

Effect of Digital Marketing Campaigns on Youth- Related to Social Advertisements

Nikhil Monga, Roktim Sarmah, Pawan Kumar, Anjali Sharma

Abstract: Marketing and promoting assume a colossal job in forming the public opinion — the manner in which we look at the things, the way we think, comprehend and respond. When companies are showcasing unfortunate practices it can have genuine, extremely negative impacts on our society. It would have very negative impact on our kids, the American Psychological Association revealed in their finding which reflects a connection between expanded unfortunate nourishment ads and rising youth corpulence, and association among tobacco and liquor notices and underage attraction towards smoking and drinking as they associate it with snob appeal.

The advertising we're constantly seeing and being inspired by them depicts the interest of an individual. Social media promotion is one of the contemporary marketing strategy which was designed to build the connect with the consumers. In this, marketers don't have to retain control on the messaging. It relies on social information in generating, targeting, and delivering marketing communications. It requires specific Internet administration to gather the detail of social data of customers, set up and keep up associations with buyers and for conveying correspondences, for example, Facebook, Whatsapp, Twitter, and Google. They include focusing on and displaying only those promotions which is based on the searches and connections verbalized on similar administrations provided.

Digital marketing is about finding distinctive approaches to show the correct substance and the correct advertisement to the customer at the perfect time. While print media and Television advertisement are still going strong but it has seen a drop in readership and viewership respectively, and individuals are changing from them to pay per views conveyed to them by online platforms like Netflix and Amazon Prime. Hence to reach the customer digital marketing is the key for future. So, the objective to do this study is to make people aware of the effectiveness of digital marketing through social advertisements.

Keywords: Digital Marketing, Social Advertisement, Youth.

I. INTRODUCTION

The American Marketing Association recommends the definition, "Advertising is any paid form of non-personal communication and promotion of ideas, goods and services by an identified sponsor".

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It is the best way to communicate to any kind of the customers and is considered the paid form of marketing. Advertising educates the clients about the latest or already existing brands that are easily accessible in the market and the distinctive assortment of items and their employments.

Advertising is accomplished for everyone including children, millennials and senior citizens. It is finished utilizing different marketing tools, with various systems, various media and various techniques.

The Evolution of the Advertising Industry

The advertising industry has come a long way over the past century and it begins with this early day automobile advertisement. Initially, things were simple and straightforward; advertisements told us about products and features. With a revolutionary product, and very little competition for their customer's attention, the makers of the Winton Motor Carriage listed the straight facts and features to be successful.

Types of Advertising:

Paid form: This type of advertising is launched, distributed or broadcasted in light of the fact that the promoter has acquired time or space to pass on the possibility of a specific item to the audience to earn profit.

Non-personal communication: Non-personal communication is that which carries message without personal contact or feedback between seller and buyer, in this advertising is done in a non-personal manner with the help of some intermediaries - or media with a word of mouth, reference etc.

Idea, goods and services: Advertisement is not only for tangible products but also for intangible. The Advertisements are designed to help the company sell their goods and services. It is also being used for Social welfare of people like Jaago grahak jaago, beti bachao; beti padhao etc.

An Identified Sponsor: Advertising uncovers or distinguishes the wellsprings of the ideas, opinion and thoughts. As indicated by a recognized promoters, this point recognizes advocacy from publicity. Promulgation endeavors to display conclusions and thoughts so as to impact mentalities and activities. While, advertising unveils or recognizes the wellspring of the feelings and thoughts it reflects.

Social Advertising

Social Advertising is an advertising methodology intended to associate the prospective customers. In this, advertisers don't need to hold control on the informing. It depends on social data in creating, focusing on, and conveying showcasing correspondences.

It requires specific Internet administration to gather social data, set up and keep up associations with customers and for conveying interchanges, for example, Instagram, Twitter, Google, Facebook and some e-commerce site also. They include focusing on and displaying advertisements dependent on connections enunciated on similar services provided.

Digital Marketing

Digital marketing is about finding distinctive approaches to show the correct substance and the correct advertisement to the customer at the perfect time. While print media and Television advertisement are still going strong but it has seen a drop in readership and viewership respectively, and individuals are changing from them to pay per views conveyed to them by online platforms like Netflix and Amazon Prime. Hence to reach the customer digital marketing is the key for future.

There are three kinds of digital media that advertisers utilize on the internet: paid, claimed, and earned:

Paid: It is the media where you pay to advertise everything that you want to market such as Facebook ads and Google Adwords.

Claimed: These are the digital mediums such as company's website, list of the customers that to whom company has send e-mails.

Earned: It includes all the shares of your advertisement in the blogs, social media accounts, WhatsApp, LinkedIn etc.

These channels overlap with other digital mediums at the same time to make the marketing grid, and serve as the medium for interwoven network of digital marketing which can effectively communicate the brand to the consumers.

II. REVIEW OF LITERATURE

Kulsolkookiet Ratchanee, et al. (2018) studied the "Using social media to change smoking behaviour: Line instant messaging application perspectives". They studied the influence of multimedia to change the perception towards smoking leading to cessation of smoking. They used text, text with pictures and videos on a group of 90 graduates and under graduate students for their experiment in the end they found out that motivation for smoking cessation directly affects smoking cessation behaviour. **Saini & Sangwan (2018)** studied "Awareness on Gender Empowerment and Beti Bachao Beti Padhao Through Intervention.". The study has been conducted in the Hisar city to know about the awareness of lower class ladies towards the women empowerment. They have selected 15 girls and 15 ladies from the local labour colony and find out the result that they were not aware of the women empowerment.

Tewari (2017) studied the "Beti Bachao and Beti Padhao (Save the girl child and Educate her) (A geographical analysis of Child sex ratio of Mumbai)." They have worked to analyse the sex ratio in Mumbai with the help of the census data of 1996 – 2011. They have included most of the districts from the area having low child sex ratio for their study and find out that the child sex ratio is way below the national average. **Mallik & Rao (2017)** have done a research on "Impact of Digital Marketing on Youth Buying Behavior at Big Bazaar in Udupi". The objective of the research was to think about the assessment on present online marketing exertion started by Big Bazaar, to comprehend the effect of online promotion for promotional exercises of the organization, to know and

comprehend the ascribes drawing in clients to shop utilizing online promotion, to know the viability of commercial in advanced digital advertising and their impacts on a portion of the clients basic leadership in purchasing behavior and to investigate the buy and use example of items with assistance of digital advertising. The sample size was 250 and the convenience sampling technique was used, the questions were asked from the respondents with the help of constructing structured questionnaire and the sampling tools used was weighted mean score and percentage method. The findings from the research were that it is observed that there are some relationship between the buying behavior of the person and the promotional offers by the company, the big bazaar definitely famous for its value for money store because the prices charged by Big Bazaar was rated positively but customers not only look for price but beyond this, such as quality, employee behaviour, etc. **Zeng, et al. (2017)** have conducted a research on "How Social Communications Influence Advertising Perception and Response in Online Communities?" The objective of this research is is to investigate how social interchanges of online networks influence clients' discernment and reactions toward web based online social promotions. The participants for this was recruited through web based surveys and then questionnaire was given to them, beginning with the formal questions and then a scenario requested participants to provide a list of their most visiting online communities. The findings was that the social communications can effectively boost users' behaviours to be in accordance with an online social community, thus facilitate their acceptance and responses toward social media advertising, with users' group intention as an intervening factor. **Chauhan, et al. (2017)** has done a research on "Impact of Anti Smoking Campaigns on Youth". The objective of the examination was to comprehend the adjustment in smoking propensities among youth in the wake of getting presented to government's enemy of smoking ads for youth. The examination was directed through the poll which was administrated on 1050 understudies from top 5 administration organizations of Noida area and contained 17 inquiries and the two smokers and non-smokers are met to think about the effect of against smoking effort on both the classes

. The technique used in research was Non Probability Technique. The research was both exploratory and descriptive in nature. The findings of the research was that the target sample is not only exposed to anti-smoking mass media campaign but also brings significant long term benefits in lessening smoking by inducing more initiating intentions among youth to quit smoking. **Barrett, et al. (2017)** studied "The use of digital and social media in health promotion in various group of individual of Latino immigrant youth". They did the Adelante Youth Ambassador program, where they used digital media and community based participatory research to ensure positive youth development (PYD) to reduce the co-occurring health hazards related to drugs abuse, sexual risk and interpersonal violence. They used active audience methodology for the participants, and used the whole program as innovative branding and digital media to engage the Latino youth.

Vallone, et al. (2017) studied “The effect of positive brand equity on the policy intervention to promote the social advertisement (social message)”.

They studied the effect of social advertisement through national campaign to improve the health related knowledge and beliefs as recently the social messages have adopted the branding, so the studied its influence on consumers (Youth). With the end goal of study they utilized calculated relapse models to discover the connection between brand value and the probability of revealing recent day smoking period. Respondents with positive brand value were fundamentally less inclined to report recent day smoking a year later. The outcomes demonstrated that in excess of 300,000 youthful grown-ups were kept from smoking through the span of one year thus assembling brand value can improve the review worth and adequacy of social crusade. **Glassman, et al. (2017)** studied “The influence of social marketing intervention targeted to the parents of inner-city youth to determine the change in perception towards the concerning water safety”. To study the intervention they used quasi-experimental design using matched pairs. The participants are the parents who enrolled their young children in the survival swimming course. The researchers spread six prevention messages through six different channels (e-mail, SMS text message, postcard, brochure, Facebook, and window cling). The results found revealed that the participant’s knowledge and perceptions of water related threat changed in positive manner. **Shahwan (2016)** studied “The response to past and present antismoking campaigns efforts and identified effectiveness of campaign”. They conducted 12 focus group discussions where 91 youth smokers were targeted of age 15–29 years, it is followed by data were collected using Nvivo V.10 and analyzed by qualitative content analysis approach. They found out that youth are more affected by the campaigns containing positive tone, low-fear visual images, ‘low-controlling language’ and a genuine spokesperson and youth favors the content mostly on social media while the campaigns using fear visuals and humor visuals are found to be ineffective as the message to quit smoking is been lost in between. **Dunlop, et al. (2016)** has done a research on “Marketing to Youth in the Digital Age: The Promotion of Unhealthy Products and Health Promoting Behaviors on Social Media”. The research was the Formative research and was conducted through the five-point scale. The purpose of this study was to discover that conventional media is known to have both a constructive and antagonistic effect on youth wellbeing practices, however the effect of internet based life is less surely known, shielding youngsters from presentation to unseemly advancement of unfortunate items ought to be a need of governments. For the specialists estimating youth presentation to the advertising of unfortunate items via web-based networking media is a significant test while the process. The discoveries of the exploration was that the World Health Organization as of late called for more research on the viability of internet based life intercessions for conduct change (World Health Organization, 2011). While proof for the effect of such crusades is developing, considerably more research should be done on which kinds of web based life battles are destined to be successful, and for whom it is viable. **Tripathi (2016)** has done a research on “Impact of Online Marketing on Teenagers in India”. The objectives of the research were to

understand how the online media strategy works, to understand how companies are communicating their online strategy with teenagers and to understand the advantages and disadvantages of online media on teenagers. The research is exploratory in nature, and this research used content analysis to conduct the research, they also used focus group analysis to check the attitude of teens. The findings from the research were that the research was only focused on the youth, the study only revealed that social media is playing a vital role in delivering the impact of online media on youths. **Sarmah & Maharishi (2016)** have done a research on “Social Marketing Campaigns and Their Popularity: An Empirical Investigation of Youths in Punjab”. The objective of the research is to measure review of prevalent social commercial battles in India. The researchers undertook a descriptive study and data was collected from both primary and secondary resources. The technique used in research is convenience sampling and the sample took from the 300 students of Lovely Professional University. The findings were that the social marketing is utilizing the big names & government officials have more effect and high review and social marketing utilizing television and long range interpersonal communication destination as media instruments are acknowledged among youths. **Thornton, et al. (2011)** studied the “Perceptions of anti-smoking public smoking health campaigns among people with psychotic disorders”. They aimed their study to know about the effectiveness of antismoking social campaigns in the marginalized population (psychotic patients). They designed an experiment where they collected both quantitative and qualitative data to find out how the people with psychotic disorder perceive the antismoking campaigns. They found out that these people are highly knowledgeable with respect to these campaigns but these campaigns are not effective in case of psychotic patients. **Thapak & Changani (2011)** worked on “Use of Technology to Save Environment by Saving Paper in an Online Era.” They studied the behaviour of consumer with respect to the usage of paper, while the substitution from technology is present. They have focused their study specifically to the Indian context to find the variables for the consumer behaviour. **Azad, et al. (2010)** studied “Impacts of Smoking Habit by Young Generation in Our Society.” They tried to study the impact of smoking in the youth of the society because of various reasons such as attractive advertising, peer pressure and to look mature. They have collected the data from 180 students from private and public universities if Bangladesh and they found out that smoking is related to poor health and short term mental disorders such as depression.

III. RESEARCH METHODOLOGY

Problem Identification:

1. Youths are unstable on deciding what to purchase so they refer digital media and are not serious about the social advertisements like Beti Bachao Beti Padhao, Jandhan Yojana etc. because they think it is not of the interest and use.
2. People generally don't focus on the digital advertisement because they believe in seeing the product then buying them, so how digital marketing campaign affects the decision of youths is the area of problem identified.

3. People don't feel the need of discussing about the social issues like save the child, Beti Bachao Beti Padhao etc.

Target Population

Target population for the study were youths to know that whether there is any effect of digital marketing campaigns on youths related to social advertisements or not.

Research Area

The research was conducted all over by taking views of youths because the study focuses on the youth to examine that how digital marketing influenced them related to social advertisements.

Sampling Technique

Sampling technique is the tool for the collection of important and useful information from the population. In our research we used non- random convenience sampling for the collection of samples. In this technique the convenience was the only basis for selecting the sampling units for sending the questionnaire. Here major part of the samples was taken from nearby areas through questionnaire and from people residing in proximity.

Sample Size

A small portion of the population taken as the representative of that population is referred as sample size. Sample size in our research was 600 for the collection of data from the respondents for the desired purpose.

Data collection technique

It refers gathering of information through respondents for the study's objective. Data for the study was collected based on

surveys through Google forms, questionnaire and this data is the representative sample of the population. In this study, a structured questionnaire was prepared and given to the respondents through various means to obtain the required information.

Pilot Study

To understand which social advertisements are more famous among youths we have conducted pilot study on 40 students in the Lovely Professional University to find out the top 5 social advertisement done through digital marketing campaigns about which the youth is aware of. For knowing which advertisement is more familiar among youths we have given 10 options to choose from after researching their presence on social platforms like Facebook, twitter etc. The above data is depicting the social advertisements which are more known to the youths. So, from this pilot study the top 5 known social advertisements which we got are Beti Bachao Beti Padhao, Save Paper Save Planet, Save the Tigers, Smoking is injurious to health and Sex determination is a criminal offence. So, we have considered these five social advertisements which are famous through digital marketing campaigns in our further research project.

IV. RESULT AND DISCUSSION

The following Table is the compiled statistics of the data taken for study:

Table 1

	N	Minimum	Maximum	Mean	Std. Deviation	
Gender	61	1	2	1.3905	0.48827	
Nationality	61	1	2	1.0441	0.20552	
Age	61	1	4	2.2288	0.76543	
Income	61	1	4	1.9036	0.96189	
Level of education	61	1	4	2.4869	0.72921	
Do you know about digital marketing campaigns related to social advertisements	61	2	1	2	1.0882	0.28387
I think social advertisement on digital media is a waste of time	61	2	1	5	2.1552	1.13871
I find BetiBachao, BetiPadhao advertisement very emotionally connected	61	2	1	5	3.4428	1.11455
I think social advertisements are just the way of popularizing own company's brand name.	61	2	1	5	3.1765	1.0726
I find social advertisements are boring and irrelevant	61	1	5	2.598	1.09089	
I find social advertisement through digital media unable to find trust among the masses	61	2	1	5	2.8252	1.08123
I use digital media but not for supporting social cause	61	1	5	2.9984	1.17878	
I support these campaigns as these help in welfare of the society	61	2	1	5	2.9624	1.07504
I think social advertisements through digital marketing are very useful for the maximum lot of public as India is becoming digital	61	2	1	5	3.5964	1.08502
I find smoking is injurious to health advertisement very emotionally connected and think upon it	61	2	1	5	3.7026	1.10931
Social advertisements result in forced emotional experience	61	1	5	3.5098	1.19117	

I feel Social advertisements affects the people and force them on thinking upon them	61 2	1	5	3.3578	1.11868
I think advertisement helps in eradicating criminal offence like sex determination	61 2	1	5	3.5441	1.10926
I think advertisements like smoking is injurious to health, drinking kills etc. motivates in quitting the bad habits	61 2	1	5	3.5588	1.09819
I get highly influenced by these advertisements only if they are of related to me	61 2	1	5	3.3938	1.16558
I think social advertisements through digital media appeals to personal feelings and sentiments	61 2	1	5	3.2598	1.16108
I find Save paper, save planet advertisement very emotionally connected	61 2	1	5	3.4788	1.09658
I tend to be more concentrated on adverts shown on digital platform instead of any other platform	61 2	1	5	3.3039	1.16092
I think showing social advertisements through Digital marketing is the best way to reach out to a larger audience	61 2	1	5	3.3464	1.08596
I only support and appreciate those advertisements which involves famous personalities	61 2	1	5	3.6552	1.1315
I believe on whatever the famous personalities show in the advertisements for social cause	61 2	1	5	2.6912	1.22082
I think advertisement "save the tigers" really helps in saving tigers	61 2	1	5	2.8268	1.18615
I think social advertisements are just way too much drama, it is irrelevant	61 2	1	5	3.134	1.10572
Which advertisements you are familiar with ?	61 61	0	1	0.6879	0.46373
Which advertisements you are familiar with ?	61 61	0	1	0.5882	0.49256
Which advertisements you are familiar with ?	61 61	0	1	0.549	0.498
Which advertisements you are familiar with ?	61 61	0	1	0.5523	0.49767
Which advertisements you are familiar with ?	61 61	0	1	0.6846	0.46504
Where have you seen these ad campaigns	61 61	0	1	0.6797	0.46696
Where have you seen these ad campaigns	61 61	0	1	0.281	0.44988
Where have you seen these ad campaigns	61 61	0	1	0.7206	0.44908
Where have you seen these ad campaigns	61 61	0	1	0.2337	0.4235
Where have you seen these ad campaigns	61 61	0	1	0.5621	0.49654
Where have you seen these ad campaigns	61 61	0	1	0.4542	0.49831
Valid N (listwise)	61				

As observed in the responses, most of the youth knows about the digital marketing campaign related to social advertisements and they don't find social advertisements boring and irrelevant. They feel that a social advertisement through Digital marketing is a best way to reach out to a larger audience and believes that these campaigns appeal to personal feelings and sentiments. However it has been revealed in the research that most of them are highly influenced by these advertisements only if they are related to them as they try to find emotional connect in the advertisements.

It is also analyzed from the responses obtained from the survey that Bet Bachao, Beti Padhao is the campaign about which most of the respondents is having awareness. As people are finding this campaign very emotionally connected because these campaigns help in welfare of the society. Other

than this Smoking is injurious is the another campaign that people are aware of as it motivates the people in quitting these bad habits while other campaigns like Sex determination is an offence, Save Paper Save Planet and Save Tigers are need to be improved by promoting their campaign more among the youths. It could be done by having more catchy slogans for their campaigns & provide in-depth information about the message/theme of the campaign. It is also noticeable from the responses that people tend to be more concentrated on the advertisements shown on digital platform instead of any other platforms.

There is not much difference between the respondents who think that social advertisement through digital marketing is useful for the maximum of people as India is becoming digital. From the study, it is also found that people tend to watch the advertisements more on Television than on any other platform. Other than that they have seen campaigns on Youtube, Facebook etc. which needs to be improved. So in order to grab youth attention the companies should incorporate these factors in their advertisements so as to make their ads more impressive and eye catching.

- In research, people have mixed thought on supporting the campaign for social cause. Also, they find that social advertisements are just the way of popularizing the company's own brand name and are irrelevant sometimes. So in order to change the perception of most of the youth's brands are required to use the magic of storytelling into their social advertisement campaigns to tap into people's emotions. It is also observed in the survey that the youth support and appreciate those advertisements which are having appealing celebrities or famous personalities. So the companies should emphasize more on celebrity endorsements. The study is done to know the effect of digital marketing campaigns on youth and study the awareness level of youth towards social advertisement. This will help in spreading awareness between the people. As youth is connected to digital media now-a-days, but the awareness towards social advertisement is somewhat less.

- By using the appropriate statistical tool SPSS, we are able to justify our objective. From the study it has been found that we come to result that majority of the youth are aware of various digital marketing campaigns related to social advertisements and they support these campaigns as they feel that it helps in welfare of the society and helps in eradicating bad habits. Also they are watching these campaigns because it appeals to personal feelings and sentiments. The factor that came out to be important for grabbing youth's attention is that these campaigns hit the emotions of the people and have a social message in them. Also, it has been provided on digital platform which connects more people than any other platform. People support and pay more attention to the advertisements endorsed by famous personalities. Hence to grab youth's attention, a good amount on promotions are required to make people aware about the campaign by providing in-depth information about them.

V. CONCLUSION

So, it can be concluded that the social advertisement campaigns can be made more popular among youth by the ways like: the message/theme of the campaigns should be effective so as to mark a deep impression on the thought building process of youth. The celebrity who is casted in the ad campaigns must be appealing/ acceptable to the youth and should have a good public image. The message provided by the campaign should be clear by which campaigns are presented should build interests of people. The content is the central point of a campaign, if it is not shown in a subtle manner; the main aim of the campaign should not be defeated. The ads should be presented at appropriate time, in accordance with the need and the nature of the ads.

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