UGC Minor Research Project Report

A Study of Impact of Public Service Advertising in India in Selected Areas of Rajasthan

(F. No.: MH-75/304039/XII/13-14/CRO Dated 14/1/2015)

ज्ञान-विज्ञान विमुक्तये

Submitted to:

University Grants Commission

CRO, Bhopal

Submitted by:

Dr. Tapasya Julka Malhotra
Principal Investigator
Department of Business Administration
S. S. Jain Subodh P.G. (Autonomous) College
Jaipur (Rajasthan)

Enclosure -1

Objectives of Study

The main objectives of PSA are to spread social consciousness among the masses and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic.

I. General Objectives:

- To make a review of the history of advertising in India and in Rajasthan to its present stage.
- To analyze the impact of selected public service advertisements on rural and urban respondents.

II. Specific Objectives:

- To analyze the attitudes of both male and female households towards public service advertisements appearing in print and electronic media.
- To identify the category of selected public service advertisements appearing in media which has more impact on respondents.
- 7To find out the reach of the selected PSA's among public.
- To find out the right medium of media in telecasting the PSA to make it more effective.
- To compare the impact of selected public service advertisements on rural and urban respondents.
- To compare the impact of selected public service advertisements on rural and urban respondents through electronic and print media.
- To give suitable recommendations to make PSA more effective on the basis of findings of the study.

Enclosure-2

Achievements

The objectives mentioned in the study are accomplished by the researcher. In initial chapters researcher provide a brief history of advertising with specific reference to public service advertising. Researcher also made an attempt to analyze the impact of selected public advertisements on rural and urban respondents. Researcher examined the impact of rural and urban respondents regarding print and electronic media. The major issue of the country is people have different kind of educational background and habitation etc. Therefore, similar type of advertising will not be beneficial for each and every section of the society. To overcome this problem researcher gave some suggestions to improve the effectiveness of various public service advertisements.

Suggestions offered by the researcher should be adopted at different levels like solution of social problems through academicians, Government, Nongovernment organizations and active participation of private sector. There is an urgent need to change in people attitude also. They should live in the society as a responsible citizen and try to follow the directions mentioned in Indian Vedas, Upanishads, Shruti and Smiriti etc. By following them many social problems can be removed from the society and expenditure on awareness campaign can be utilize somewhere else which will be beneficial for whole nation.

Enclosure -3

Summary

India is a miracle. For all its diversity and problems, the country survives and even prospers to some extent. But these problems do not go away. They are great, and in some ways getting greater. Social problems arise out of social transformation and contradictions. Social problem pose an obstacle for the upliftment of the society and its economic progress. Public service advertising is a potentially powerful tool in the effort to address the many public health and other social challenges facing this country. Although, it's tackling childhood obesity, recruiting community volunteers, raising awareness about global warming, promoting HIV testing or raising money for medical research, PSAs have the potential to reach a large audience to get the message out. It is the purpose of this study to provide basic data about the state of public service advertising on selected media today, and also want to know the future target.

Advertising agencies and Government information departments has to work together to reach out rural audience to inform the messages of schemes and facilities provided by the Government to reach out the public. When it comes to effective PSA's, it is essential to keep the target audience in mind while creating the social message. A thorough understanding of the target group improves the impact of the message being delivered. Social Advertisements should carry a short message which is to the point. Such messages can be dramatic and should ideally stand out from the clutter of all other advertisements.

Objectives of the Study

The main objectives behind these advertising are to spread social consciousness among the masses and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic.

I. General Objectives:

- To make a review of the history of advertising in India and in Rajasthan to its present stage.
- To analyze the impact of selected public service advertisements on rural and urban respondents.

II. Specific Objectives:

- To analyze the attitudes of both male and female households towards public service advertisements appearing in print and electronic media.
- To identify the category of selected public service advertisements appearing in media which has more impact on respondents.
- To find out the reach of the selected PSA's among public.
- To find out the right medium of media in telecasting the PSA to make it more effective.
- To compare the impact of selected public service advertisements on rural and urban respondents.
- To compare the impact of selected public service advertisements on rural and urban respondents through electronic and print media.
- To give suitable recommendations on the basis of findings of the study.

Hypothesis

On the basis of data collection, researcher identified the following broader hypotheses for the study:

- H_0: There is no impact of public service advertisements of print and electronic media on respondent's behaviour.
- Ha: There is a significant impact of public service advertisements of print and electronic media on respondent's behaviour.
- $H_{0:}$ There is no significant difference on the impact of selected public service advertisements on rural and urban respondents.
- Ha: There is a significant difference on the impact of selected public service advertisements on rural and urban respondents.

Sampling Unit

- On the basis of the population census 2011 researcher has selected four largest cities which are Jaipur, Jodhpur, Kota and Bikaner. In the same manner the largest towns are selected to know the responses of rural people from the same districts which are Chomu, Phalodi, Ramganj Mandi and Nokha subsequently.

Sampling Technique

- Probability based simple random sampling technique would be adopted by the researcher in accordance with the feasibility and suitability of the proposed study.

Sample Size

Although large samples give more reliable results than small samples, yet keeping the time and monetary constraints along with other limitations into consideration, the sample size is 800 audience and readers from various electronic and print media which will be further categorized in 100 from urban area and 100 from rural area, 4 districts and four town are selected for the study. One questionnaire was designed to get the responses for selected public service advertisements.

The above mentioned details are reported by the researcher in five chapters. First Chapter of this project includes introduction of concept, various social problems in India, major public service advertising campaigns and the present position of PSA in India.

Second chapter of this study explains the research methodology. Review of literature, objectives and hypothesis of study, sources of data collection, sample size, areas covered, and use of various statistical tools to test the responses given by respondents are elaborately discussed in this chapter.

Third chapter describes the selected PSA for the study with detailed study of content, message, use of celebrities, and impact etc.

Fourth and fifth chapters show analysis and responses given by respondents with hypothesis testing. In the last chapter researcher made an attempt to reveal the summary of findings, concluding comments and suggestions. Followed by the list of references taken for the research study topic as the basis of research and presented in the form of bibliography and questionnaire is also attached as annexure.

Enclosure -4

Contribution to Society

Government has been, since nations' independence, formulating policies, programs, projects and schemes and investing significant financial resources through every Five Year Plan to accelerate the development of society. India's eleventh five year plan and the ongoing twelfth plan 2012-2017 has put added emphasis on inclusive growth and as such these two plans are fundamentally different from all the earlier five year plans. All the programs and schemes being implemented by the concerned ministries and departments of the union and state governments in the area of education, health, poverty, agriculture, women, skill development and supporting infrastructure, among others have shown varying degree of response and performance at the grassroots level.

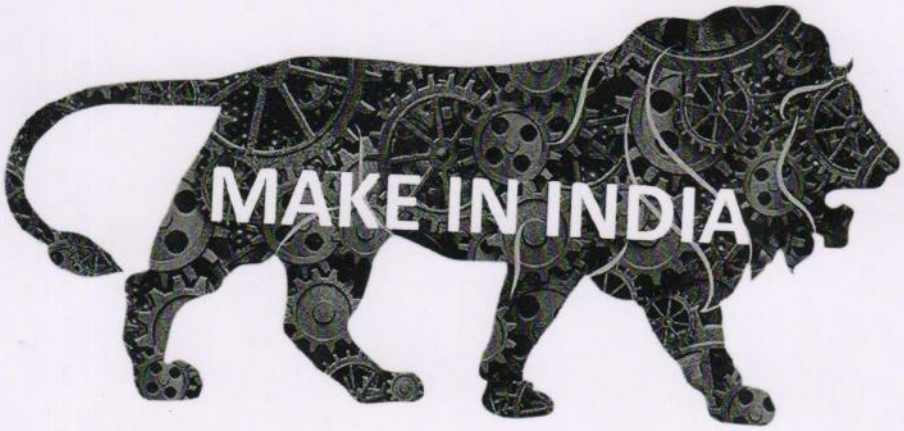
There are certain achievements of these schemes like rising enrolment in rural India's schools, better provision of girls' toilets, more libraries in schools, compliance on pupil-teacher ratio and improvement in drinking water facility etc. But there are some loops holes are also there like teacher — classroom ratio is declining, children's attendance has declined and scarcity of class rooms is resulting in using same classroom for different classes. The performance of the different schemes is varied. A major revamp/reorganization of the myriad schemes is greatly needed. The awareness level in the gram sabha and district level is also very low resulting in lack of ownership, ill-conceived planning and shelf of projects, and weak or even no social audit at all.

Therefore, currently there is a strong emphasis on public awareness regarding several government programmes for social upliftment. Numerous examples of successful efforts where public education has brought about dramatic changes in human behaviour include: potable water, hydration, hand washing, road safety, waterborne and airborne diseases and medication compliance. As a result, there is increasingly pro-social behaviour, both at household and community level.

For gender mainstreaming and empowering women in agriculture, environment safety, health issues, girl education and other various projects are being implemented to address issues related to women in different areas with a vision of developed society. It is also working on gender sensitive approaches and methodologies to enhance access of women to critical resources, programmes and services which are critical for women's empowerment in available schemes.

Rural women find it gradually more difficult to manage with fast changing social circumstances, which has entirely changed the life style and scenario. Appropriate use of communication techniques and media can provide information, guidance as well as experience sharing of beneficiaries of various schemes. There is a requirement to strengthen the exchange of ideas among all segments of society for the greater involvement of people in overall development of society. This is an essential prerequisite for sustainable development.

MAKE IN INDIA
(A Road Map for Growth of India)



Editors
Dr. (Ms.) Priti V. Nigam
Dr. (Ms.) Tejovati S. Prabhu

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
सत्यं शिवं सुन्दरम्

THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA
Vadodara, Gujarat

Contents

- Preface v
- Acknowledgements viii

1. **'Make in India' Initiative: Need for a New Road Map**
   Ranji George Amballoor 1
2. **'Make in India': A Initiative towards Skilling and Retaining Competent Workforce**
   Monica Kapuria 10
3. **'Make in India' Battle: Challenges and Opportunities for the Economy**
   Deepika Sharma and Rupali Arora 23
4. **'Make in India' and Development of Entrepreneurship in the Country**
   Parinda Doshi 30
5. **Implications of 'Make in India' Programme for Indian Economy**
   Pooja Malhotra 37
6. **'Make in India': Issues and Challenges**
   Priya Kumari 44
7. **'Make in India': A Creditable Deed for Skill Enhancement**
   Gouri Sankar Lall 54
8. **A Study on Impact of 'Make in India' on IT & BPM Sector**
   Dr. Meera Mathur and Dr. Shubham Goswami 64
9. **Role of MSMEs in 'Make in India' Initiative**
   Santanu Kumar Das 71
10. **Good Governance through the Drivers of E-Governance Intended for Digital India**
    Madhusudan N. Pandya and Drishti Joshi 79
11. **Digital India: An Appraisal of a Programme to Transform Rural India into Digital Empowered Society**
    Narendra Kumar Vasava and M.N. Parmar 90

12. India's Digital Transformation: The Better India
Ankur Saxena and Sneha Chandrapal 97

13. Effects of Demonetization on Rural Economy with Special Reference to Digital India Campaign
Tejal Shah 104

14. 'Make in India': A Banking Perspective with Special Reference to Effect of Demonetization on Members of Self Help Groups
Kavita Sindhav and Krishna Soni 114

15. Financial Inclusion in India: Issues, Challenges, Opportunities and Pitfalls in Context of Global Scenario
Dipak Shantilal Gaywala 122

16. Public Expenditure on Human Development in Gujarat
Atman Shah 130

17. Corporate Social Responsibility of Insurance Sector in India
Dipak Makwna and Jagdish Soanki 138

18. CSR: An Empirical Case Study on CSR Spending by Selected Companies of IT Sector
Naziya S. Mansuri 144

19. CSR Weds Swachh Bharat: Result Drags
Archana Tomar 151

20. Reviewing the Role of Mobile Shopping Applications in Shaping Digital Retailing in India
Parag Shukla and Neha V. Shah 160

21. Conceptualising the Contribution of Cooperative Sector in 'Make in India' Campaign: A Perspective
Bhumit A. Shah 175

22. Importance of Supply Cold Chain Management in Fresh Horticulture Products in India
R.R. Christian, V.K. Patel and R.J. Makwana 182

23. Awareness and Impact of Public Service Advertising in Rajasthan
Tapasya Malhotra 190

24. Role of Higher Education towards 'Make in India'
Preeti Nair 198

AUTHOR INDEX 205

Awareness and Impact of Public Service Advertising in Rajasthan

Dr. Tapasya Malhotra
Assistant Professor, Department of Business Administration,
S.S. Jain Subodh P.G. Autonomous College, Jaipur

Abstract—*Public service advertising is a potentially powerful tool in the effort to address the various social challenges facing this country. It is designed for societal improvements and collective well-being of community and broadcasted by mass media. These public service advertising include social causes like Cleanliness, education, AIDS awareness, energy conservation, political integrity, deforestation, illiteracy, poverty, conservation of oil, petrol, water and energy, health, family welfare, literacy, natural resources to mention a few. Through this study the author described awareness and impact of selected public services advertising campaigns in Jaipur area. Researcher also made an effort to present a comparative picture of rural and urban respondents of Jaipur area. The sample taken for the study is 200 respondents, 100 from each area rural and urban. In order to analyze the hypothesis, correlation and ANOVA has been applied. The paper concludes that effectiveness of PSA is more positive in urban area. Rural respondents also have awareness regarding theses selected public service advertising campaigns but due to government procedure and long paper working is the main obstacle in the adoption of various available government schemes. At the end researcher also gave some suggestions for improvement for the effective implementation.*

Keywords: *Public Service Advertising (PSA), Technology, Awareness, Effectiveness, The Directorate of Advertising and Visual Publicity (DAVP)*

JOURNEY OF PUBLIC SERVICE ADVERTISING IN INDIA

Public service advertising concept (PAS) used first time in India with the issue of family planning. A continuous increase in population required an efficient monitoring system for the continuous development of economy. PSA was treated as the best solution to solve this issue. For circulating message through PSA, T.V. is one of the best medium due to largest reach. Doordarshan gave a new height to such type of advertisements. Catchy slogans were designed to gain the attention of public *'Hum Do Hamaare Do'*, *'Chhota Parivaar Sukhi Parivaar'* were the slogans were the slogans which affected Indian community very much. But initially there was a problem with these campaigns because the prevention measures were not informed to society. This particular limitation was modified with the launching of *'Nirodh'* as a cheapest contraceptive. Success of this campaign awakened the Indian Government to the potential of public service advertisements. Government started use of these types of advertisements in highlighting various aspects of life to spread awareness and improve the standard and quality of life. After this, the campaign of family planning was modified and by adding some other issues (oral hygiene, vaccination, immunization, cleanliness etc.) the campaign was recasted. Number of messages are there which actually shows the above mentioned aspects *'Garbhvati Mahilayon ko Teeka Zaroor Lagvayen'*, *'Bachhe ko Kala Teeka to Laga diya, Kaali Khansi se Bachne ke Liye DPT ka Teeka Lagvaya?'*.

The year 1974 showed a turning move to PSA with the addition of animation. Through, first animated PSA: the aspect of National Integration was put across to viewer in overall India with the name *'Ek Anek Akta'*. It was very popularized mdue to its simple but meaningful lyric *'Ek Chidiya, Anek Chidiyan...'* the song, the video, and the idea. Till today, this PSA is remembered for its simplicity. After this, government gave attention towards care of girl child. This includes education, equality and health of a girl child. Gradually, by realizing the significance of PSA government paid more attention to them. Various campaigns related to National Literacy and National Integration were casted. One of the best case *'Mile Sur Mera Tumhara'* a song based on national integration in which celebrities were there for the first time on 15th August, 1988. It was broadcasted immediate after the Prime Minister Speech from Red Fort. Till today, this song is very popular among society.

Another milestone in PSA industry was launching of 'Pulse Polio' campaign in the collaboration with World Health Organization in 1988. Two celebrities Amitabh Bachhan and Aishwarya Rai were used in this campaign. The campaign was so strongly worked that polio was eradicated from India. After the success of above mentioned success of various PSA's, now government is widely broadcasting the information pertaining to pertaining to social evils. Presently a number of advertisements dealing with many social aspects like blood donation, AIDS awareness, power saving, Drunken driving, family welfare and Nutrition programme etc.

Initially, it was considered that social advertisements are the sole responsibility of government only. But now, it can be seen that private companies has also entered in this. Sincere efforts are there in private sector to improve the social standards and quality of life. Some of the examples from private sector like Surf Excel promoting the idea of saving water in the *'Do Balti Paani Hai Bacahana'*, *'Bell Bajao'* campaign against domestic violence; from Unilever, *'Atithi Devo Bhava'* campaign from Aamir Khan for the cause of a clean and healthy country, *'Jago Grahak Jago'* from Tata Tea focused on various issues ranging from corruption and bribery to voting and women empowerment etc. are there which shows the participation of private companies in raising social issues. This step of private sector supports the awareness among public regarding various social evils prevailing in the society. Success of this system can be increased by adopting a comprehensive monitoring system. The broadcasting of an advertisement is not an end in itself; it is just the means. Feedback can be significant to improve the quality of advertisement. For this Government has a separate department.

GOVERNMENT EFFORTS TOWARDS PSA

From more than 60 years 'The Directorate of Advertising and Visual Publicity' (DAVP), has been catering to the communication needs of almost all the Central Ministries/Departments, Autonomous Bodies and PSUs by providing them single-window, cost effective services. To strengthen the publicity of various people welfare and participation oriented programmes in a holistic manner, and to enable efficient discharge of its services, DAVP sought, and obtained, increased funding for two Plan Schemes namely which fund allocation is also given in Table 1. For the 12th Five year Plan (2012-17), outlay of Rs. 747.81 crore under the

Scheme 'People's Empowerment through Development Communication' and Rs. 30.00 crore for the 'Media Infrastructure Development Programme' has been provided after Revised Cost Estimate (RCE) approval of the respective schemes. Status of utilisation of fund during the year 2015–16 and BE allocation for the year 2016–17 under the Plan Schemes of DAVP are as under:

Table 1: Status of Utilization of Fund of DAVP (Rs. in Crore)

Directorate of Advertising and Visual Publicity (DAVP)	BE 2015-16	RE 2015-16	Expenditure up to 30.3.2016	BE 2016-17
People's Empowerment through Development Communication	20.00	151.00	146.34	125.60
Revamping and Restructuring OD DAVP (MIDP)	3.00	3.00	2.98	3.00
Total	23.00	154.00	149.32	128.60

Main objective of the Scheme of People's Empowerment Through Development Communication is to make people aware of the benefits envisaged in various Schemes of the Government so that they can take maximum benefits of these Schemes. During the 12th Plan period, an outlay of Rs. 747.81 crore is allocated for this sub-scheme of DAVP which intends to undertake a number of multi-media campaigns for undertaking publicity of the flagship programmes of the Government of India. During the first year of the 12th Plan *i.e.* 2012–13, the fund utilized under the Scheme was Rs. 103.18 crore, further in the year 2013–14 Rs. 189.00 crore and in the year 2014-15, Rs. 155.20 crore were utilized.

The Directorate of Advertising and Visual Publicity (DAVP) has spent about Rs 1,286 crore in 2016–17 on advertisements about government policies, schemes, projects and events through various mediums. This is 8.15 per cent higher than the amount of Rs 1,188.85 crore spent in 2015–16. The DAVP had spent Rs 998.34 crore in 2014–15

REVIEW OF LITERATURE

Number of studies has already being conducted related to PSA. Few of them are mentioned here:

Ferguson and Phau (2013) conducted a study into the fear factor as initialized by anti-smoking campaigns. Their sample include of young adolescents and young men. Results of study showed that fear existed in minds of respondents and they were sensitive to the effects. They suggested that anti-smoking campaigns should be more directed towards the adolescents as they revealed more positive response towards anti-smoking campaigns. The developed countries have already found solutions to the problems and moved on to other issues while the developing countries are still grappling with the basic social evils like poverty, illiteracy etc. Thus, there is a need to study the social advertising from the Indian perspective.

Georgiadis Maria (2013) stated that childhood obesity is an important issue being faced worldwide. As a result, public health programmes including the 'Let's Move! campaign' have been implemented to prevent this growing epidemic. Messages were tactically targeted to parents and kids of different ethnic and socio-economic backgrounds for appeal across a

broader audience. PSAs used techniques drawn from the social cognitive theory and health belief model to increase self-efficacy by showing rather than telling target audiences how to make the requested action, influencing attitudes towards childhood obesity, and ultimately motivating behaviour change.

Tucker Catherine (2012) described that social advertising is effective, and that this efficacy seems to stem majorly from the ability of target based on social networks to uncover similarly responsive consumers. Although, social advertising is less effective if the advertiser explicitly states that they are trying to promote social influence in the text of their advertisement. The study recommended that advertisers must avoid being overt in their attempts to exploit social networks in their advertising.

Narang *et al.* (2011) analysed the effects of media-based communication campaigns, to determine the degree of impact of campaigns effectiveness. In present scenario companies are trying to garner and gain goodwill alongside monetary profits. Researchers also made an effort to know which media is the best to get the message through and how far does it actually impact the thinking of the target audience. The authors concluded by identifying the Tata Tea "Jaago Re" Movement as the most influential communication campaign out of the four campaigns under study, and television as the best media of communication

Velez Eliana (2011) described that various PSAs focus on aspects of HIV/AIDS prevention efforts, including stigma and discrimination. Through due to an absence of media evaluations that have properly understood the ways in which HIV/AIDS—related stigma PSAs were framed and constructed. The study attempts to bridge the gap by examines the ways in which the Pan American Health 10-year Anthology DVD, frames and constructs their argument in PSAs targeted at HIV/AIDS—related stigma. Where stigma is a form of social construction, framing can cause social construction and media facilitates social construction. Moreover, the research had used a qualitative content analysis, to analyze 198 PSAs in the anthology. The analysis of this study had connected the theoretical reference to the results of the survey, by determining that the proactive and reactive frames were tools within PSAs, intended to create a new reality or new social attitudes about HIV/AIDS-related stigma.

Hastings (2011) asked questions regarding motives and effectiveness of social advertising campaigns. He compares the effectiveness of industry backed campaigns with social advertising campaigns. Hastings contends that when industries and companies involve themselves in social campaigns, their main motive is not the benefit of public as is in the case of independent bodies involved in social advertising. He says that in producing such campaigns, the primary beneficiary remains the companies themselves as they try to project a good image of the company and its goals.

Janet (2011) focused the tussle between voluntary regulating social advertising. He concedes that social advertising aims at changing behaviour without the use of coercion. But during his study he found that many times even though the target audience appreciated the message and also recognized the significance its incorporation in their lifestyles, they were reluctant to change

their behaviour or habits. He found that many times that social marketing accompanied by policies and regulations is more effective, especially in the case of tobacco and alcohol industry proved to be much more effective than a simple marketing strategy. He suggested that social marketers and advertisers need to recognize that both types of social marketing should go hand in hand in case of extreme situations where health and life are at stake.

Nesbitt *et al.* (2011) stated the hypotheses that if social advertising taught to marketing students during the early stages of marketing education; do it help them at the later stage in the application of these concepts. For this research foundation of marketing students were asked to complete a Social Marketing Project (SMP) as a course requirement. Its impact was assessed with post-project measures of student's ability to apply social marketing and advertising. Their attitudes before the SMP project and after the project were also measured. The findings revealed that the foundations students were having a good understanding of social marketing concepts, enjoyed it and believed that SMPs are very important for bringing a desired change in the society. Still, there are number of studies has been conducted related to this issue but no study has done with a comparison form of rural and urban respondents in Jaipur district with these selected campaigns.

OBJECTIVES OF THE STUDY

The main objectives behind these advertising are to spread social consciousness among the masses and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic.

- To identify the category of selected public service advertisements appearing in media which has more impact on respondents.
- To find out the reach of the selected PSA's among public.
- To find out the right medium of media in telecasting the PSA to make it more effective.
- To compare the impact of selected public service advertisements on rural and urban respondents through electronic and print media.
- To give suitable recommendations on the basis of findings of the study.

HYPOTHESES

On the basis of data collection, researcher identified the following broader hypotheses for the study:

- H_0: There is no impact of public service advertisements of print and electronic media on respondent's behaviour.
- H_0: There is no significant difference on the impact of selected public service advertisements on rural and urban respondents.

DATA COLLECTION

The present study is mainly based on primary data collected from 200 audience and readers from electronic and print media which is further categorized in 100 from urban and 100 from rural area of Jaipur district. The survey was conducted using systematically designed questionnaires and face to face interviews to clarify further doubts and to gain more information required to attention the objectives of study. For testing and analyzing qualitative data and gathering information, different scaling techniques were used like, interval scale, nominal scale and ranking scales. Pilot testing among 30 respondents was conducted to know the correctness of questionnaire and changes was done accordingly. The questionnaire is divided into two sections. First section of questionnaire deals with respondent's profile. Through second section of questionnaire, researcher made an effort to find the opinion of respondents regarding various aspects like awareness, understanding, benefits, problems in availing such schemes, effectiveness etc. of PSA's.

DISCUSSION

In the first section of questionnaire respondents profile is there which shows that in rural area in present scenario, the females are still not ready to give the responses to respondents to a female researcher after giving the information regarding the objectives and confidential aspect of survey. Therefore, the female respondents are 42% in this study. The age group 29-39 and 40-49 is more responsive in terms of questionnaire and they also gave some wonderful suggestions to improve the various social problems of India. Level of education is not an obstacle in the response. Almost each category gave appropriate responses regarding fulfilling the questionnaire. But in case of work experience it is not here. Respondents who have more experience in their area, they gave comparatively more practical suggestions which can actually be implemented.

In second section of questionnaire, researcher asked opinion of respondents regarding selected PSA's. A list of ten PSA's (Swachh Bharat Abhiyan, Sarv Siksha Abhiyan, Save the Girl child, National Integration, Blood & Eye Donation, Aids Awareness, Pulse Polio, Anti-Tobacco, GST & Tax return and Environment Protection (Save Water, Energy & Paper) is there, where respondents need to tick mark regarding awareness of the campaign or advertisement. Researcher was not at all surprised to see that 93% respondents from rural as well as urban Jaipur district were aware from these selected PSA's. In urban area 63% respondents are quite satisfied with the content showed in PSA but in rural area it is 41% only.

Other aspect which is regarding the impact of these PSA's on the society has different opinion in rural and urban area. In urban area when there is any financial benefit is there, respondents are easily ready to avail this. This is no similar in case of behavioral change like in anti-tobacco campaign, eye-donation, and environment protection campaigns. Respondents are still rigid towards their behavior. Correlation value is different for such campaigns both for rural as well as urban. For financial benefits, respondents take immediate

or fast action for further processing but the impact is very low in case of behavioural change which is proved through statistical tools used by the researcher. Value of correlation is 0.712 for fiancé related benefits and 0.126 for behavior related aspects. 'P' value also proves that null hypothesis is rejected that there is no significant difference between the impact of selected PSA on rural and urban people. Both types of respondents have their own choices like rural respondents are ready to change their mind set due to certain social traditions or customs. Maximum of them put this blame on society viz *'Duniya Kya Kahege'*. P value is also less than the significance level of 0.05 so the null hypothesis is rejected.

The other perspective of PSA is medium used by the sponsor. Researcher also analysed that which medium has better impact on audiences or readers. Overall results showed that respondents are more attentive towards electronic media. Electronic media has a good reach among public but another important aspect, when respondents thinks about action or implementation of a PSA, then they prefer to refer print media. The other noticeable aspect is the connectivity with a PSA. PSA's which are directly showing the message they are less effective. In PSA's which advertiser adds some humor or actual life situation/story, audiences are more connected with them. These PSA's directly hit their problems and they get immediate or later solution through these. The overall study shows that respondents gave more attention to visual aspect which is also proved by the score of attention towards outdoor advertising. With a limited space, this particular medium is working as a good medium of remembrance removal or reduction of social problem and up gradation of quality of life.

SUGGESTIONS

Number of suggestions had given by respondents some of them are as follows:

- PSA should be able to relate with actual social problem with its solution or steps for solution.
- New advertising media's like social network sites, advertisements for mobile phones, short messaging services and calls for social advertisements etc.
- People should not wait initiation from others and or government or big corporates. They, should from themselves only.
- Number of help desks should be increased wherever required especially in rural area.
- Procedure should be simplified regarding rules, regulations and documentation to reduce the number of visits of applicants.
- In urban area, people are shifting towards technology so the specific website should be updated accordingly.

Researcher has mentioned some of the suggestions for better impact of PSA. Still there are number of aspects which are not covered. Area coverage can be increased with the comparison of different state population with different sample size. Other campaigns are also there which can be the part of further study.

REFERENCES

Twenty-third Report, Standing Committee on Information Technology (2015–16), available at http://164.100.47.193/lsscommittee/Information%20Technology/16_Information_Technology_23. pdf

The Economic Times, July 20, 2017.

Ferguson Graham and Ian Phau (2013). Adolescent and Young Adult Response to Fear Appeals in Anti-Smoking Messages, Young Consumers: Insight and Ideas for Responsible Marketers, Vol. 14(2), pp. 22–34.

Georgiadis, Maria (2013). Motivating Behavior Change: A Content Analysis of Public Service Announcements from The Let's Move! Campaign 60, *The Elon Journal of Undergraduate Research in Communications*, Vol. 4, No. 1, pp. 60–70.

Tucker Catherine (2012), Social Advertising, Available at SSRN 1975897, http://dx.doi.org/10.2139/ssrn.1975897, February 15.

Yogita Narang, Narang, Atul, Nigam and Dr. Shalini (2011). Gaining the Competitive Edge through CRM—A Study on Private Sector Banks, *International Journal of Research in Finance & Marketing*, Vol. 2, Issue 2, pp. 12–30.

Velez Eliana (2011). The Silent Killer: An Analysis about HIV/AIDS Public Service Announcements and the Ways Anti-Stigma is Framed Master's, Thesis Submitted to The Department of Informatics and Media, Uppsala University, May.

Hastings Gerard and Kathryn Angus (2011). When is Social Marketing not Social Marketing?, *Journal of Social Marketing*, Vol. 1(1), pp. 45–53.

Janet Hoek and Sandra C. Jones (2011). Regulation, Public Health and Social Marketing: A Behaviour Change Trinity, *Journal of Social Marketing*, Vol. 1, pp. 32–44.

Nesbitt Jane McKay, Carol W. De Moranville and Dan McNally (2012). A Strategy for Advancing Social Marketing: Social Marketing Projects in Introductory Marketing Courses, *Journal of Social Marketing*, Vol. 2(1), pp. 52–69.

S.S. Jain Subodh P.G. (Autonomous) College
(Affiliated to the University of Rajasthan, Jaipur)
Re-accredited with A++ Grade (3.82CGPA) in 3rd Cycle by NAAC-UGC
Awarded status of "College of Excellence" by UGC

Ref. : SCS/2018-19/800 Date : 9/10/18

Certificate of Deposit

This is to certify that Dr. Tapasya Julka Malhorta, Assistant Professor, Department of Business Administration, has deposited following items purchased under UGC Minor Research Project (F. No. MH-75/304039/XII/13-14/CRO Dated 14/1/2015) entitled **"A Study of Impact of Public Service Advertising in India in Selected Area of Rajasthan"** and also entered in stock register of the institution:

1. Books and Journals
2. Equipments

(Prof. K.B.Sharma)
Principal

Rambagh Circle, Jaipur - 302004, Rajasthan (INDIA)
Phone.: +91-141-2565989, 2569850 • Fax: +91-141-2569126
Email: admin@subodhpgcollege.com • Website: www.subodhpgcollege.com