
A STUDY ON SOCIAL ADVERTISEMENTS AND THEIR EFFECT ON PREFERENCE OF CONSUMER

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Abstract: Advertisement from the time of its evolution has changed many faces. It came into existence with a simple objective of informing people which now turned to a highly sophisticated tool of persuasion at a subliminal level. Being one of the largest generator of revenue in world economic system, Advertisements are now playing a very active role in social system as well. Today, plenty of social advertisements can be seen on various media platforms from print to digital they are scattered everywhere. A social advertisement not only caters information about a product or service, but it is also accompanied by a social message that creates awareness among masses about key issues in society. Commercial advertisements featuring social messages are highly used by corporates as it operates as a corporate social responsibility for them. This study is carried out to identify consumer preference towards social advertisements. The paper identifies the changes occurred through social advertisements in attitude and purchase behaviour of consumer. A Descriptive study was carried out by using questionnaire and the collected data were analysed by using simple statistical tools like percentage analysis. Result of the study shows that social advertisements are been preferred to watch but have medium effect on attitude and purchase behaviour of consumer.

Keywords: Social Advertisement, Social Message, Attitude, Preference, Purchase Behaviour

INTRODUCTION

Advertisement has become an integral part of person's life. A day starts with reading the newspaper while breakfast, through interacting with mobile and computers in workplace and ends to watching television with family. All this mediums of mass communication are flooded with advertisements. It is believed that advertisements is one of the most visible element in providing information about products, services and ideas

(Jethwaney, Jaishri and Jain, Shruti, 2006). They are targeted to influence consumer, change their perception, attitude and behaviour. Creating brand image and building brands can be said as the main objectives of advertisements. Since 1948, the most acceptable definition of advertisement developed by Committee of the American Marketing Association also explains that;

“Advertisement is any paid form of non-personal presentation and

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promotion of ideas, goods, or services by an identified sponsor”.

It is a strong and most effective tool of marketing that disseminates information about a brand which is aimed at a large number of people at the same time. But with changing time, preference and needs of present generation, advertisements has also shown a transformation in its theme and objectives. Now, advertisements are not just a mean of disseminating information about a brand but it has also proved itself as a powerful source of mass education. There is a notable increase in number of advertisement with social messages as its core theme. All advertisements that highlights a social message related to key issues in society are commonly known as social advertisements. This paper throws light on changing preference of consumer in terms of liking towards social advertisements and identify its effects on their attitude and purchase behaviour. Finally, it summarises thoughtful suggestions for improvement of social advertisement for development of society.

Review of Literature

Review of the literature is the foundation of any empirical work and it presents scanning of related literature pertaining to the study. There are certain studies undertaken at the individual and institutional level relating to the growth of social advertisements. The findings of the study enabled the researcher to identify some concepts for the present study. Reviews of such studies have been presented here.

Advertising is a business activity, employing creative techniques to design persuasive communication in mass media that promotes ideas, goods, and services in a manner consistent with the achievement of the advertiser's objectives, the delivery of consumer satisfaction and the

development of social and economic welfare. Cohen talks about both the social responsibility and economic welfare of the society in her definition (Jethwaney, Jaishri and Jain, Shruti, (2006), has explained the research of Cohen, Dorothy (1988) in their book).

The main aim of social advertising is to build awareness of the social problems and to motivate people to undertake socially desirable actions through the use of media (Bila, Zuzana, 2011). Too many brands are coming forward and taking a social stand on key issues in their social advertisements as it operates as a corporate social responsibility for them. Also, this strategy has worked positively for many brands by creating a lasting impression on minds of consumer.

Previous Research suggests that consumer responds better to brands that display corporate responsibility, with 73% of people believing that companies should do more than just offer a product or service (Gilliland, Nikki, 2018). There are many key issues in society which are been featured as social message in plenty of advertisement. While review, following ads were identified as most talked about and showed a prominence in all media platforms;

- Bold is Beautiful on LGBT from Anouk, Myntra
- Jaago Re from Tata Tea
- Share the Load from Ariel Detergent
- Saare Male Dho Daalo from Ghadi Detergent
- Gender equality from Comfort fabric Conditioner
- Touch the Pickle from Whisper
- Save tree from Idea Cellular
- Responsible Journalism from Hindustan Times

All this ads have gained popularity

and received a positive feedback from consumer and ultimately added to increase in sales. Talking about 'Share the load' advertisement by Ariel, a study was conducted by a private agency & supported by P&G India. Sharing finding of that study, Sharat Verma, Associate Brand Director, Fabric Care, P&G India, says that two out of three children in India agree that washing clothes is their mother's job. And, 73 percent of married women agree that mothers teach household chores to their daughters only and not sons. But ironically, 79 percent fathers would want to get their daughters married to a man who will help with household chores. This campaign, therefore, takes the conversation on social inequality within households forward (Rahman, Azera Parveen, 2016).

In 'Touch the pickle' advertisement by whisper, there were 10,000 videos released in a day around the world. Ragini Sharma, an advertising professional, says that to make your presence felt in such a rush, you have to connect to the audience. We try to identify a conflict, like gender stereotyping or gender inequality in education, and resolve it. The brand does well commercially because it touches the people, and the social message also goes through. She further added that an advertising professional, however, opined that ads such as the ones mentioned or which have a social message, do not necessarily imply that change had arrived. But there is definitely a shift. I mean, for every ad that touches you or makes you think, there will be three others that, well, don't. There's however, no denying that movement ads are becoming very popular (Rahman, Azera Parveen, 2016).

Social Advertisements create a huge impact on the mass audiences of India. For example, the **Tata Tea “Jaago re”** campaign which was aimed at making

people aware about exercising right to vote was well received by viewers. Hence such kind of CSR ads help in generating top-of-mind recall for these brands. (Aparna, 2009)

For most of the companies' Social advertising have become an integral part of campaign planning with 70% agreeing to use Social advertising along with the rest of the campaign. 32% consumer agreed on social advertising to be valuable keeping aside the level of satisfaction with past efforts. 54% of advertisers are satisfied or very satisfied with their social advertising. They consider it successful or worthy of investment with only a 1% being not satisfied with the impact. (Coolavenues.com, 2013).

Most of the respondents are able to recall social advertisements and share them with others (Maheshwari, R., 2013). While looking at this review, a gap has been identified by the researcher. Previous researches does not identifies the effect of social advertisements on attitude change of consumer. And so, present study has been conducted to identify that change in attitude and purchase behaviour due to social message accompanied in on advertisement.

Objective

- To identify the preference of social advertisements in terms of medium and likings.
- To measure the effect of social advertisements on attitude of consumer.
- To identify the difference created by social advertisements in purchase behaviour.

Research Methodology

The study used adults of Bhopal city as participants so as to achieve the set objectives.

Sample: The participants of this study were 60 adults of Professor's colony,

Bhopal. To select the respondents, purposive sampling method has been adopted for this study and the researcher identified approximate sample size of adults with age group 21-40.

Research Design:

looking at the nature and objectives of study, descriptive research design and quantitative method was used by the researcher since it includes surveys and fact-finding inquiries of different kind. Descriptive research is carried out with specific objective(s) and hence it results in definite conclusions. This research tries to describe the characteristics of the respondents in relation to a type of advertisements, i.e. social advertisements. Survey has been used frequently with descriptive research to capture data from the respondents and come out with conclusion after data analysis.

Tools and Technique

Survey technique has been used for primary data collection through questionnaire and schedule. Secondary data was collected from research papers, books, journal, internet and magazines.

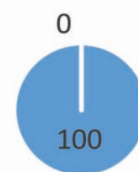
The study was confined to Bhopal District in Madhya Pradesh. The study was conducted during the month of April, 2018. Both primary and secondary data are used in this study.

Data Analysis & Graphical Presentation

The data collected was tabulated and made ready for analysis using SPSS. Since, it was proposed to use quantitative analysis; the statistics that are used for analysing the data were frequency and percentage distribution. The results have been presented in form of graphical representation for better understanding of findings.

Graph 1 Showing Advertisement Viewing Habit:

Advertisement viewing

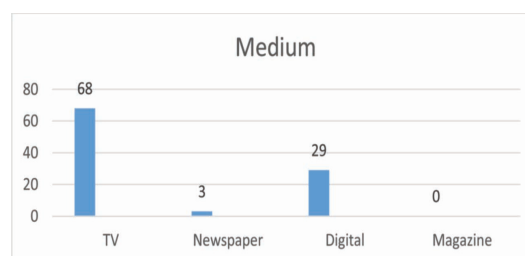


■ yes ■ no

- Advertisement are scattered everywhere in print, outdoor, digital and ambient media platforms. It is almost impossible to avoid viewing an advertisement as their prominent presence has become a part of our life. The research revealed the same, hundred percent respondents confirmed that they watch advertisements daily.

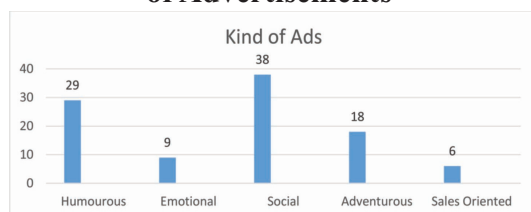
Preference:

Graph 2 showing Preferred Medium



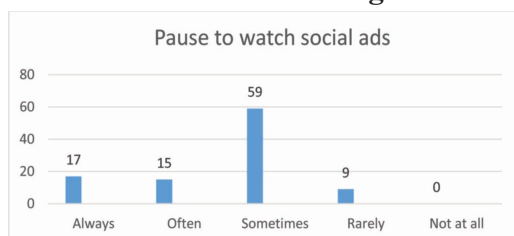
- When it was asked that on which medium respondents watch advertisements the most, it was found that 68% of respondents watch advertisement mostly on television and 29% prefer to watch it on digital platforms and only 3% prefer reading them from newspaper.

Graph 3 Showing liking towards Kind of Advertisements



- A more specific question was made to know which kind of advertisements adults (respondents) like to watch. It was found that 38% likes to watch advertisement having social messages, 29% likes to watch humorous advertisements, 18% like adventurous ads, 9% like advertisements that have emotional appeal and only 6% likes to watch sales oriented ads which have direct approach.

Graph 4 showing Social Advertisement Watching Habit



- Further, the questions were directed towards social advertisements, it was asked that whenever a social advertisement appear, how frequently they watch/read it. It was analysed from the data that 59% of adults watch social advertisements sometimes, 17% of adults always likes to watch such advertisements, 15% of them often watch social ads and only 9% responded that they don't watch them much and they rarely spend time in watching social ads.
- Now, it was further asked to know their opinion that weather social

advertisements should appear more. It was found that 82% adults believe that social advertisements should appear more, 12% of them were not sure about it and only 6% responded disagreed for its enhanced appearance.

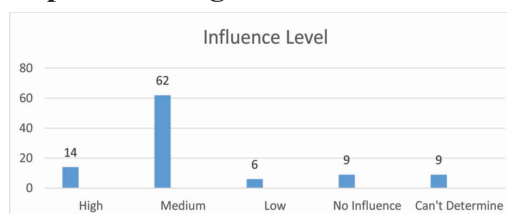
Attitude:

Graph 5 Showing Consumer's Understanding of Message in Social Advertisements



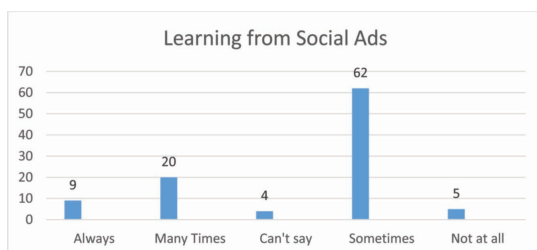
- To measure the effect of social advertisements on attitude of adults, a basic question was asked to know that till what extent they understand the message in a social advertisement. It was analysed that 50% of adults understand the message completely and 17% of them understand it almost. It was found that 21% of adults understand it to a very lesser extent and 12% of them understand it partially.
- The question was furthered to know that weather they find such ads relevant or not. From the responses it was analysed that, 52% adults find it relevant sometimes, 45% of them always find them relevant and only 3% of adults find them irrelevant.

Graph 6 Showing Influence on Attitude



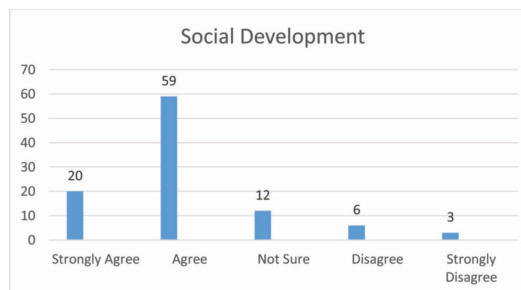
- A question was made to identify influence of social advertisements on attitude of adults. It was analysed from data that, 62% adults has its medium influence, 14% are highly influenced, 6% has low influence and 18% of them either can't determine it or has no influence on their attitude.

Graph 7 Showing Learning and Implication



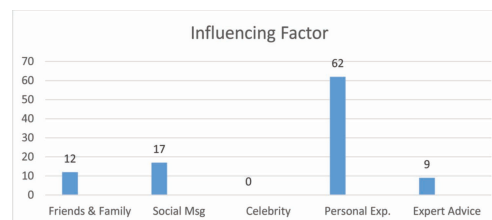
- When it was asked about learning from social advertisements, 62% of adults responded that they sometimes found learning for themselves through social message. 9% believed that there is always a point of learning from social ads and 20% responded that maximum time there is some learning in a social ad. On the other hand 9% either can't determine or can't say about any learning from a social ad.
- This question was further extended and it was asked that whether adults apply those learnings from social ads in real life or not. It was found that 26% of adults practically implements learning from a social advertisements in real life, 59% of adults implement it sometimes and 15% of them either can't say anything about it or do not imply it in real life.

Graph 8 Showing role of Social Advertisement in Society Upliftment



- To understand the role social advertisements play in a society, a question was asked to know whether such ads are found necessary for upliftment of society or not. It was analysed from data that, 79% adults believe that this kind of advertisements are necessary for betterment of society, while only 9% consider them not necessary for society and 12% were not sure about its importance.

Graph 9 Showing Purchase Behaviour: - Adopting New Product

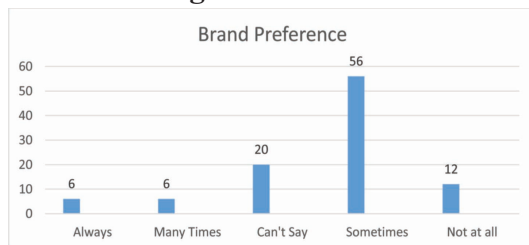


- To identify the effect of social advertisements on purchase behaviour, a question was made to know what influence people to buy new product. From data analysis, it was found that 62% of adults adopt a new product only after they personally experienced it, 17% of adults are influenced by social message in ads and try that product and 12% of adults try a new product if it has been recommended by family or

friends. Only 9% of adults believe on expert advice given in an advertisement and are persuaded to try that product. Surprisingly, it has been found that there is no effect of advertisements featuring celebrities on purchase behaviour of consumers.

- It was further asked that to what extent their purchase behaviour is influenced by social ads. From data analysis, 41% adults said that they have medium influence on their purchase behaviour and 12% were highly influenced. It was found that 20% of adults do not have any influence on their purchase behaviour due to social advertisements and 9% can't determine their influence.

Graph 10 Showing preference towards Brands taking stand on a social issues



- A final question was made to know that whether adults prefer choosing a brand taking stand on social issues or not. From data analysis it was found that, only 12% of adults prefer to choose the brand taking social stand. 56% of adults responded that they sometimes choose such brands and 12% said that they never choose a brand on the basis of whether they take any social stand or not.

Findings

- After this research, it came into light that out of 100% adults 68% prefer to watch advertisements on

television and 29% on digital media platforms.

- It is found that out of 100% adults 32% likes to watch social ads and 82% believe that more social advertisements should appear on media platforms.
- It has been identified that maximum adults understand the message comprised in a social advertisements and 45% out of 100% found such ads relevant.
- Although study has found that such social ads have medium influence on their attitude as only 26% of adults practically implement learnings from a social advertisements but 79% adults believe that social ads are necessary for the betterment of society.
- The research revealed that social advertisement has low effect on purchase behaviour of consumers. It has been found that out of 100% adults only 17% are influenced by social advertisement to adopt a new product.
- There is no co-relation of social ads and purchase decision, though social messages have their own impact but it does not relate to purchase directly. Respondents may like the social message and get alarmed or active to the particular issue but do not connect the brand value to it.
- Maximum adults (62%) adopt a new product only after they have its personal experience. Also, if a brand takes stand on a social issues it has no significant effect on purchase behaviour of consumer.

Conclusion

Social advertisements are attracting many adults, as they can

correlate with it and found them relevant. There are many issues India facing today, and its presentation in social advertisements easily draw attention of people. Although social advertisements are very much liked but its effect on attitude and purchase behaviour of consumer is still facing a crisis. People are more dependent on personal experience as study clearly indicates that maximum adults buy product only after they personally experienced it. Despite of low effect, social advertisements are trending now, they are been liked by people and study also revealed the same. As people can connect with such ads their recall value goes on high end and hence it ultimately adds to sales targets also. This type of ads are welcomed by society and they have potential to bring major changes in society for living a better lifestyle.

Recommendations

As social advertisements are highly appreciated by adults, organizations should work upon generating strong social messages that hits the target audiences. This will simply enhance the recall value of a brand and also work on ground levels for betterment of society. Some untouched areas of social issues should also be highlighted under the umbrella of corporate social responsibility, not to earn profits commercially but to make a strong brand value in eyes of consumer.

Social ads have a potential to bring positive changes in society and so it should be built creatively to influence all segments of masses. Issues like global warming should appear more in advertisements to cop-up with the future challenges.

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