

A STUDY ON RELATIVE EFFICACY OF ADVERTISEMENT AGENCIES INVOLVED IN NONCOMMERCIAL ADVERTISING WITH REFERENCE TO RURAL COIMBATORE

¹Mr.P.VISWANATHAN, ²Dr.K.PONGIANNAN

¹Assistant Professor of Commerce with PA
Sri Ramakrishna Mission Vidyalaya College of Arts and Science
Coimbatore-641020 Tamilnadu, India

²Assistant Professor of Commerce
Government Arts and Science College
Sathyamangalam-638401 Tamilnadu, India

Abstract: *The purpose of this study was to determine the advertising agencies involved in Non-Commercial Advertisements on selected rural area people of Coimbatore. Non-Commercial Advertisements are saved the world with innovation and creative development. These advertisements are generally sought public wellbeing. It is focus on social issues like health, environment, agricultural, education, etc., Advertising is an effective medium of communication. Most of the people are watching advertisement in various media. Roll of agencies involvement in this advertisement is most important. So this study only focus on Relative efficacy of advertisement agencies involved in Noncommercial Advertisements on selected rural area people of Coimbatore.*

Keywords-Advertising, Noncommercial Advertising

I. INTRODUCTION

Noncommercial advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of the advertising field for a social cause. Ogilvy once said, "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes. Today, noncommercial advertising has been increasingly used in a social fashion in several countries across the world in order to promote various social causes. In the United States, radio and television stations are granted to bidders on the basis of a fixed amount of public service advertisements aired by the channel.

Using this kind of advertising for the social awareness means being responsible towards the Society. Various agencies like Corporate Houses, Government Agencies etc. use it to accomplish their social responsibility. Advertising basically means impacting and bringing awareness amongst consumers/customers/audience in order to involve them in the process of buying/selling/social awareness. For the marketing there has to be two or more parties each having something to exchange. In case of Social awareness the agencies and the audience are the parties involved.

II. REVIEW OF RELATED LITERATURE

Hastings (2011) focuses his article on the concept of 'social responsibility' campaigns. These are the campaigns undertaken by industries involved in production of various consumer goods like tobacco, alcohol, etc. The author questions the motives and effectiveness of such campaigns. He compares the effectiveness of industry backed campaigns with *social advertising* campaigns. He cites the studies of different authors like Farrelly, Wakefield and Donovan who, in their independent research, reached different conclusions. From finding the former to be less effective, moderately effective and more effective than the latter respectively, the researchers forwarded a mixed picture of such involvement. Hastings contends that when industries and companies involve themselves in such campaigns, their primary motive is not the benefit of the 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.

Barlovic (2012) carried out a research related to obesity among children and role of social advertising in Germany. In his research he explains that causes of obesity are multidimensional, some of which are higher intake of calories, genetic factors, sedentary lifestyle and persuasive advertisement for kids' food products. Marketing and advertising has been the target of health professionals. They are of the opinion that banning children's products will help in solving this problem. But the author contends that advertisements, however persuasive, are not the sole reason for obesity among children. He justifies this statement by forwarding the idea that if children see an advertisement for a particular product, they might be inclined to buy the same. But this inclination for one product balances out the desire for another product of a competitor company. Children actually do not need to see an advertisement for a particular product in order to buy it. If they want to buy a product, and it is not backed by an advertisement for kids, they will buy one that is meant for adults. He found it interesting that although both kids and their mothers are

aware of what is healthy and what is not and even how to reduce weight. But this awareness is somewhat negated by the gap between rational knowledge and the actual behaviour of kids. So, in this scenario, the role of social advertising is not directed towards creating awareness. The aim of social advertising, to reduce obesity amongst children, should carry an emotional appeal for the kids so as to make it more effective.

Ferguson and Phau (2013) conducted an investigation into the fear factor as initialized by anti-smoking campaigns. Their sample consisted of young adolescents and young men. They prepared a questionnaire dealing with different kinds of fears related to smoking as presented in the advertisements against smoking. The results showed that fear existed in the minds of the respondents and they were sensitive to the effects of smoking shown in advertisements. What the authors found from the results was that young adolescents were more sensitive to the fears than young men who were more fixed in their habits and attitude towards smoking. They suggested that anti-smoking campaigns should be more directed towards the adolescents as they showed a more positive response towards anti-smoking campaigns.

III. NEED OF THE STUDY

The foregoing review shows that a lot of research has been done on social advertising in western countries but the developed countries are radically different from the developing countries like India. 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. The meaning and scope of noncommercial advertising in developed countries is markedly different from that in developing nations. Therefore, there is a need to study the social advertising agencies involvement from the Indian perspective. The present study is an attempt to analyse the influence and effectiveness of social ads in Punjab.

IV. OBJECTIVES OF THE STUDY

- To identify the rural area peoples interest towards viewing Non-Commercial Television Advertisements.
- To find whether the advertising agencies involvement in Non-Commercial Advertisements.

V. RESEARCH METHODOLOGY

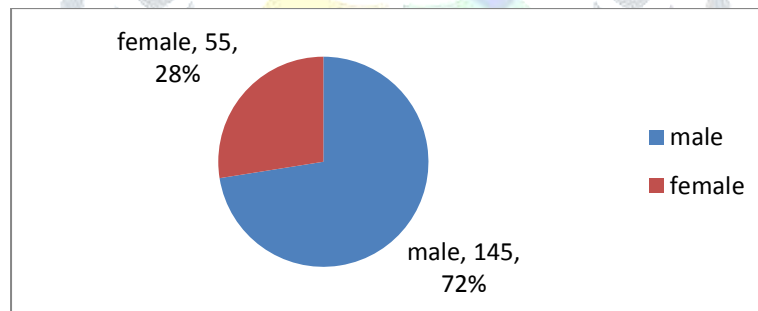
5.1 Data Base

The present study is mainly based on primary data collected from 200 respondents from rural. These respondents were interviewed through a pretested, well-structured and personally administered questionnaire.

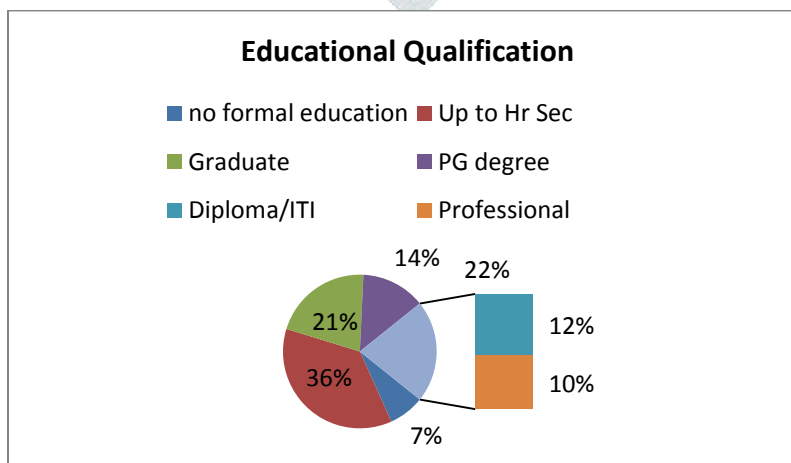
5.2 Sample and Sampling Design

It was planned to have a sample of 200 respondents. For choosing the sample a convenience sampling technique was used. An effort has been made to get responses from respondents belonging to rural background having different levels of education.

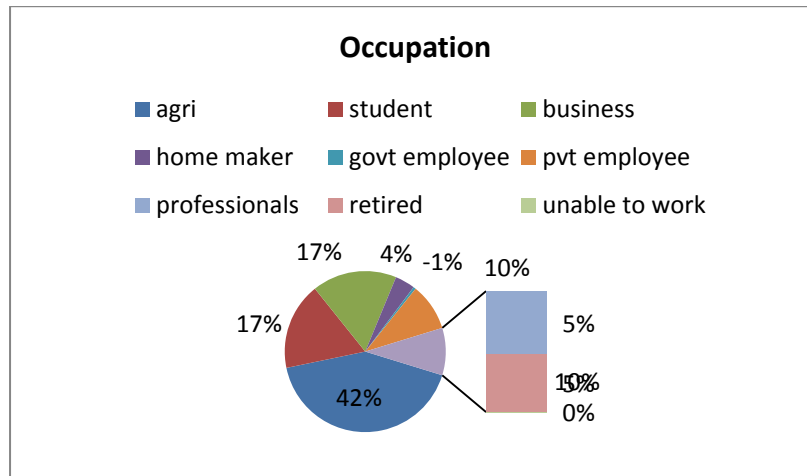
VI. ANALYSIS



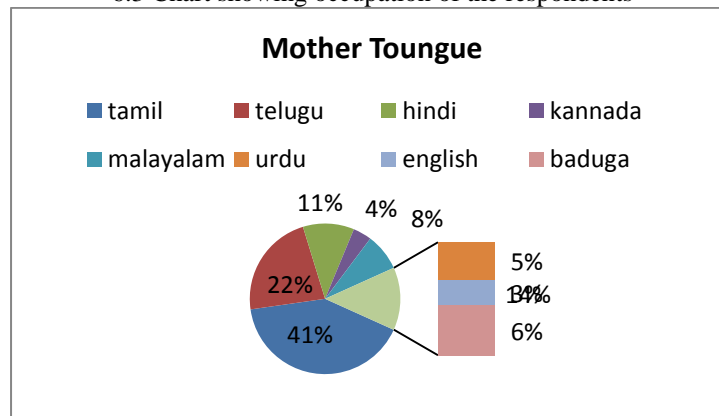
6.1 Chart showing gender of the respondents



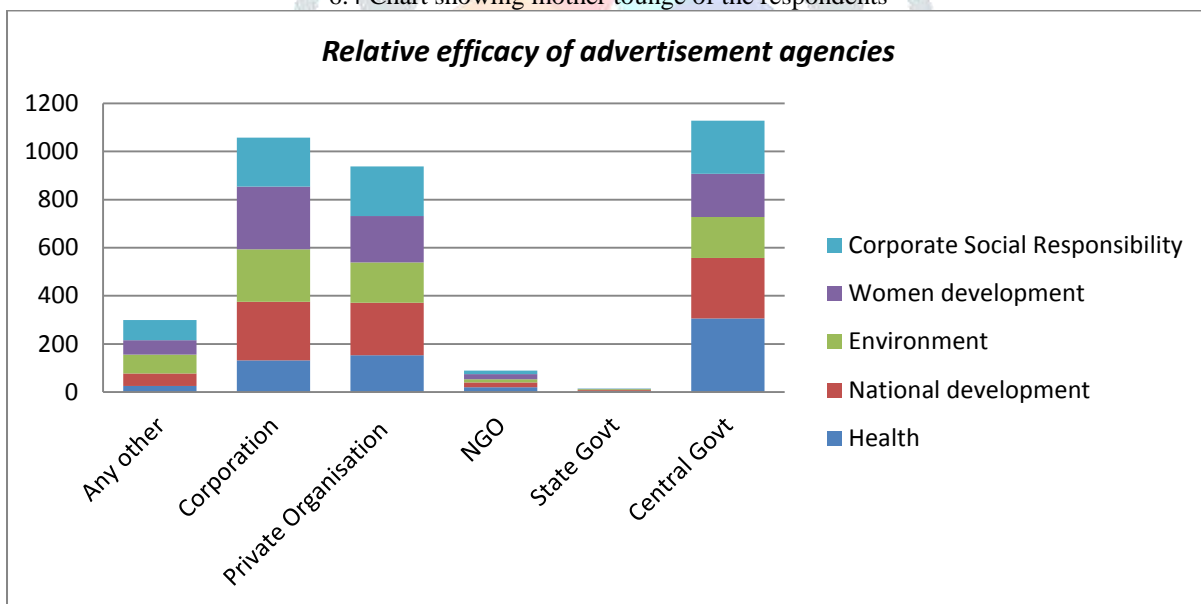
6.2 Chart showing educational qualification of the respondents



6.3 Chart showing occupation of the respondents



6.4 Chart showing mother tongue of the respondents



6.5 Chart showing relative efficacy of advertisement agencies involved in Noncommercial advertising of the respondents

VII.FINDINGS OF THE STUDY

- 7.1 It is obvious that majority of the respondents are male.
- 7.2 It is evident that majority of the respondents qualification is up to hr sec.
- 7.3 It is observed that majority of the respondents occupation is agri.
- 7.4 It is conclude that majority of the respondents language is Tamil.
- 7.5 It is observed that central govt role is most important in advertising of noncommercial advertisement.

VIII.CONCLUSION

This study caters exclusively to the noncommercial advertisement agencies involvement. Nearly one two third of the population lives in villages and this population is characterized by low literacy levels, fatalistic attitude, less means and less exposure to mass media. Rural population not

only differs in these characteristics but in ideology also. But it is surprising to note that there are very few studies that focus on these factors pertaining and particular to the rural populace. Therefore, an effort has been made through this research to find out the efficacy of the noncommercial advertisements Awareness throws light on the knowledge about social ads. These advertisements will guide the public. State govt, central govt, NGO's private organisation and corporations are advertising in various media. But role of central govt involvement is good to compare with other advertisers. Other agencies involvement also helps to protect our India.

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