

## **A Study On Concept And Impact Of Social Advertisements**

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### **ABSTRACT**

The major motive of the study is to give clear knowledge about the concept of social advertisements. Social advertisement helps in vanishing the public issues like health, safety, environment and development. Social advertisements are also named as non – commercial advertisements. Social advertisements are normally non-controversial and non-profit approach. Social advertisements give a way to build relationships with people. It creates awareness among people about current problems in the society. In recent times, social advertisements act as an important character in changing the attitude and behaviour of the people in a good way. It encourages the people to come out from their previous bad behaviour. Sometimes, people in the society do not have any knowledge about the problems in the society. So, it explains about the recent problems and gives knowledge to people about the problems happens in the society. The research is followed out through survey around 100 respondents with the well – planned questionnaire. With the help of this study, we are going to see the concept and the impact of the social advertisements elaborately.

**Key words:** social advertisements, social awareness, social issues, attitude and behaviour

### **1. INTRODUCTION**

Social media is the most popular advertising business or product platform. It helps to show how social media can be the right platform to raise the awareness of social entrepreneurs and people. Social issue means the incident, message or content, attitude & behaviour of a person is affecting someone's inner and outer feelings and also the welfare of the society. With the help of social medium like television, newspaper, radio, mobile phone, internet, banners, hoardings, punch lines etc., social advertisements are very effective. This type of advertisements is always sponsored by the government, non-profit organisations, and voluntary organisations and sometime by corporate or business people. Advertising agencies cooperate with non-profit organisations to produce social advertisements. It is intended to persuade people to engage in activities that actively promote health or wellness and behaviour. Media organisations often contribute space and time to the dissemination of such information. To control the distribution their advertisements, non-profits and state and national government sometimes pay for their services.

#### **1.1 ELEMENTS OF SOCIAL ADVERTISEMENTS**

The following are the major elements of social advertisements,

##### **Advertisers**

Advertisers can be individuals or organizations. They like to contact with their target audience. Dissemination refers to the products and services provided by advertisers.

##### **Advertising**

Advertising information is used to provide information. They redoubled their efforts to try to make people satisfied with the idea of product and service. It may be necessary for people to act on the news. To this end, advertising uses the persuasive power of reason, perception, and sometimes even moral appeal.

### **Media**

The communication channel is the media and it disseminate advertising information to target audiences. The most widely used media are newspapers, magazines, radio, television, mobile phone, internet and outdoor activities. Each medium has its own advantages and disadvantages.

### **Target Audience**

Readers or viewers of print or broadcast media become audiences. The product can be used for mass consumption or the target audience of total consumers. The audience can be users, non-users, and potential users.

## **1.2 CHARACTERISTICS OF SOCIAL ADVERTISEMENTS**

- Social advertisements express opinions about products rather than services and non-profit organizations.
- The main focus of this announcement are topics of social importance.
- Socio-economic or cultural issues related to advertising are worthy of attention. The public is concerned and often requires public action.
- Media pays for time or space paid for by someone other than the sponsor.
- Such advertisements are sponsored by the government, voluntary organizations, and sometimes through commercial housing.
- Promotes reasons and activities generally accepted as desirable or desirable, on which a general consensus has been reached.
- Generally, it will not cause disputes.
- Usually contains ideas from ancient cultures.
- Focus on rural areas is the main target of these advertisements.

## **1.3 NEED FOR THE SOCIAL ADVERTISEMENTS**

Today's world is characterized by rapid changes occurring in other areas of science and technology, business, product, process, social, cultural, economic, etc., creating a series of socio-economic problems for all mankind. It has affected different economies in a number of ways. As a result, issues are created that have both a direct and indirect impact on the performance of different types of audiences. The government is the protector of society that seeks to solve problems at different levels in different ways. But the government has its own limits. After what? the problem remains largely unresolved and gets worse over time. Some organizations intend to exercise corporate social responsibility to help the government promote a social act known as public service advertising.

## **1.4 TYPES OF SOCIAL ADVERTISEMENTS**

- **Political advertisements**

These advertisements give knowledge about the election process and also the responsibility of the voter.

➤ **Social cause advertisements**

These advertisements help to create awareness among people about the social issues or problems.

➤ **Charitable advertisements**

It is normally differentiated from social cause advertisements. These advertisements used to increase donations or offerings on a normal or emergency basis.

➤ **Health advertisements**

These advertisements help to increase the healthy life of the people and it also fight against AIDS, Polio, Cancer etc.,

➤ **Environment advertisements**

The purpose of these advertisements is to save the resources of nature like save water, save planet, save animals, save trees etc.,

➤ **Public advertisements**

Child abuse, Dowry, Domestic violence, Women rights etc., are comes under the category of public advertisements.

## **1.5 BENEFITS OF SOCIAL ADVERTISEMENTS**

➤ **Informed society**

Through advertising, society can learn about various products and their uses, better business, safe handling of dangerous goods, effective use of scarce resources such as oil and electricity, and technological progress.

➤ **Health awareness**

Advertisements of healthy drinks, toiletries, sanitary ware and their equipment promote health and hygiene to people. There are also advertisements about protecting drinking water and treating wastewater to help people live better.

➤ **Consumer rights**

Consumer rights can only be known through advertising. The spread of consumerism and consumer awareness of rights protection also benefited from advertising.

➤ **The process of preventing terrible diseases.**

People understand terrible diseases, such as AIDS and its causes, modes of transmission, and preventive measures.

➤ **New ideas**

In general, the people are traditional. They must be aware of the latest technological advances. Creative advertising is here to provide effective services.

➤ **Advertising helps to stimulate people's creativity.**

Have to watch some advertisements. In that bathroom can be a charming room with a Parry toilet. Perhaps, in addition to nature, advertising art is more creative than anyone knows.

➤ **Environmental protection**

Environmental protection is of urgency. Through the indiscriminate felling of trees, the discharge of untreated industrial wastewater into the open air, the acceleration of urbanization and the subsequent increase in urban slums and other brutal attacks on nature, people understand and oppose environmental degradation.

➤ **Social changes**

Social changes, such as equal acceptance of women, empowerment of women, paying attention to girls, stopping the killing of girls, and forming public opinion against child labor, are all caused by advertising.

➤ **Quality awareness**

Promote product quality, process quality, and even quality of life, work, education, investment, etc. through advertisements.

➤ **Promotion of national interests**

National interests are also promoted through advertising. Try to comply with tax laws, praise export achievements, promote tourism, protect historical sites, and increase political awareness of citizens through advertising.

## **2. REVIEW OF LITERATURE**

**Mr. M. Suresh Kumar & Ms. R. Punithavalli (2018)** They concluded that, in recent times social advertisements are very effective and it helps to change the attitude and behaviour of the public and the society.

### 3. OBJECTIVES OF THE STUDY

1. To know the concept of social advertisements
2. To analyse the impact of social advertisements
3. To examine the attitude of people towards social advertisements

### 4. RESEARCH METHODOLOGY

#### Primary Data

The primary data have been gathered from the respondents with the help of a well-planned questionnaire. Around 100 respondents are chosen for the analysis of the study. For analysis, the main tool used was the percentage method, mean, variance & standard deviation.

#### Secondary Data

In this study, the secondary data was gathered from several websites, journals and articles.

### 5. DATA ANALYSIS & INTERPRETATION

**Table 1** Gender Analysis

S. no	Particulars	No. Of Respondents	Percentage	Mean	Standard Deviation	Variance
1	Male	42	42			
2	Female	58	58	50	8	64
	Total	100	100			

#### Source: primary data

From the above table it clearly shows that mostly, female respondents have more interest to watch social advertisements.

**Table 2** Age Group

S. no	Particulars	No. Of Respondents	Percentage	Mean	Standard Deviation	Variance
1	16-20	12	12			
2	21-25	38	38			
3	26-30	26	26	20	112	10.583
4	31-35	14	14			
5	36 and above	10	10			
	Total	100	100			

**Source: primary data**

From the table out of 100 respondents most of the respondents comes under the age group of 21-25.

**Table 3** Interest on Watching Social Advertisements

Particulars	No. Of Respondents	Percentage	Mean	Standard Deviation	Variance
Very frequently	13	13			
Frequently	22	22			
Occasionally	35	35	20	8.32	69.2
Rarely	18	18			
Never	12	12			
Total	100	100			

**Source: primary data**

From the above table it examines that most of the respondents watching social advertisements occasionally.

**Table 4** Impact of Social Advertisements

Particulars	No. Of Respondents	Percentage	Mean	Standard Deviation	Variance
Few hours	42	42			
1 day	18	18			
1-3 days	19	19			
1 week	11	11	16.67	159.222	12.62
1 month	4	4			
1 year	6	6			
Total	100	100			

**Source: primary data**

Majority of respondents forget about the advertisements within few hours.

**Table 5** Most Preferable Media for Social Advertisements

Particulars	No. Of Respondents	Percentage	Mean	Standard Deviation	Variance
Newspaper	12	12			
Television	25	25			
Mobile phone, Internet	27	27			
Social medias like Twitter, Face Book etc.,	18	18	16.67	53.22	7.30
Radio	8	8			

Banners, Hoardings	10	10			
Total	100	100			

**Source: primary data**

From the above table most of the respondents prefer to watch social advertisements through mobile phone, internet and television.

**Table 6** Attitude Towards Social Advertisements

Particulars	No. Of Respondents	Percentage	Mean	Standard Deviation	Variance
Capacity of recalling the advertisements	18	18			
Share social advertisements to others	32	32			
Positive response on the social issue	30	30	20	9.55	91.2
Require more social advertisements	8	8			
Fight against crime	12	12			
Total	100	100			

**Source: primary data**

From the above table most of the respondents would like to share the social advertisements to others.

## 6. FINDINGS OF THE STUDY

- Mostly, female respondents have more interest to watch social advertisements
- Most of the respondents comes under the age group of 21-25
- Most of the respondents prefer to watch social advertisements through mobile phone, internet and television
- Majority of respondents forget the advertisements within few hours
- Most of the respondents would like to share the social advertisements to others
- Majority of the respondents react on social issues in a positive way

## 7. SUGGESTIONS & CONCLUSIONS

Based on this study, the author suggested that social advertisements need some more attractive measures for influencing males also. Advertising creators try to make advertisements to motivate each and every people. They have to create attractive advertisements with the perfect content, theme, pictures. Because

this only increase interest among people to watching social advertisements and also make the advertisements very effective.

From the overall study, author concluded that most of the people have the interest to watch social advertisements and they do not want to react for that. So, advertising creators have to influence people to react for the particular issue and they try to change the attitude and behaviour of the people towards social advertisements. social advertisements creating more awareness among the public about the social issues, but people do not have any response to react for that. So, people have to know about their responsibility on society individually.

## 8. REFERENCES

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