

Effect of Social Advertising and the Effectiveness of Media- A Study of Swacch Bharat Abhiyan with special reference to youth in Varanasi

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Abstract:

Clean India Mission was launched on 2nd of October 2014 (145th birth anniversary of Mahatma Gandhi), targeting to achieve completion on the occasion of the 150th birth anniversary year (2019) of Mahatma Gandhi. The mission was implemented to cover all the rural and urban areas of India under the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation. The primary objective of this mission is to spread awareness on cleanliness, which is socially acceptable and has been a big area of concern. Central government has also launched several advertising campaigns for different media vehicles like electronic, print media for spreading the awareness about cleanliness and hygiene. The objective of this paper is to analyze the effects of social advertising campaign on the Clean India Mission (Swachh Bharat Abhiyan) and to determine the degree of impact on citizens' behavior.

Keywords: Social Advertising, Swacch Bharat Abhiyan, Communications campaign

Advertising plays a key role in every society. Advertising is a catalyst for social change. Well-crafted ads delivered with a blend of persuasion and appropriate appeal backed with ample exposure not only make audience sit up and take notice of social issues but also command positive change in attitude. If social advertising campaign is done effectively, it can lead to positive influence on its audience. Social advertisements can reach their communication goals and bring the desired change if the factors that make social advertising more meaningful are correctly identified and appropriately used. Social advertising is a form of advertising that is designed to educate and persuade people to undertake socially acceptable actions. This type of advertising is generally made by government and non-government organization who primarily shoulders the responsibility of society's well-being, through this is not necessarily a pre-condition for social advertising.

Swachh Bharat Abhiyan or Clean India Mission is the national cleanliness awareness campaign established by the Government of India. This campaign envisions to cleanup the roads, streets, and public infrastructure of India by 2019. It is a movement to create a cleaner India by the set deadline. It is an initiative in keeping with Mahatma Gandhi's dream of Swachh Bharat for a healthy and prosperous life. The mission was implemented covering all rural and urban areas of the India under two ministries: Ministry of Urban Development and the Ministry of Drinking Water and Sanitation.

Social Advertising:

Two definitions, one by Philip Kotler and other by Garbett highlight the essence of social advertising: **According to Philip Kotler** 'Social Change Campaign' is an organized effort' conducted by one

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group (change agent), which intends to persuade others (the target adopters) to accept, modify or abandon certain ideas, attitudes, practices and behaviour.

According to Garbett, Social /Public Service advertising is “that kind of advertising, either government or association sponsored, which promotes causes and activities generally accepted as desirable. By its nature, public service advertising is usually non-controversial. It may, then be paid or presented by the media without charge. Most importantly, it is associated with “good works” about which there is consensus.

From the above definitions certain characteristics of social advertising can be deduced:

- Social /Public service advertising is a type of public relations advertising and as such has a non-product, non-service perspective and a non-profit objective.
- The main focus of these types of advertising is on an issue which is socially prevalent and generally non-controversial in nature.
- The social issues dealt in this advertising are targeted at a definite audience and often calls for public action to accept and modify certain notions, attitudes and behaviour.
- This kind of advertising is an organized effort of the “change agent” like government, voluntary organizations, media, advertising agencies and business houses, NGO's who intend to bring about a change in the society

Social Advertising in Indian Context:

Compared to developed countries such as the US and UK, social advertising is of recent origin in India. Around late 60's, with rising socio economic

issues and popularity of television, social advertising took on a prominent role of addressing the issue of family planning. Since then it has become part and parcel of Indian advertising. In recent years social advertising has been leading the Indian advertising industry in terms of volumes. In India, a host of social advertisers such as government and its ministries, NGOs, corporate, media and advertising agencies regularly flaunt their social advertisements. Post-Independence, social advertising in India is being done by the DAVP, (Directorate of Audio Visual Publicity), a part of the Ministry of Information and Broadcasting the sole mass communication agency of the Indian government. The aim of the Ministry is to educate, inform and to some extent entertain the people while doing this it also aims to create awareness about the country's social evils and attract public's participation in the government's programmes and policies. The DAVP is the nodal advertising agency (multi-media) of the Government of India. It caters to the PR and communication requirements of all central ministries and 200-odd public sector undertakings.

Clean India Mission (Swachh Bharat Abhiyan):

It is a program run by the government to seriously work towards fulfillment of the vision of Father of Nation, Mahatma Gandhi by calling people from all walks of life to make it successful globally. Swachh Bharat Abhiyan was started by the government to make India cleaner and more hygienic. Mahatma Gandhi had said that sanitation is more important than independence. During his time he knew of the poor and dirty living conditions of the country. He made various efforts to complete his dream of a clean India. Unfortunately, even today India ranks poorly in sanitation and cleanliness even after 70 years of independence. In the recently released movie “Toilet –AkPrem Katha”, actor Akshay Kumar also emphasizes and has tried to sensitize the audience about hygiene

and sanitation. Only a minuscule percentage of the total population has access to toilets.

This mission needs to be accomplished by 2nd October, 2019, the 150th birth anniversary of Mahatma Gandhi, i.e. 5 years from the date of launch. Government has urged people to spend only 100 hours annually to clean their surrounding areas or other public places to make the campaign really successful. There are different policies and mechanisms for implementation of the program namely: phase of planning, phase of implementation and sustainability phase.

The first cleanliness drive of this mission was kicked off by the Prime Minister of India, Shri Narendra Modi on 25th of September 2014. This mission has a target of solving the sanitation problem and waste management issues throughout India by providing to all better sanitation facilities.

Why Clean India Mission is essential:

- To eliminate open defecation in India as well as making toilets available to every one.
- To convert outdated insanitary toilet systems into flushable toilets.
- To help in eradicating the human scavenging system.
- Proper waste management practices through hygienic reuse, disposal and recycling of solid wastes.
- To bring behavioral changes among people of India regarding maintenance of hygiene and practicing healthy sanitation methods.
- To create awareness among public living in rural areas and link it to public health system.
- To support working bodies to design, operate and execute the waste disposal system locally.
- To bring the private sector to develop sanitary facilities all through India.

- To make India a clean and green India.
- To improve quality of life for people in rural areas.
- To usher in sustainable sanitation practices by community and Panchayati Raj Institutions through the awareness programmes like health and education campaign etc.

Research Methodology:

The study is concerned with analysis of Clean India Mission (Swachha Bharat Abhiyan) television campaigns, along with the print and radio media. The study also analyzes whether these advertisements have been able to make a difference to the target audience and whether there is any impact brought about by these ads. The broad objectives of the paper are as follows:

1. To identify the factors determining the effectiveness of social advertising campaign.
2. To investigate into the effectiveness of various media channels with reference to social media advertising in India.
3. To assess the level of awareness about Clean India Mission among people
4. To evaluate the role of various media channels in promoting the Clean India Mission in India.

Data & Sampling:

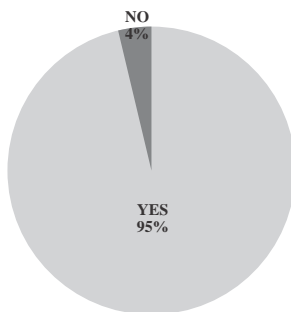
The primary data has been collected by survey method with the help of non-disguised questionnaire that's a blend of both open and closed ended questions. The sample size is 150 which was selected from a population of youth of Varanasi in the age group 18- 25 years selected at random. As the topic was quite subjective and target areas had been fragmented into various groups of students who have just graduated from high school or college, study was conducted with responses in the period of April- June 2017. The basic purpose was to collect maximum information in these

segmented areas. The study also used relevant secondary data sources like magazines, newspapers and the internet.

Findings & Analysis:

1. Are you aware about Clean India Mission (Swacch Bharat Abhiyan)?

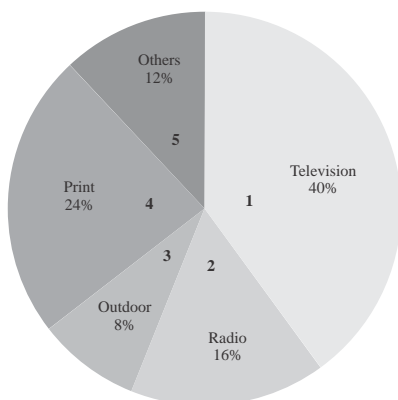
Measure of Awarness



Inference: Of the 130 responses gathered, 125 were aware of the mission, while only 5 were not, which means the awareness about the mission is significant.

2. Where have you seen the advertisement of Clean India Mission (Swacch Bharat Abhiyan)?

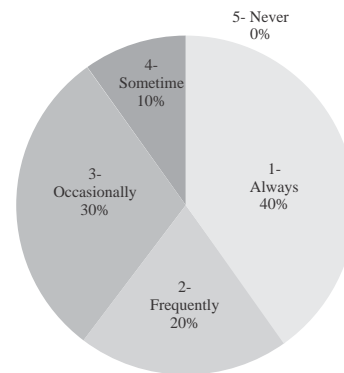
Most popular medium



Inference: Of the 50 responses received, majority(40%) claimed to have seen the ad on Television, followed by Print media like newspapers etc. at 24%. Radio is also a preferred medium among the youth of Varanasi as is evident from the responses (16%).

3. Frequency of watching the advertisement of Clean India Mission (Swacch Bharat Abhiyan) broadcasted on television?

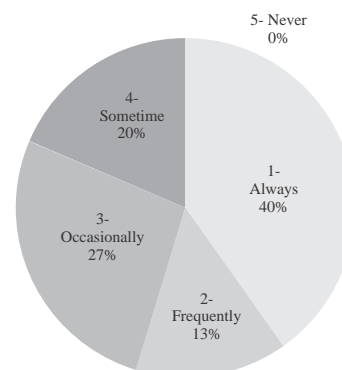
Eyeball on the most preferred medium



Inference: Each time an ad regarding social welfare was broadcast on Television, respondents viewed it on at least 40 occasions out of 100, which is a significant number.

4. Frequency of watching the advertisement of Clean India Mission (Swacch Bharat Abhiyan) in the various newspapers , magzines and other media ?

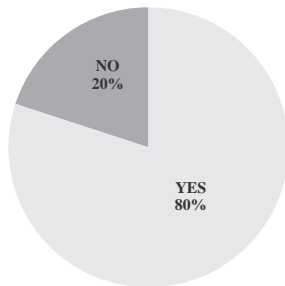
Eyeball on lesser media



Inference: A substantial number (40%) of the 75 people who responded also paid attention to social welfare ads in less popular media like newspapers, magazines etc.

Q 5- Do you know these types of media campaigns are known as Social advertisement?

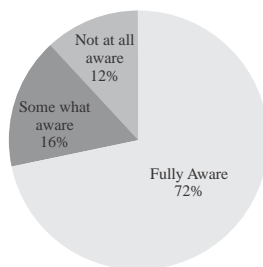
Terminological awareness



Inference: A majority(80%) of the 125 responses received were aware of the term “Social Advertisement”.

6. Were you aware of these issues before the various media campaigns?

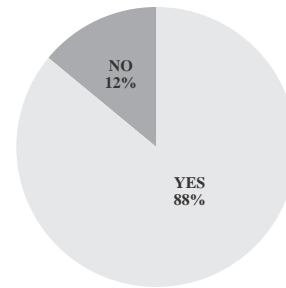
Pre-campaign awareness



Inference: A majority(72%) of the 125 responses received were aware of social messages before the ad campaigns were launched. This was attributed mainly to the active role of health, sanitary, public works and other departments in the area surveyed.

7. Do you feel that campaign on various media have made you realize the importance of cleanliness?

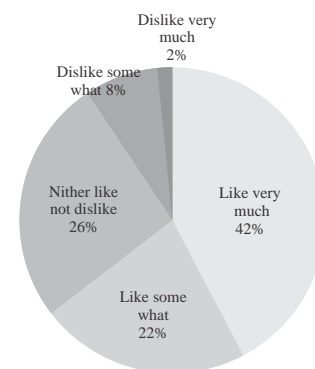
Importance of media campaign



Inference: A majority (88%) of the 125 responses received indicated that campaigns about social welfare on various media have helped them realize the importance of cleanliness.

8. Please rate your overall likeability of Clean India Mission media campaigns Social advertisement on the following scale from LVM to DVM?

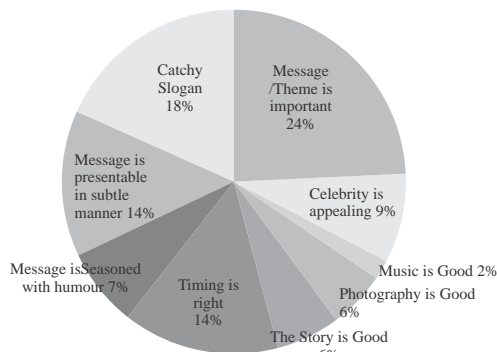
Likeability of social media campaigns



Inference: 42% of the 125 people who responded, liked Clean India Mission social media campaign while a significant number (26%) remained disinterested.

9. You like the advertisement of Clean India Mission (Swacch Bharat Abhiyan) because ...

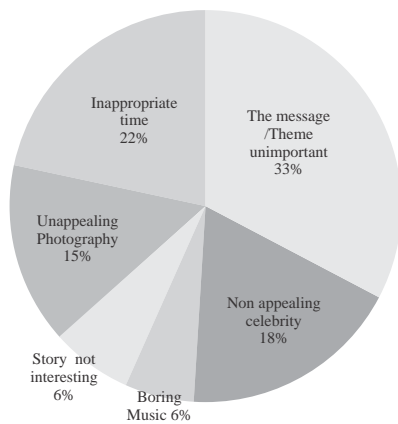
Reasons for likeability



Inference: Of the 125 responses received in favour of social media campaign about Clean India Mission, 24% attributed importance to the message/theme, while 18% believed the slogan was catchy. 28% of the respondents also liked the campaign because either the message is presented in a subtle way or the timing of the message is right.

Q 10. You dislike the above advertisement because of ...

Causes of dislike

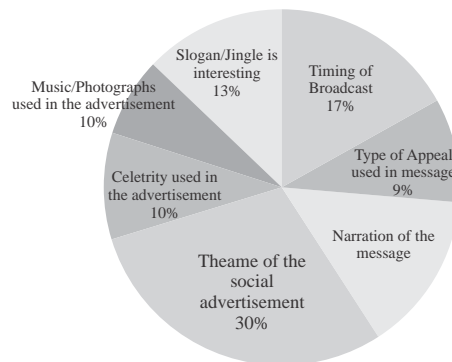


Inference: Of the 125 responses received against social media campaign about Clean India Mission, 33% attributed their disapproval to the unimportant message/theme, while 18% believed the celebrity did not look appealing to them. 37% of the respondents also disliked the campaign because either the photography isn't appealing or the timing

of the message is wrong.

11. To what extent do you agree that following factors are important in social advertisement?

Key factors



Inference: Of the 125 responses received, 30% said that the theme of the social advertisement needed to be important. 31% of the respondents believed that narration or timing of broadcast were key factors leading to liking or disliking a social media ad.

Analysis and Interpretation

The data taken in the study shows that majority people are aware of Swacch Bharat Abhiyan . Television is the leader among all the print and electronic media in reaching the masses to create awareness about Swacchh Bharat Abhiyan among the youths in Varanasi District. Frequency of advertisement was also high and the reach was also to the masses. The data also shows that people are quiet aware of the new appeal “Social Appeal” to grab the attention and action through “ AIDA”. Majority also accepts that Swacch Bharat Abhiyan have made them realize the importance of cleanliness. The content and the message was well accepted by 42 % of the target audience. Research in this paper again shows message content and theme still plays a significant tool in grabbing attention of the general public. Theme of social advertising is the most critical element in

campaigns of awareness which we closely followed by timing of broadcast , narration of message , slogan and jingle used.

Conclusion

Through India is pious nation but the irony lies in the fact that cleanliness is confined only to one's home. We citizens do not keep the state, city or our locality clean. The new government took the initiative of making India clean and for the same it launched a scheme named "Swacch Bharat Abhiyan". Government has invited corporate funds for this scheme which can also be accounted as CSR. Corporate Affairs Ministry also amended Schedule VII of Companies Act to mention that contribution towards "Swacch Bharat Kosh" would be eligible to be classified as CSR spending. Many famous personalities like actors, politicians, sportsmen etc. participated in the campaign. As per the research done by Ministry Of Urban Development, a Cleanliness Index Survey (Swacch Sarvekshan) 2016 for the ranking of 73 cities in Jan 2016 has been conducted. In an effort to scale up the coverage of this ranking exercise & to encourage more towns and cities to actively implement the cleanliness mission, a second survey to rank 500 cities would be done.

The study revealed that a majority of youth in Varanasi were aware of the Clean India Mission even before the social media ad campaigns were launched. But they weren't very clear about the purpose of the mission till they viewed it on Television and other popular media. Broadcasting of such programmes on Television is a wise move by the government since TV is the most popularly viewed media as the study reveals. This becomes even more relevant because a majority of the youth were already aware of the welfare schemes, but knew little about detail. Hence Television and other popular media could play an important role in disseminating awareness of the ambitious program

of the Government of India, like Clean India Mission. Vitality of the message/theme has been underscored by the youth, hence the ad campaigns must not deviate from the central theme of welfare in their ads and take care not to over-emphasize factors like humor content, celebrity or expensive photography which are less important.

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