

Impact of Social Advertisement towards Health and Hygiene



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Abstract: *Our Indian society is plagued with numerous social problems, such as illiteracy, dowry harassment, child abuse, female feticide, poor sanitation, malnutrition, casteism etc. From time immemorial many great philosophers, social reformers, activists and leaders have been trying to solve these social problems in their own perceived ways. Social Advertisements are a powerful tool for social change. Social advertising is about applying marketing and advertising principles to promote health and other social issues and bringing about positive behavioral change. Social advertising sells a behavioral change to a targeted group of individuals, making them accept a new behavior, reject a potential behavior, modify a current behavior and abandon an old behavior. In fact the state and central governments have been spending significant amounts of money on social advertising but the impact of such advertisements has not been studied in a systematic way. Hence a systematic study was undertaken across the length and breadth of Ananthapur district of Andhra Pradesh which included identifying target groups, distributing questionnaires, collecting data from the respondents and statistically analyzing the data to make the inference.*

Key Words: Social Advertising, Health and Hygiene

I. INTRODUCTION

Social Advertising addresses the matters of public interest such as encouraging the public to fight against social evils like dowry harassment, female feticide, etc and advocating social change, spreading political ideas, creating awareness about economic policies and developmental programs etc. As the primary motive of these advertisements is public welfare, they are rightly termed as 'Public Service Advertising' or 'Social Advertising'. It promotes the community's health and well-being by ensuring that the ads educate people and create awareness about drugs, diseases and other social prime issues in the country. It is a form of 'non-product' advertising. It means advertising various ideas that are not directly for the promotion or sales of the products or commercial services.

The primary objective behind Public Service Advertising is to spread social consciousness among the masses and promote important social issues that go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic.

Classifications of Advertisements:

❖ Classification based on region

Depending upon the geographical reach of the advertisements the following classification are made;

- a) Global advertising b) National advertising
c) Regional advertising d) Local advertising

❖ Classification based on targeted markets

- a) Consumer advertising b) Industrial advertising
c) Trade advertising d) Professional advertising

❖ Classification based on the media used for advertisement

- a) Audio advertising b) Visual advertising

- c) Audio-visual advertising like Internet Advertising

❖ Classification based on motive:

- a) Commercial advertising b) Social advertising

❖ Classifications of Social Advertisements

- a) Social advertisements on Health and Hygiene
b) Social Advertisements on Education
c) Social Advertisements on Social Advertisements on crime
d) Social Advertisements on government schemes and initiatives

II. OBJECTIVES OF THE STUDY

1. To Study the impact of Social advertising on awareness of people towards health and hygiene.
 2. To analyze the impact of Social advertising on the attitude of people towards health and hygiene.
 3. To assess the relationship among awareness, attitude of health and hygiene.
 4. To investigate the barriers that exists relating to health and hygiene in effective implementation of social advertising.
 5. To suggest the effective measures for implementation of Social advertising.
- H1: There is significant impact of Social advertising on awareness of people towards health and hygiene
H0: There is no significant impact of Social advertising on attitude of people towards health and hygiene
H2: There is significant impact of Social advertising on attitude of people towards health and hygiene
H0: There is no significant relationship among awareness and attitude of health and hygiene
H3: There is significant relationship among awareness and attitude of health and hygiene

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III. REVIEW OF LITERATURE

Sindhuja, et al. (2013) titled "Impact of Social Advertising in India", The study concludes that Effective use of Social media & Social Advertisements can influence the readers in all corners in the world by reaching the public.

Suggett, (2016) titled "What Exactly is Public Service Advertising", The study Concludes the Public Service Advertisements was not effective in convincing the people who are willing to purchase large amount of Goods and services , create awareness among public and convincing them to accept a change.

Kim et al., (2015) titled " Effect of the Characteristics of Models of Public Service Advertisements on Public Service Behavior Intension: Mediated Effect on Attitude of PSA" , The study explores that cause-and-effect model between the relationship of credibility, attractiveness and value-relevance of models on one hand and the advertising effect on the other hand, he concludes that their credibility and value-relevance had a significant effect on public service advertising attitude and credibility and attractiveness also had a significant influence on public service behavior,

Tahmeena et al.,(2013) titled "The Impact Of New Practices In Organic Farming Promoted through Negila Yogi program"

The Study concludes that "Negila Yogi" radio programme contributed in popularizing organic farming practices leading to increased production.

Monali., (2010) "A Framework For Effectiveness Of Pro-Nutrition Public Service Announcements Targeted At Children". The study concludes that the proper usage of elements of advertising leads to increase the consumption of fruits by the children and encouraging in terms of changes in the behavioural and attitudinal.

IV. RESEARCH METHODOLOGY

- ❖ Research Design: Descriptive research design
- ❖ Sampling Technique: Stratified Random sampling technique
- ❖ Sampling Size and Sampling Area: 275 Respondents from Ananthapur District
- ❖ Statistical tools: SPSS STATISTICS 25 version

V. TOOLS FOR DATA COLLECTION

Framing of questions on the impact of Social Advertisements on health and hygiene, a list of various advertisements made by Government of Andhra Pradesh was collected from the State Government's Information and Broadcasting department.

The advertisements that projected for different purposes were categorized as follows

1. Advertisements on Awareness
2. Advertisements on Attitude
3. Advertisements on Health and Hygiene schemes by Government of Andhra Pradesh.

The questionnaires were prepared based on these advertisements. The questionnaires were broadly categorized under the following heads;

1. Questions on Awareness
2. Questions on Attitude
3. Questions on Health and Hygiene schemes by Government Andhra Pradesh.

Awareness and Attitude were sub-categorized under the following heads;

1. Questions on Sanitation
2. Questions on Personal Habits
3. Questions on Diseases
4. Questions on Women welfare

The questionnaires were prepared following standard guidelines provided by psychometric evaluation to establish reliability and validity.

VI. DATA ANALYSIS AND INTERPRETATION

Hypothesis 1

H0: There is no significant impact of Social advertising on awareness of people towards health and hygiene

H1: There is significant impact of Social advertising on awareness of people towards health and hygiene

Table7.1: Mean scores of respondents' on awareness of people towards health and hygiene components and the results of one sample't' tests.

Awareness towards health	Mean	SD	Test Value	t Value	P value
Sanitation	4.47	0.501	4	9.745	0
Personal habits	4.82	0.389	4	21.923	0
Diseases	4.74	0.439	4	17.676	0
Women Welfare	3.92	1.203	4	-0.717	0.475
Total Awareness	17.95	2.532	16	48.623	0.475

The various statements on 'awareness' of people towards health and hygiene were categorized into various sub categories like sanitation, personal habits, diseases, women welfare. When mean responses of various sub categories were compared with a standard values using one sample t tests, it was found that responses of sub categories were significantly higher than the expected standards.

Sanitation: In the case of 'sanitation', the expected awareness score was 4, however, the respondents scored a mean awareness scores of 4.47. The increased score of 0.47, when subjected to one sample t test, t test revealed a significant value (t=9.45; p=.000) indicating that the selected sample had significantly higher awareness than the expected score in sanitation aspect.

Personal habits: The expected awareness score in the case of 'Personal habits' was 4, but the respondents mean awareness score was 4.82. The increased score of 0.82, when subjected to one sample t test, t test revealed a significant value (t=21.92; p=.000) indicating that the selected sample had significantly higher awareness than the expected score in the aspect of personal habits.

Diseases: In respect to the aspect of 'diseases', the respondents scored a mean awareness scores of 4.74 where as the expected awareness score was 4. The increased score of 0.74, when subjected to one sample t test, t test revealed a significant value (t=17.67; p=.000) indicating that the selected sample had significantly higher awareness than the expected score in sanitation aspect.

Women Welfare: In the case of 'Women', the expected awareness score was 4, however, the respondents scored a mean awareness scores of 3.92.

There is decreased score of 0.08, when subjected to one sample t test, t test revealed a value is not significant ($t=0.717$; $p=.000$) indicating that the selected sample had significantly lower awareness than the expected score in Women aspect.

Total Awareness: The aggregate awareness scores were expected to be 16, whereas the scores scored by the

Hypothesis 2

H0: There is no significant impact of Social advertising on attitude of people towards health and hygiene.

H2: There is significant impact of Social advertising on attitude of people towards health and hygiene.

Table7.2: Mean scores of respondents' on attitude of people towards health and hygiene and the result of one sample 't' tests.

Awareness towards health	Mean	SD	Test Value	t value	P value
Sanitation	3.01	1.15	04	0.094	0.926
Personal habits	4.86	0.45	04	9.57	0.000
Diseases	3.33	0.64	04	4.71	0.000
Women Welfare	5.34	0.48	04	18.61	0.000
Total	16.54	3.54	16	32.98	0.926

The various statements on 'Attitude' of people towards health and hygiene were categorized into various sub categories like sanitation, personal habits, diseases, women welfare. When mean responses of various sub categories were compared with a standard values using one sample t tests, it was found that responses of sub categories were significantly higher than the expected standards.

Sanitation: In the case of 'sanitation', the expected attitude score was 04, however, the respondents scored a mean attitude scores of 3.01. The decreased score of 0.09, when subjected to one sample t test, t test revealed a value is not significant ($t=42.88$; $p=.000$) indicating that the selected

respondents found to be 17.95. There was an increased score of 1.95 which was subjected to one sample t test and t test revealed a significant value ($t=48.623$; $p=0.475$) indicated that the selected sample had significantly higher awareness than the expected score.

sample had significantly lesser attitude scores than the expected score in sanitation aspect.

Personal habits: The expected attitude score in the case of 'Personal habits' was 4, but the respondents mean attitude score was 4.86. The increased score of 0.86, when subjected to one sample t test, t test revealed a significant value ($t=9.57$; $p=.000$) indicating that the selected sample had significantly higher attitude scores than the expected score in the aspect of personal habits.

Diseases: In respect to the aspect of 'diseases', the respondents scored a mean attitude scores of 3.33 where as the expected attitude score was 4. The decreased score of 0.67, when subjected to one sample t test, t test revealed a value is not significant ($t=4.71$; $p=.000$) indicating that the selected sample had significantly lesser attitude scores score in the aspect of personal habits.

Women Welfare: In the case of 'Women', the expected attitude score was 4, however, the respondents scored a mean attitude scores of 5.34. The increased score of 1.34, when subjected to one sample t test, t test revealed a significant value ($t=18.61$; $p=.000$) indicating that the selected sample had significantly higher attitude scores than the expected score in Women Welfare aspect.

Total Attitude: The aggregate attitude scores was expected to be 16, whereas the scores scored by the respondents found to be 16.54. There was an increased score of 0.54 which was subjected to one sample t test and t test revealed a significant value ($t=32.98$; $p=.000$) indicated that the selected sample had significantly higher overall attitude scores than the expected score.

Hypothesis 3

H0: There is no significant relationship among awareness and attitude of health and hygiene

H4: There is significant relationship among awareness and attitude of health and hygiene

Table7.3: Pearson's product moment Correlation between various components of awareness and attitude Relationship between awareness (Sanitation) and

Components of Attitude	Components of Awareness				
		Sanitation	Personal habits	Diseases	Women Welfare
Sanitation	Correlation	0.009	-0.41	-0.665	0.074
	P value	0.936	0.704	0	0.499
Personal habits	Correlation	0.198	-0.058	0.238	0.068
	P value	0.068	0.595	0.027	0.532
Diseases	Correlation	0.198	-0.058	0.238	0.068
	P value	0.301	-0.033	-0.185	0.284
Women Welfare	Correlation	0.137	-0.045	-0.016	0.115
	P value	0.208	0.68	0.883	0.293

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	Correlation	0.542	-0.571	-0.205	0.325
Total	P value	1.048	1.946	0.725	1.608

Attitude: Awareness of sanitation scores correlated significantly and positively with all the sub components of attitude and total attitude. The correlation coefficients obtained between Awareness towards sanitation and attitude towards is sanitation ($r=.009$; $p=.936$), attitude towards personal habits ($r=.198$; $p=.068$), attitude towards diseases ($r=.198$; $p=.301$), attitude towards Women welfare ($r=.137$; $p=.208$) and total attitude towards Sanitation ($r=.542$; $p=1.048$) which were all found to be positive and highly significant. In other words, as the awareness increased, attitude scores also increased linearly and vice versa. Those who had higher awareness also had favourable attitude.

Relationship between awareness (Personal habits) and Attitude: Awareness of personal habits scores are negatively correlated hence it is not significant with the all of the sub components of attitude and total attitude. The correlation coefficients obtained between Awareness towards personal habits and attitude towards sanitation ($r=-0.41$; $p=.704$), attitude towards personal habits ($r=-0.058$; $p=.595$), attitude towards diseases ($r=-0.058$; $p=-0.033$), attitude towards Women welfare ($r=-0.045$; $p=.680$) and total attitude towards Personal habits ($r=-0.571$; $p=1.946$) which were all found to be negatively correlated and relationship between awareness and attitude are not significant with each other. In other words, as the awareness decreased, attitude scores also decreased linearly and vice versa. Those who had less awareness also had less favourable attitude.

Relationship between awareness (Diseases) and Attitude: In case of sanitation and Women Welfare, Awareness of Diseases scores is negatively correlated and hence it is not significant with these sub components of attitude and total attitude. The correlation coefficients obtained between Awareness towards Diseases and attitude towards sanitation ($r=-0.665$; $p=.000$) and attitude towards Women welfare ($r=-0.016$; $p=.326$).

In case of Personal Habits and Diseases, Awareness of Diseases scores is positively correlated hence it is significant with these sub components of attitude and total attitude. The correlation coefficients obtained between Awareness towards Diseases and attitude towards personal habits ($r=.0238$; $p=.027$), attitude towards diseases ($r=.238$; $p=-0.016$), and total attitude towards Diseases ($r=-0.205$; $p=.725$) which were all found to be positive and highly significant to each other. In other words, as the awareness increased, attitude scores also increased linearly and the awareness decreased, attitude scores also decreased linearly and vice versa. Those who had higher awareness also had favourable attitude and those who had not awareness also had no favourable attitude.

Relationship between awareness (Women welfare) and Attitude: Awareness of Women welfare scores correlated significantly and positively with all the sub components of attitude and total attitude. The correlation coefficients obtained between Awareness towards Women welfare and attitude towards sanitation ($r=.074$; $p=.499$), attitude towards personal habits ($r=.068$; $p=.532$), attitude towards diseases ($r=.068$; $p=.284$), attitude towards Women welfare ($r=.115$; $p=.293$) and total attitude towards Women welfare ($r=.325$; $p=1.608$) which were all found to be positive and highly

significant. In other words, as the awareness increased, attitude scores also increased linearly and vice versa. Those who had higher awareness also had favourable attitude.

VII. VERIFICATION OF HYPOTHESES

Hypothesis 1

H0: There is no significant impact of Social advertising on awareness of people towards health and hygiene

H1: There is significant impact of Social advertising on awareness of people towards health and hygiene

The null hypothesis has been *rejected* as there was significant awareness among respondents towards health and hygiene. The researcher is of the opinion that the awareness of health related social advertisements of the respondents chosen for the study, were found to be significantly high.

The Government of Andhra Pradesh spends crores of rupees towards health and hygiene of the citizens. The most efficient way to show their commitment towards health and hygiene is through Social Advertisements. They are also helpful to communicate their plans and schemes to the public.

The Government of Andhra Pradesh is uses Print, TV and Radio and multimedia to advertise the health related schemes. The social advertisements are quite popular even in the rural areas. It is well known that advertisements are being used to create awareness about a brand or product from a very long time and hence advertisements can also be used to create awareness for a public cause. Hence Social Advertisements are an effective way of communicating to the public and create awareness with regard to health and hygiene.

Hypothesis 2

H0: There is no significant impact of Social advertising on attitude of people towards health and hygiene

H2: There is significant impact of Social advertising on attitude of people towards health and hygiene

The data from the study reveals that there is favourable attitude towards health and hygiene in case of personal habits and women welfare. It was concluded that there is positive impact of Social Advertisements on attitude towards health and hygiene. Thus, hypothesis H2 is accepted.

The data from the study also revealed that there is no favourable attitude towards health and hygiene in case of sanitation and diseases. It was concluded that there is negative impact of Social Advertisements on attitude towards health and hygiene. Thus, hypothesis H0 is accepted.

Attitudes are formed based on the awareness an individual possesses. The attitude of the respondents towards health and hygiene were found to be positive. The respondents irrespective of demographic variables such as age, gender, education, area, etc were having favourable attitude towards health and hygiene. Hence the researcher infers that the impact of Social Advertisements in creating awareness and favourable attitude among the public is quite positive in case of personal habits and women welfare and negative in case of sanitation and diseases.

Hypothesis 3

H0: There is no significant relationship among awareness, attitude and practices of health and hygiene

H3: There is significant relationship among awareness, attitude and practices of health and hygiene

The null hypothesis has been *rejected* as there was significant relationship observed between awareness, and attitude. The components of awareness and attitude such as Sanitation, Personal habits, Diseases, and Women welfare were identified and tested for the study. The components of awareness and attitude scores significantly correlated and positively with the sub components of sanitation and women welfare of awareness and attitude.

Thus H3 is accepted.

The components of awareness and attitude scores were not correlated significantly and negative impact with the sub component of diseases.

Thus H0 is accepted.

The component of awareness such as personal habits and components of attitude such as personal habits and diseases scores was not correlated significantly and negative value. Thus H0 is accepted.

The component of awareness such as personal habits and components of attitude such as sanitation and women welfare scores was correlated significantly and positive value. Thus H3 is accepted.

Awareness and Attitude are interlinked. Every action is based on our thoughts, every thought is dependent upon the attitude we hold and the level of awareness, and hence in the present context it is found that the people who were aware of health and hygiene issues also had favourable attitude. The results of primary data and secondary data are quite similar which shows that the awareness and attitude are interlinked and hence the researcher infers that there is relationship among awareness and attitude of health and hygiene.

VIII. FINDINGS, SUGESSTIONS AND CONCLUSION

9.1 Findings:

- There is impact of Social advertising on *awareness and attitude* of people towards health and hygiene.
- In case sanitation, there is positive correlation between components of awareness and components attitude towards health and hygiene.
- In case personal habits, there is negative correlation between components of awareness and components attitude towards health and hygiene.
- In case Diseases, there is positive correlation among the components of awareness and components attitude such as personal habits and diseases. There is negative correlation among the components of awareness and components of attitude such as sanitation and women towards health and hygiene.
- Respondents are not able to understand the concept of Social Advertising because of Social Advertising is not popular as compare to commercial advertisements.
- In case women welfare, there is positive correlation between components of awareness and components attitude towards health and hygiene.

- Usage of the Andhra Pradesh Government schemes on health and hygiene is very less.

9.2 Suggestions:

The researcher based on the opinions collected from the respondents, observations made by the researcher himself and from the literatures available, makes the following suggestions.

1. A lack of attraction through Social advertisements. Social Advertisements are not attractive as compared to commercial advertisements.

The Government of Andhra Pradesh should consider making the Social advertisements attractive by adopting the following changes;

Concise Message content from the celebrities, usages of colours, Images and Appropriate taglines such as

Vidya Balan – Brand Ambassador for drinking water and sanitation campaigns, the actress has campaigned for World Wildlife Fund's Earth Hour campaign and Child In Need Institute.

Amitabh Bachchan - The actor has donated lakhs of rupees to farmers. He was also made UNICEF goodwill ambassador for the polio Eradication Campaign. The acclaimed actor was also the face of 'Save Our Tigers' campaign.

Priyanka Chopra – Brand Ambassador for Child Rights, Anti Drug Abuse, Environmental Issues Dia Mirza – Brand Ambassador for HIV Awareness, Child Rights, Animal Rights

Priety Zinta: brand ambassador for “The Loomba Trust which works for the welfare of widows and their children” and protest against female infanticide. She promotes public awareness on HIV. She joined the Joint United Nations Programme on HIV/AIDS as their Goodwill Ambassador in India.

2. There is no organisation or agency which looks after the effectiveness of Social Advertisements. If there had been a voluntary organization, specifically created to measure the impact or effectiveness of Social Advertisements, then it would help the government in various ways such as selection of issue, identifying the target public, suggesting methods and mediums to advertise and also in measuring the impact or effectiveness of Social Advertisements created by the Government.

3. A lot of persuasive techniques can be used to change attitude of the people, the techniques as Common Sense, Humour, Fear and Rewards.

9.3 Conclusion:

The study concludes the impact of health-related Social advertisements by respondents is identified from Ananthapur district. In the world, a huge number of sociological problems faced by the society such as Health, Hygeine, Illiteracy, etc. To overcome such problems Government should take certain measurements such as Social advertisements uses to create awareness among the people. The result of the study reveals that, the schemes of the Government towards health and hygiene have not been effective due to the existence of several barriers in Social Advertisements.

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For successful implementation of social advertisements on health and hygiene, the Government should also consider the barriers associated with such Social Advertisements and try to overcome them. The current research has been an eye opener to the Government.

Management, H.R.M, Management science, Strategic Management, Entrepreneurship Development, International Business, Business Research Methods &HRP.

IX. FUTURE RESEARCH DIRECTIONS

- The current study aimed determines the impact of Social Advertisements related to Health and Hygiene. The scope for further research on Social Advertising; Education, Safety, Environmental protection, Communal harmony and impact of Social Advertisements by Government of Andhra Pradesh, non-profit organisations and other corporate.
- Comparative analysis between Social advertisements and Commercial advertisements with respect to cost and creativity.

X. XII. LIMITATIONS OF THE STUDY

1. The study is limited to Kurnool District only. Selection of other districts in Andhra Pradesh would gives valuable data.
2. The study is cross sectional in nature. Hence, researcher could not project the larger picture of the problem at hand. Longitudinal study across various sectors would give meaningful picture of the problem.
3. Social Advertisements by Government of Andhra Pradesh in all dimensions should not be covered because it becomes too vast.
3. The availability of literature is very limited on Social Advertising related to the health and Hygiene Issues.

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