements, 7.34 percent of the respondents see other type of advertisements.
5. It is found in the study that 45.67 percent of the respondents could identify and categorize as health related advertisement, 19 percent of the respondents could categorize as savings related advertisement, 4.67 percent of the respondents could categorize as tax savings advertisement, 20.66 percent of the respondents could categorize as nature disaster related advertisement and the remaining 10 percent could categorize as caution advertisement.

Suggestions and Recommendations

From the survey made in this study the researcher has identified social advertisement entrenches and giving importance or emphasizing to health and tax savings but the other category of social advertisements are barred from this. So the social reformists and activists can concentrate on other categories of social advertisement for the betterment of society.

In the study area people give importance to the other categories of advertisement rather than social advertisement. Some of the respondents feel that social advertisement seems to be waste which no body wishes to see. Some sort of attractiveness can be had to attract the people towards social advertisements.

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