ABSTRACT

Marketing scenario changes its face from time to time. We have moved from 4Ps of marketing to 11Ps, from traditional forms of advertisement to internet advertisement. Advertisements are meant to promote the sales of the product / services. But today, the scenario has changed. In the past decades, the theme was focused on kids, home-makers, action, comedy and sexual appeal, now social advertisements have taken a center stage. The commercial advertisements along with a social message are widely used by many corporate. The aim of these corporate is to make a shift in the perceived quality. The theme, message and language are giving new blood to the traditional body. Through such advertisements, they try to position the brand in the minds of the target audience through which they wish to build their brand image. This paper explores a conceptual framework that impacts the adoption of social advertisements. The paper identifies views from adults who are mostly influencing the success of social advertising. Descriptive study was carried out by using a questionnaire and the collected data were analyzed by using simple statistical tools like percentage analysis, correlation, two-way table and chi-square analysis.

KEYWORDS: Advertisements, Social Advertisements, Advertisement Strategies.

INTRODUCTION

Advertisements play a vital role in making the product to reach the target segment. Advertisements are essential to promote the product, service, brand or corporate as a whole. Latest trend in the field of advertisements is social advertising. Though social advertisements are not new to India, it has a turnaround in the recent period. Advertisements with social message are termed as Social Advertisements. Earlier government use to release social advertisements, now private organizations advertise their brand associated with social messages.

Eg.
1. Save Trees from Idea Cellular
2. Save Water from Sakthi Masala
3. Parliamentry Behaviour from the Hindu
4. School renovation from Kalyan Jewellery
5. Lead India from Times of India
6. Jaago Re from Tata Tea

I. 1. WHY SOCIAL ADVERTISEMENTS ARE NECESSARY?
Nowadays we find a lot of advertisements with a social message i.e. conveying a social message of creating awareness among the masses of India about key issues which are of prime importance and act as a democratic right to the common man. These social advertisements operate as Corporate Social Responsibility (CSR) activity for corporate (Aparna – 2009). From organizations perspective, in pure sense, it is a differentiation to build a brand image. Since, majority of the products have close substitutes it is not enough if products alone are marketed. It is the responsibility of the corporate, to do more for the country where they have made their foot stronger. From society’s perspective, India needs to undergo changes in various aspects. From education to business, from worker to politicians, from agriculture to refineries, changes are needed. It is time to put a full stop for bribe and corruption. As ‘Change’ is the need of the hour, advertisements can join hands to build a better basement for India.

II. REVIEW OF LITERATURE
Review of the literature is the backbone 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.
Social advertising is defined as the use of media-based messages that are intended to educate or stimulate people in the society to engage themselves in voluntary social activity such as health service, environment conservation, national unity, etc. Social advertising is used to change the perception, attitude and behavior of public at large and intends to bring about a positive social change. (Minakshi Chauhan Asopa - 2010). Now social advertising has become a fashion and the leading brands are trying to build images of their brand using these kinds of advertisements. The top brands are concentrating more on these forms of advertisements since it is associated with huge human values. Humans in all cultures at all times form complex social networks; the term social network here means ongoing relations among people that matter to those engaged in the group, either for specific reasons (like fantasy football, cancer support groups, task forces at work) or for more general expressions of mutual solidarity (like families, clans, friends, social clubs). Membership in these networks can be relatively permanent (extended families, which endure for lifetimes) or flexible (pregnancy support groups, in which members rotate out after a few months) (Sivanath Shanmugavel- 2011). Corporates are trying to utilize these networks and pushing the messages about their brands by adding some social values in it through social advertisements. But it has its own limitations. In this competitive market, with the advent of so
many advertising agencies as well as with the arrival of billions of products, services and ideas, satisfying the needs of the clients have become the ultimate objective for the advertisers (Debarati Dhar – 2008). While looking at this review the following questions were raised and based on these questions the research problem has been identified by the researchers.

1. Who are the actual target audience for social advertising?
2. Are they satisfied with the social network advertising approach?
3. Do the adults like being approached on social networking sites?

III. OBJECTIVES OF THE STUDY:
Based on the above questions the following objectives have been set by the researchers to conduct this research study.

- To find the preference of social advertisements
- To find the difference it has created among the Younger Generations
- To offer possible suggestions to increase the number of semi urban adult viewers.

IV. RESEARCH METHODOLOGY:
Research methodology is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically. In this chapter the researchers explained the methodology adopted in carrying out and completion of the research.

IV. 1. Research Design:
A research design is the arrangement of conditions for collections and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. Descriptive research design was used by the researcher since it includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs, as it exists at present.

IV. 2. Sampling design:
The researcher used Interview schedule to collect data from the respondents. Non probability judgement sampling method was adopted and the researchers identified 200 respondents for this study.

IV. 3. Statistical Tools:
The study was confined to Erode District in Tamilnadu. The study was conducted during the month of November 2012. The collected data were tabulated and analyzed by using Simple percentage analysis, correlation, Two-way table and Chi-square methods. The respondents belong to the age group of 16 to 35 years were identified as the sample respondents for this research study.
V. DATA ANALYSIS AND INTERPRETATION:

The data collected from the respondents were systematically analyzed and presented in the following table.

**Table- 1  ADULTS BEHAVIOUR AND SOCIAL ADVERTISING (TWO-WAY TABLE)**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Influences</th>
<th>Impact</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>1</td>
<td>Recall rate</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Share about the ads</td>
<td>20</td>
<td>37</td>
</tr>
<tr>
<td>3</td>
<td>Positive Reaction on the Brand</td>
<td>37</td>
<td>41</td>
</tr>
<tr>
<td>4</td>
<td>Need similar Ads</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>73</strong></td>
<td><strong>99</strong></td>
</tr>
</tbody>
</table>

Null Hypothesis ($H_0$) - There is no significant relationship between adults’ behavior and social advertisements.

Alternative Hypothesis ($H_1$) - There is close significant relationship between adults’ behavior social advertisements

**CHI-SQUARE ($\chi^2$) CALCULATION**

Calculated $\chi^2$ value = 14.678

Degree of freedom = 6

Table value = 12.592

Significant result = Significant at 5% level
INFERENCENCE
It is obvious from the above result that calculated chi-square value is greater than the table value at 5% significant level. Hence, Null Hypothesis rejected. So, it is concluded that, there is no significant relationship between adults’ behavior and social advertisements.

**TABLE 2: PERCENTAGE ANALYSIS TABLE ON SOCIAL ADVERTISEMENTS**

<table>
<thead>
<tr>
<th>Age</th>
<th>Recall rate</th>
<th>Share about the ads</th>
<th>Positive Reaction on the Brand</th>
<th>Need similar Ads</th>
<th>Will take time to see the ad</th>
<th>Watching Ad in Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Social Ads</td>
<td>Other Ads</td>
<td>Social Ads</td>
<td>Other Ads</td>
<td>Social Ads</td>
<td>Other Ads</td>
</tr>
<tr>
<td>16-20</td>
<td>20</td>
<td>5</td>
<td>19</td>
<td>6</td>
<td>18.5</td>
<td>6.5</td>
</tr>
<tr>
<td>21-25</td>
<td>21.5</td>
<td>3.5</td>
<td>19</td>
<td>6</td>
<td>17.5</td>
<td>7.5</td>
</tr>
<tr>
<td>26-30</td>
<td>19</td>
<td>6</td>
<td>14.5</td>
<td>10.5</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>31-35</td>
<td>19</td>
<td>6</td>
<td>13.5</td>
<td>11.5</td>
<td>15.5</td>
<td>9.5</td>
</tr>
</tbody>
</table>

Source: Computed Data

**INTERPRETATION:**

1. 79.5% of the respondents are able to recall social advertisements easily. Respondents belonging to the age group of 21-25 years were able to recall more.
2. 66% of the respondents are sharing the social advertisements with others. Respondents belonging to the age group of 16-25 years are sharing it more with others.
3. 66.5% of the respondents feel a positive image on the brand because of social advertisements.
4. 87.5% of the respondents need more such social advertisements.
5. 80% of the respondents are spending time on social advertisement. Response from the age group of 21-25 years is more.
6. 75.5% of the respondents are watching social advertisements in internet. Response from the age group of 16-25 years is more.
TABLE – 3 CORRELATION
INDEPENDENT VARIABLES AND IMPACT ON SOCIAL ADVERTISEMENTS

Objective:
To find out the relationship between the independent variables and the impact of social advertisements, the following table was prepared.

<table>
<thead>
<tr>
<th>Independent variables</th>
<th>Correlation result</th>
<th>Impact on Social Advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recall rate</td>
<td>Pearson Correlation</td>
<td>.402</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Significant</td>
</tr>
<tr>
<td>Share about the ads</td>
<td>Pearson Correlation</td>
<td>.771</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Significant</td>
</tr>
<tr>
<td>Positive Reaction on the Brand</td>
<td>Pearson Correlation</td>
<td>.211</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Significant</td>
</tr>
<tr>
<td>Need similar Ads</td>
<td>Pearson Correlation</td>
<td>.531</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Significant</td>
</tr>
<tr>
<td>Will take time to see the ad</td>
<td>Pearson Correlation</td>
<td>.452</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Significant</td>
</tr>
<tr>
<td>Watching Ad in Internet</td>
<td>Pearson Correlation</td>
<td>.581</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Significant</td>
</tr>
<tr>
<td>Preference to watch the ad</td>
<td>Pearson Correlation</td>
<td>.319</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>Significant</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).
INFERENCE

It is inferred from the obtained result that all the independent variables are positively and significantly correlated with the impact on social advertisements. Therefore it is concluded that social advertisements are much influencing the adults and it has huge impact on building the brand equity among the rural adults.

FINDINGS

1. Most of the respondents are able to recall social advertisements.
2. Majority of the respondents are sharing the social advertisements with others.
3. Most of the respondents are perceiving a positive image on the brand because of social advertisements.
4. Majority of the respondents need more such social advertisements in future.
5. Most of the respondents are willing to spend their time in watching social advertisements than other advertisements.
6. Majority of the respondents are watching social advertisements in internet.

SUGGESTION

The social advertisements are a kind of advertisements which conveys the efforts of organizations towards its social responsibility apart from that the general public also getting some benefits through social advertisements. So that it is strongly recommended by the researchers that the social advertisements are not only influencing the adults but all segment people. So the new advertisements campaigns can be planned with some societal messages which will definitly have impact on increasing the brand recalling capacity.

CONCLUSION

Social Advertisement is attracting many youth. Probably it is because of the tradition and values system of India. The present youths are expecting changes in advertisements without compromising the India’s value system. The internet (email, videos, research articles, and Social media) is a big platform to do this thought provoking exercise. Social advertising tries to bring change in the perception of individuals, which at large would bring change in the society. Generally, individuals want them to be the cause of a good cause. It is highly welcomed by all ages in India than action, humor and sexual appeal in commercial.
REFERENCE

1. http://www.tamindia.com
4. www.youtube.com
5. Advertising Express April 2010