Economics of Health Care Service Sector related Public Service Television Medium Advertising in Tripura, India

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Abstract: Management of the economics of public service advertising of health care service sector shall be followed very efficiently and effectively by any nation proactive to human beings or society in general. In this context the main objective of this study is to find out influence of health care service sector related public service television advertising in electronic media and its effect in pursuing the announcement made for public cause in Tripura. Secondly, to find out the overall reach of the recent government sponsored health care service sector related public service advertising among public in Tripura. Finally, to find out the right media for telecasting the health care service sector related public service advertising to make it more effective. This study is mainly based on the primary and secondary data. Primary data collected through pre-tested questionnaire and secondary data collected from the various sources like Published report, Web Articles, Journals and research report etc. Chi square (χ^2) tests, Phi & Cramer's V Value and Pearson Correlations were applied through SPSS. However, from the whole analysis of the study it can be strongly conclude that the public service advertising related to advertising on health care service sector through television media is effective and it is observed that the study have provided some positive outcome and further expansion of field study frequently basis may give more effective and efficient social wellbeing's.

Key Words: Economics, Public Service Ad, Health Care Industry, Television Media.

Introduction: Health Economics covers the branch of economics concerned with problems associated to effectiveness, efficacy, value and behavior in the creation and use of healthcare service sector. Broadly, health economists study the operation of overall healthcare systems and health-moving manners such as smoking, Immunization etc. Health economists need to appraise various categories of financial information like costs and expenditures. Health economics also deals with the promotion of health through the study of health care service providers, hospitals and clinics Ads and public health promotion activities.

In public health promotion activities Public service advertising is used to inform the public on issues that are frequently considered to be in the general best interests of the community at large.

Typically, it reflects a social well being, philosophical theory and humanitarian notion. It is also commonly referred to as a public service announcement (PSA) or a community service announcement (CSA). The ads are usually broadcast on radio or television, but may also appear in newspapers or magazines. Public service advertising is commonly aimed at altering public attitudes by raising consciousness about particular issues. The public service advertising campaigns are often sponsored by government, trade associations, civic organizations, non-profit institutions or religious groups.

In India Public service advertising related to health care service sector regularly carried out by the Central and State Government. Some important health care service sector related public awareness campaign are Dengue, Women health, Smoking, Swine Flu, HIV / AIDS, Don't drink and drive, Anti-Alcohol , Cancer, Polio, Typhoid, Thalassemia, Drinking and smoking, Family Planning, Malaria, Iodine salt, Immunization for kids in government Hospital etc.

To promote these philanthropic causes central and state government spends lot of money every year but it need to be measure that actually these public service advertisement related to health care service sector produces what nature of effective and efficient result.

Methodology: This study is mainly based on the primary and secondary data. Primary data collected through pre-tested questionnaire with sample size 240 covering all districts in Tripura and secondary data collected from the various sources like Published report, Web Articles, Journals and research report etc. Secondary data based study for this research have been done through the assessment of existing research report, articles related to the literature for the economics of public service advertising of health care service sector. Chi square (χ^2) tests, Phi & Cramer's V Value and Pearson Correlations were applied through SPSS.

Objectives of the study: The research works is an attempt to investigate the following objectives:

I. To find out influence of health care service sector related public service television advertising in electronic media and its effect in pursuing the announcement made for public cause in Tripura.

II. To find out the overall reach of the recent government sponsored health care service sector related public service advertising among public in Tripura.

III. To find out the right media for telecasting the health care service sector related public service advertising to make it more effective.

1.4. Formulation of hypotheses:

Based on the objectives of thesis, the following main hypotheses were formulated to know the association between overall health care service sector related public service advertising observation experiences and general socio-economic characteristics of respondents in the study area.

A. There is relationship between general socio-economic characteristics of respondents and overall health care service sector related public service advertising observation experiences in the study area (are associated).

B. There is relationship between general socio-economic characteristics of respondents and overall health care service sector related public service advertising telecasted in television observation experiences in the study area.

Research Questions: The research questions for the research works are as follows:

a) What are the influence of health care service sector related public service television advertising in electronic media and its effect in pursuing the announcement made for public cause in Tripura?
b) What are the overall reach of the recent government sponsored health care service sector related public service advertising among public in Tripura?
c) What is the right media for telecasting the health care service sector related public service advertising to make it more effective?

Literature Review: In order to build up a appropriate perception of the research problem recognition and to expand a theoretical structure to carry out the assessment of existing literature for the economics of public service advertising of health care service sector from the secondary sources, the following literature have been reviewed.

Martin S (2016) article on Word-of-mouth in the health care sector: a literature analysis of the current state of research and future perspectives revels that Word-of-mouth (WOM) might spread in networks and influence large groups of people, stakeholder theory further proposes considering Word-of-mouth (WOM) as a possible way to distribute specific health care recommendations.

Islam M., Sheikh S. (2016) study on college students revels that in Korea students pay much more attention on clarity of the emotional advertisements and found more effective in changing people mind to quit smoking and recommended that Government should play vital role to select emotional ads and broadcast frequently to reduce number of smoker and improve health condition of its citizen.

Hinde S et al. (2015) Concluded that Subject to the accessible proof, the analysis on Modeling the cost-effectiveness of public awareness campaigns for the early detection of non-small-cell lung cancer advocates that early consciousness movements in lung cancer have the possibility to be cost-effective. In addition to that

the projected ordinary history model presents before was unavailable to forecast of the occurrence and speed of disease development in the undiagnosed populace.

Thomas (2015) study proved that there are common internal and external elements on billboards which brands strategically implement for them to receive a large return on their investment.

Clayforth *et al.* (2014) accomplished a study on cost-effectiveness analysis of online, radio and print tobacco control advertisements targeting 25-39 year-old males and found out that online advertising may be a highly cost-effective channel for low-budget tobacco control media campaigns. This finding is contrary to the current assumption that the use of a consistent message across multiple media simultaneously is the most cost-effective way of reaching and affecting target audiences.

Hsu et al. (2012) study on Comparative costs and cost-effectiveness of behavioral interventions as part of HIV prevention strategies suggests that while individual involvements are an attractive use of resources to raise awareness, this may not translate into a cost-effective impact on behavior change. The study found that the extensive reach of public outreach events did not seem to influence behavior change as cost-effectively when compared with magazines or radio broadcasts. Behavioral interventions are context-specific and their effectiveness influenced by a multitude of factors. Further analyses using a quasi-experimental design would be useful to programme implementers and policy makers as they face decisions regarding which HIV prevention activities to prioritize.

Unlike television and print ads, in outdoor advertising billboards advertising cannot be turned off or leave out. Iveson (2011) mentioned that how billboards has become the only mass medium capable of reaching consumers as they go about their everyday lives.

Bora (2010) has mentioned that Promoting significant social concerns which normally go ignored, public service advertising is well thought-out to be one of the most effective way to generate and nurture social awareness and bring about a transformation.

Bhatia (2009) has pointed out about public awareness campaigns ongoing in rural India in 1990s. Some of the vital campaigns are AIDS awareness, children's, women welfare, and clean water programs.

Hurley and Matthews (2008) carry out a survey on Cost-effectiveness of the Australian National Tobacco Campaign in Australia. It was establish that the quit benefits model (QBM) predicted that the NTC avoided over

32 000 cases of COPD, 11 000 cases of AMI, 10 000 cases of lung cancer, and 2500 cases of stroke. Prevention of around 55 000 deaths, gains of 323 000 life-years and 407 000 QALYs, and healthcare cost savings of $A740.6 million were predicted. The NTC was therefore both cost saving and effective and concluded that reducing smoking prevalence, the NTC was unequivocally cost-effective.

Kahende et al. (2008) research work on A Review of Economic Evaluations of Tobacco Control Programs found that smoking cessation therapies, including nicotine replacement therapy (NRT) and self-help are most commonly studied. There are far fewer studies on other important interventions, such as price and tax increases, media campaigns, smoke free air laws and workplace smoking interventions, quitlines, youth access enforcement, school- based programs, and community-based programs. Although there are obvious gaps in the literature, the existing studies show in almost every case that tobacco control programs and policies are either cost-saving or highly cost-effective.

Peterson M (2008) researched on Cost-effectiveness analysis of a statewide media campaign to promote adolescent physical activity and their study reveals that A cost-effectiveness analysis of a statewide social marketing campaign was performed using a statewide surveillance survey distributed to 6th through 12th graders, media production and placement costs, and 2000 census data. Exposure to all three advertisements had the highest impact on both intent and behavior with 65.6% of the respondents considering becoming more active and 58.3% reporting becoming more active. Average cost of the entire campaign was $4.01 per person to see an ad, $7.35 per person to consider being more active, and $8.87 per person to actually become more active, with billboards yielding the most positive cost-effectiveness. Findings highlight market research as an essential part of social marketing campaigns and the importance of using multiple marketing modalities to enhance cost-effectiveness and impact.

Chadha,A., Mehdi,A., and Malik, G. (2007) Working Paper No. 198 on “Impact of Preventive Health Care on Indian Industry and Economy.” suggested solutions for effective delivery of health care by stressing the importance of prevention through a system of health vouchers issued by the employers for the benefit of employees to be used at their convenience.

Farrelly et al. (2007) studied on Effectiveness and cost effectiveness of television, radio and print advertisements in promoting the New York smokers' quitline and found that there was a positive and statistically significant relation between call volume and expenditures for television ($p<0.01$) and radio ($p<0.001$) advertisements and a marginally significant effect for expenditures on newspaper advertisements ($p<0.065$).

Finally, concluded that Television, radio and print media all effectively increased calls to the New York smokers' quitline. Although increases in expenditures for television were the most effective, their relatively high costs suggest they are not currently the most cost effective means to promote a quitline.

Elder et al. (2004) studied on Effectiveness of Mass Media Campaigns for Reducing Drinking and Driving and Alcohol-Involved Crashes and found out that according to Community Guide rules of evidence, there is strong evidence that mass media campaigns are effective in reducing alcohol impaired driving (AID) and alcohol-related crashes

McAlister et al. (2004) used a randomized testing to estimate the American Cancer Society's telephone counseling service to help smoker's eagerness to give up. The study establishes that psychotherapy almost increase tremendously a smoker's probability of giving up and upholding cessation condition for a year. They recommended that the charge for each case of continued cessation attributable to counseling accessibility.

Hutubessy *et al.* (2003) examined the Generalized cost-effectiveness analysis for national-level priority-setting in the health sector and concluded that Health policy-makers and programmed managers can use results from WHO-CHOICE as a valuable input into the planning and prioritization of services at national level, as well as a starting point for additional analyses of the trade-off between the efficiency of interventions in producing health and their impact on other key outcomes such as reducing inequalities and improving the health of the poor.

Pechmann and Reibling (2000) published their paper on Anti-smoking advertising campaigns targeting youth: case studies from USA and Canada and their study indicates that improvements in campaign cost effectiveness may ultimately increase the likelihood and funding will be sustained until the problem of adolescent smoking is significantly alleviated.

Flora, J. A., Maibach, E. (1990) study shows that in the public service announcement message appraisal it was found that the emotional appeal advertising is better remembered than rational advertising appeal.

DATA ANALYSIS, RESULTS AND DISCUSSIONS

General socio-economic characteristics of respondents in the study area

Background:

This part mainly deals with the socio economic profile of the 240 sample respondents from all districts in Tripura, India. It is based on the analysis of field level study data collected in the year 2017 and 2018. As stated earlier, all districts in Tripura, India namely West Tripura district, Sipahijala district, Dhalai district, North Tripura district, Gomati district, Khowai district, Unakoti district and South Tripura district were selected for the study. As the study is focused on the effectiveness of the economics of the selected public service advertising of health care service sector in Tripura, India covering the area or subject matter like the effectiveness of the economics of selected health care service sector related public service television advertising, influence of health care service sector related public service television advertising in electronic media and its effect in pursuing the announcement made for public cause in Tripura, overall reach of the recent government sponsored health care service sector related public service advertising among public in Tripura and right media for telecasting the health care service sector related public service advertising to make it more effective, hence in this regard collection of the socio economic profile sample respondents are essential. Further, sixteen demographic variables and socio-economic characteristics of respondents considered for the study are gender of the respondents, age of the respondents, education, category or caste, nature of family, occupational status, marital status, resident location, Public service advertising observation experiences related to advertising on health care service sector, Health care service sector related public service advertisement telecasted in television observation experiences, family monthly income, annual expenditure, land ownership in area and types of property holding has been discussed here.

Gender of the Respondents:

The Table 1 specifies that, most of the respondents were male married (37.1%) and unmarried (33.3%). The percentage of the female married and female unmarried was 15.4 percent and 12.9 percent respectively. The percentage of the Transgender and Widow was 0.4 percent each.

Table 1:Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female - Married	37	15.4	15.4	15.4
	Female - Unmarried	31	12.9	12.9	28.3
	Male	1	.4	.4	28.8

	Male - Married	89	37.1	37.1	65.8
	Male - Unmarried	80	33.3	33.3	99.2
	Transgender	1	.4	.4	99.6
	Widow	1	.4	.4	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Age of the Respondents:

Table 2 specifies that, most of the respondents covered in the research work were young respondents between 18 to 30 years age group (44.6 %), followed by middle aged between 31 to 50 years age group were 35.4 percent. The percentage of Old (Above 51 years) respondents engaged in survey was reasonably very less (20.0 %).

Table 2:Age of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middle (31 to 50 years)	85	35.4	35.4	35.4
	Old (Above 51 years)	48	20.0	20.0	55.4
	Young (18 to 30 years)	107	44.6	44.6	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Education or Literacy Status of the Respondents:

From the Table 3, it reveals that nearly 34.6% of the respondents had received educated up to graduation level. 32.5 percent of the respondents had received Post graduation level education. 17.5 percent of the respondents had received Undergraduate level education. 9.6 percent of the respondents had received High school (11 to 12) level education. 2.9 percent of the respondents had received Secondary/ Middle school (6 to 10) level education. 2.1 percent of the respondents had received Doctorate level education.0.8 percent of the respondents had received Primary school (Up to 5) level education. In total, practically 69.2 percent of the respondents had received graduation and above level of education out of the total 240 respondents.

Table 3:Education or Literacy Status of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doctorate	5	2.1	2.1	2.1
	Graduate	83	34.6	34.6	36.7
	High school (11 to 12)	23	9.6	9.6	46.3
	MA. political science	1	.4	.4	46.7
	Postgraduate	77	32.1	32.1	78.8
	Primary school (Up to 5)	2	.8	.8	79.6
	Secondary/ Middle school (6 to 10)	7	2.9	2.9	82.5
	Undergraduate	42	17.5	17.5	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Category /Caste of the Respondents:

From the Table, it was observed that all caste presence in sample size were competitive in nature like General caste percent were 37.9 followed by Other backward caste 25.0 %, the scheduled caste 22.1 % and scheduled tribe presence were 15.0 per cent.

Table 4:Category /Caste of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General caste	91	37.9	37.9	37.9
	Other Backward Caste	60	25.0	25.0	62.9
	Schedule Caste	53	22.1	22.1	85.0
	Scheduled Tribe	36	15.0	15.0	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Family Size / Structure of the Respondents:

From the survey, it was found that 47.9 percent of the respondents belonged Nuclear (Up to 4 family members) family structure. The percentage of respondents living in Joint family (Above 4 members) were 33.8 percent, Married couple (02 Person) family size were 9.6 percent and Single (01 Person) family size were 8.8 percent.

Table 5: Family Size / Structure of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Joint (Above 4)	81	33.8	33.8	33.8
	Married couple (02 Person)	23	9.6	9.6	43.3
	Nuclear (Up to 4)	115	47.9	47.9	91.3
	Single (01 Person)	21	8.8	8.8	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Occupational status or Type of Job of the Respondents:

Out of the total 240 sample size, it was found that 22.5 percent respondents were salaried from State Government, 20.8 percent respondents were students of different colleges and universities in Tripura, 19.3 percent respondents were self-employed covering profession like private tutor, farmer, business men etc., 18.3 percent respondents were salaried persons with private companies,7.5 percent respondents were retired persons from different organizations, 5.1 percent respondents were educated house wife,4.5 percent respondents were salaried with different Central Government organizations,1.2 percent respondents were educated unemployed. The same can be noticed from the Table 6 and Figure 6.

Table 6: Occupational status or Type of Job of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	1	.4	.4	.4
	Farmer	2	.8	.8	1.3
	Home maker	2	.8	.8	2.1
	House wife	3	1.3	1.3	3.3
	House Wife	4	1.7	1.7	5.0
	Housewife	3	1.3	1.3	6.3
	NHM	1	.4	.4	6.7
	NHM Contractual	1	.4	.4	7.1
	Pensioner	1	.4	.4	7.5
	Private tutor	1	.4	.4	7.9

	Public	1	.4	.4	8.3
	Retired Person	17	7.1	7.1	15.4
	Salaried - Central Government	8	3.3	3.3	18.8
	Salaried - Private	44	18.3	18.3	37.1
	Salaried - State Government	54	22.5	22.5	59.6
	Self-employed	44	18.3	18.3	77.9
	Student	50	20.8	20.8	98.8
	Un employed	1	.4	.4	99.2
	Unemployed	2	.8	.8	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Marital Status of the Respondents:

In all the district of Tripura e.g. West Tripura district, Sipahijala district, Dhalai district, North Tripura district, Gomati district, Khowai district, Unakoti district, and South Tripura district from the total sample size of 240, it was found that 49.6 percent respondents were married, 45.8 percent respondents were single, 3.3 percent respondents were widow, 1.3 percent respondents were divorce. The same can be observed from the Table 7.

Table 7: Marital Status of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorced	3	1.3	1.3	1.3
	In a Relationship	1	.4	.4	1.7
	Married	119	49.6	49.6	51.3
	Single	109	45.4	45.4	96.7
	Widow	8	3.3	3.3	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Resident Location of the Respondents:

The data presented in Table 8 on resident location of the respondents shows that nearly 52.1 percent of respondents stay in rural areas, 30.0 percent of respondents stay in urban areas, 17.9 percent of respondents stay in Semi Urban areas.

Table 8: Resident Location of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	125	52.1	52.1	52.1
	Semi Urban	43	17.9	17.9	70.0
	Urban	72	30.0	30.0	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Public service advertising observation experiences related to advertising on Health care service sector of the Respondents:

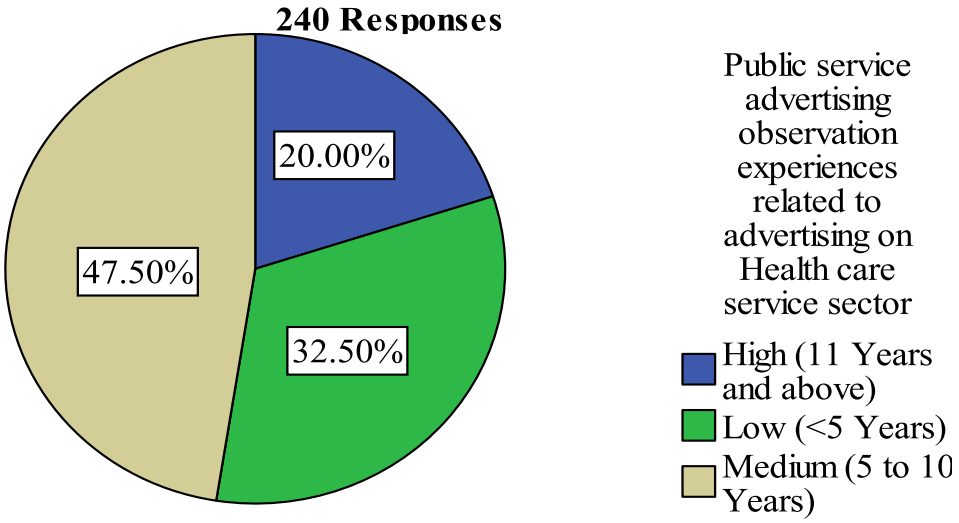
Overall, 47.5 percent of the respondents have medium (5 to 10 years) Public service advertising observation experiences related to advertising on health care service sector, 32.5 percent of the respondents have below five 5 years (low) of Public service advertising observation experiences related to advertising on health care service sector and 20.0 percent of the respondents have high (11 Years and above) Public service advertising observation experiences related to advertising on health care service sector which is negligible and exceptionally less throughout the whole survey areas from the total 240 sample size.

Table 9: Public service advertising observation experiences related to advertising on Health care service sector of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High (11 Years and above)	48	20.0	20.0	20.0
	Low (<5 Years)	78	32.5	32.5	52.5
	Medium (5 to 10 Years)	114	47.5	47.5	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Figure 9: Public service advertising observation experiences related to advertising on Health care service sector of the Respondents



Source: Field Survey

By Dr. Dhananjoy Datta

Health care service sector related public service advertisement telecasted in television observation experiences of the Respondents:

In health care service sector related public service advertisement telecasted in television observation experiences throughout the all study areas respondents have Medium (5 to 10 Years) observation experiences which is 42.9 percent, Low (<5 Years) observation experiences of health care service sector related public service advertisement telecasted in television is 32.5 percent and High (11 Years and above) observation experiences of health care service sector related public service advertisement telecasted in television is 24.6 percent.

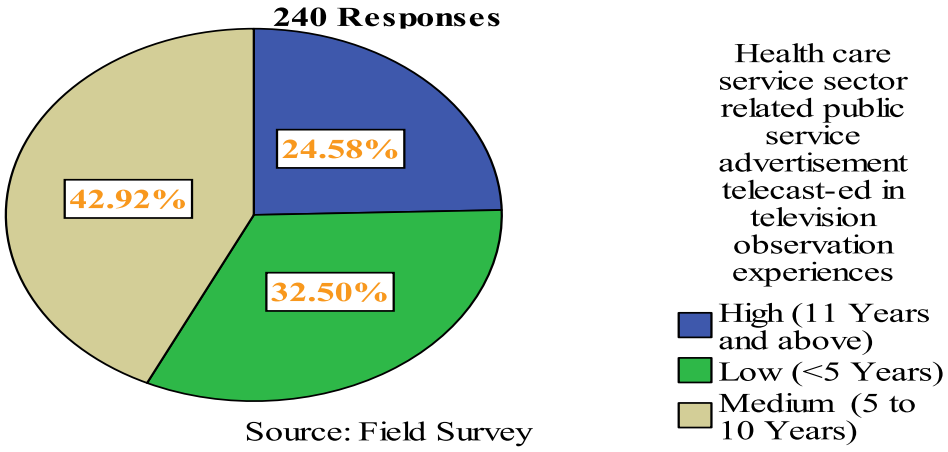
Table 10: Health care service sector related public service advertisement telecasted in television observation experiences of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High (11 Years and above)	59	24.6	24.6	24.6

	Low (<5 Years)	78	32.5	32.5	57.1
	Medium (5 to 10 Years)	103	42.9	42.9	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Figure 10: Health care service sector related public service advertisement telecasted in television observation experiences of the Respondents



Source: Field Survey
By Dr. Dhananjoy Datta

Family Monthly Income of the Respondents:

In case of respondents family monthly income in all the study areas majority was falling in Medium (10,000 above-25,000 monthly family income) income group which is 45.9percent, High (25,000 above monthly family income) income group is 27.5 percent and Low (Up to 10,000 monthly family income)income group is 26.6 percent only. The same can be seen in Table 13.

Table 13: Family Monthly Income of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High (25,000 above)	66	27.5	27.5	27.5
	Low (Up to 10,000)	64	26.6	26.6	54.1
	Medium (10,000 above-25,000)	110	45.8	45.8	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Land Ownership in Area of the Respondents:

Majority (46.3 percent) of the respondents from all district in Tripura owned Small (1 hectare) land. Per cent of respondents holding medium size land (2 hectare) was 28.80 per cent, Landless (0 hectare) respondents percentage was 14.2 and Large (Above 2 hectare) landholdings respondents percentage was 10.8 per cent.

Table 14: Land Ownership in Area of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Landless 0 hectare	34	14.2	14.2	14.2
	Large Above 2 hectare	26	10.8	10.8	25.0
	Medium 2 hectare	69	28.8	28.8	53.8
	Small 1 hectare	111	46.3	46.3	100.0
	Total	240	100.0	100.0	

Source: Field Survey

Types of Property Holding of the Respondents:

From the Table 15, it appears that 46.3 percent of the respondents were holding both movable property and immovable property. 38.7 percent of the respondents were holding only Immovable Property. 13.8 percent of the respondents were holding only Movable Property but one interesting findings was that 1.2 percent of the respondents indicates that they were having nothing as movable property and immovable property.

Table 15: Types of Property Holding of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Both	111	46.3	46.3	46.3
	Immovable Property	92	38.3	38.3	84.6
	Movable Property	33	13.8	13.8	98.3
	No	1	.4	.4	98.8
	Nothing	1	.4	.4	99.2
	NOTHING	1	.4	.4	99.6
	We don't have any movable property	1	.4	.4	100.0
	Total	240	100.0	100.0	

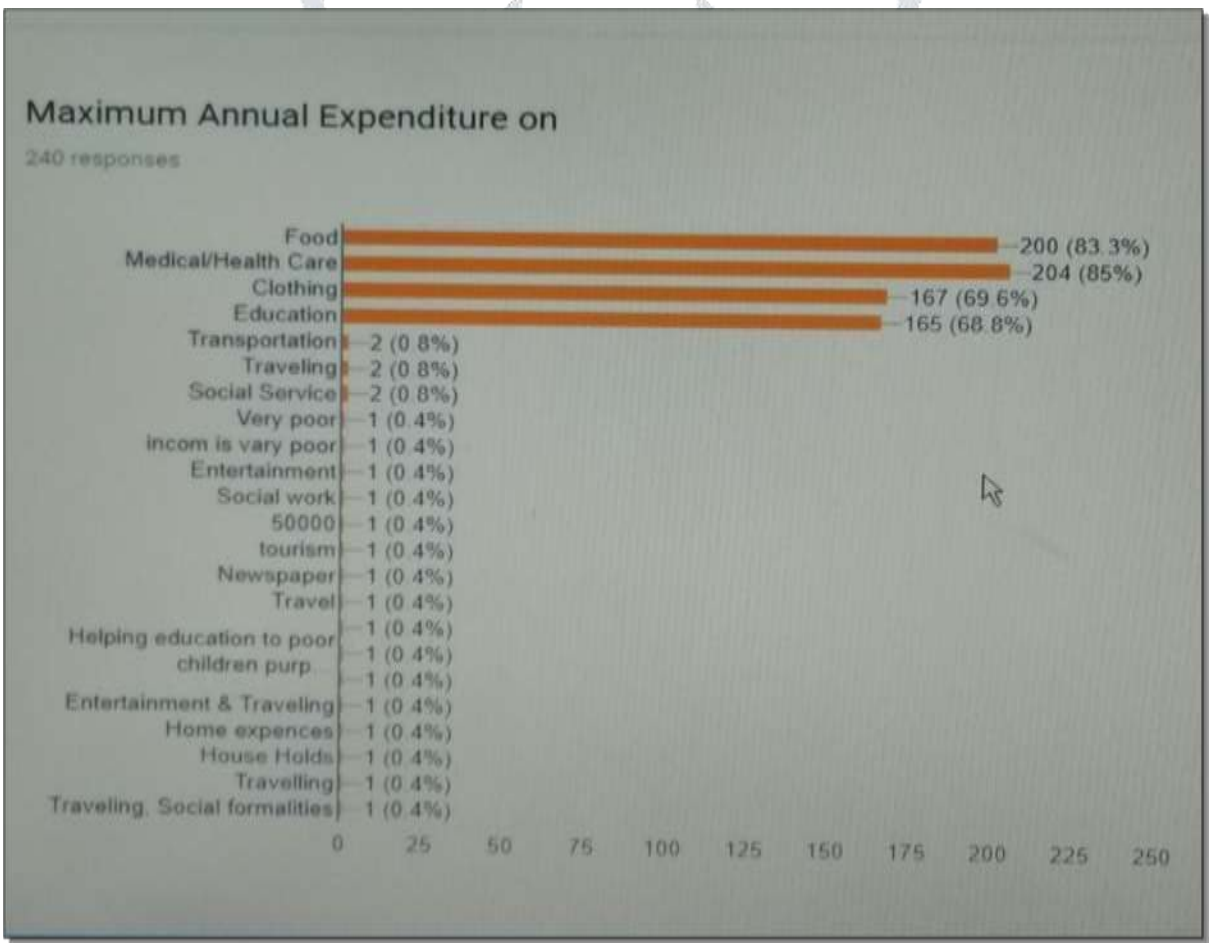
Source: Field Survey

Maximum Annual Expenditure on

From the Figure 16 on maximum annual expenditure, it very clearly emerge that the respondents maximum expenditure takes places on medical or health care issues which was 85 percent. 83.3 percent expenditure takes places for food purpose, 69.6 percent expenditure takes places for clothing and 68.8 percent expenditure takes places for education. Apart from these expenditures, 2.00 percent expenditure takes places on transportation,travelling and social service etc. Again 1.00 percent expenditure takes places on expenditure headings like tourism,newspaper, household items, helping poor for education etc. But it was observed that maximum annual expenditure takes places medical or health care issues.

Figure 26: Maximum Annual Expenditure on

240 Responses



Source: Field Survey by Dr. Dhananjoy Datta

Hypotheses analysis:

The important demographic profile and socio-economic characteristics data of the 240 respondents from all eight districts which were corresponding to Gender of the respondents, Age of the respondents, Education or Literacy Status, Occupational status or Type of Job, Family Monthly income, Land Ownership in Area and Types of Property Holding were cross-tabulated **[Chi square** (χ^2) with the four main nature of observation of Public service advertising observation experiences of the respondents related to advertising on Health care service sector, Health care service sector related public service advertisement telecasted in television observation experiences of the respondents. For this purpose, Chi square (χ^2) tests of independence were used. These tests establish whether two or more attributes are associated or not. The calculated value of Chi square (χ^2) was compared at 5% (0.05) level of significance. If the p value is less than the alpha value (0.05) then null hypotheses is rejected i.e. the attributes are associated or related but if the p value is greater than the alpha value (0.05) then alternative hypothesis is accepted i.e. the attributes are not associated or related. The phi coefficient ranges from 0 to 1 with smaller relationships being closer to 0 and larger relationships being closer to 1. Like the phi coefficient, Cramér's V statistic ranges from 0 to 1, with higher values indicating larger strengths of associations, or effect sizes. Hence, Phi & Cramer's V were calculated to know the effectiveness, as the research objective is to examine the effectiveness of economics public service advertising related to advertising on health care service sector.

Table 5.2.1 Important Socio-economic characteristics of the respondents from the study areas were Cross-tabulated [Chi square (χ^2) **tests] with Public service advertising observation experiences of the respondents related to advertising on Health care service sector and calculation of Phi & Cramer's V to measure the effect:**

Sl. No.	Socio-economic characteristics	P-Value	5% (0.05) level of significance Ho is	Phi & Cramer's V Value	Status of Effectiveness
1	Gender of the respondents	0.000	Rejected	.398 & .282	Strong and Positive Effect
2	Age of the respondents	0.000	Rejected	.603 & .426	Very Strong and Positive Effect
3	Education or Literacy Status	0.001	Rejected	.386 & .273	Strong and Positive Effect

4	Occupational status or Type of Job	0.000	Rejected	.568 & .401	Very Strong and Positive Effect
5	Family Monthly income	0.046	Rejected	.256 & .181	Positive Effect
6	Land Ownership in Area	0.000	Rejected	.343 & .243	Strong and Positive Effect
7	Types of Property Holding	0.000	Rejected	.422 & .298	Strong and Positive Effect

Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Table 5.2.1 depicts that all the selected demographic profile and socio-economic characteristics like Gender of the respondents, Age of the respondents, Education or Literacy Status, Occupational status or Type of Job, Family Monthly income, Land Ownership in Area and Types of Property Holding are significantly related or associated with Public service advertising observation experiences of the respondents related to advertising on Health care service sector. From the Table 5.2.1, it also appears that the strengths of associations or effect sizes are very strong, strong and positive.

Table 5.2.2 Important Socio-economic characteristics of the respondents from the study areas were Cross-tabulated [Chi square (χ^2) tests] with Health care service sector related public service advertisement telecasted in television observation experiences of the respondents and calculation of Phi & Cramer's V to measure the effect:

Sl. No.	Socio-economic characteristics	P-Value	5% (0.05) level of significance Ho is	Phi & Cramer's V Value	Status of Effectiveness
1	Gender of the respondents	0.003	Rejected	.351 & .248	Strong and Positive Effect
2	Age of the respondents	0.000	Rejected	.482 & .341	Very Strong and Positive Effect
3	Education or Literacy Status	0.014	Rejected	.341 & .241	Strong and Positive Effect

4	Occupational status or Type of Job	0.004	Rejected	.508 & .360	Very Strong and Positive Effect
5	Family Monthly income	0.013	Rejected	.285 & .201	Positive Effect
6	Land Ownership in Area	0.000	Rejected	.320 & .226	Strong and Positive Effect
7	Types of Property Holding	0.000	Rejected	.420 & .297	Very Strong and Positive Effect

Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Table 5.2.2 depicts that all the selected demographic profile and socio-economic characteristics like Gender of the respondents, Age of the respondents, Education or Literacy Status, Occupational status or Type of Job, Family Monthly income, Land Ownership in Area and Types of Property Holding are significantly related or associated with Health care service sector related public service advertisement telecasted in television observation experiences of the respondents. From the Table 5.2.2, it also emerges that the strengths of associations or effect sizes are very strong, strong and positive.

Pearson Correlations involving Public service advertising observation experiences and socio-economic characteristics of the respondents:

Table 6.3.1 Pearson Correlations involving Public service advertising observation experiences and socio-economic characteristics of the respondents:

	Gender of the Respondents	Age of the Respondents	Education or Literacy Status	Marital Status	Public service advertising observation experiences related to advertising on Health care service sector	Health care service sector related public service advertisement telecasted in television observation experiences	Family Monthly income	Land Ownership in Area	Types of Property Holding
Gender of the Respondents	1	**-.398****	-.028	**-.272****	**-.288****	**-.282****	**-.290****	.039	-.057
Age of the Respondents	**-.398****	1	.070	**.694****	**.463****	**.372****	**.263****	**.244****	**.233****
Education or Literacy Status	-.028	.070	1	-.012	**.168****	**.166***	**.357****	**.149***	.080
Marital Status	**-.272****	**.694****	-.012	1	**.299****	**.232****	**.204****	.092	**.145***

Public service advertising observation experiences related to advertising on Health care service sector	**-.288****	**.463****	**.168***	**.299****	1	**.805****	**.192****	**.259***	**.365****
Health care service sector related public service advertisement telecasted in television observation experiences	**-.282****	**.372****	**.166***	**.232****	**.805****	1	**.197****	**.239***	**.352****

Note: **. Correlation is Significant at the 0.01 level (2-tailed), *. Correlation is Significant at the 0.05 level (2- tailed) and Sample Size=240 (Source: Field Survey by Dr. Dhananjoy Datta)

Table 6.3.2 Pearson Correlations involving Public service advertising observation experiences and socio-economic characteristics of the respondents:

	Gender of the Respondents	Age of the Respondents	Education or Literacy Status	Marital Status	Public service advertising observation experiences related to advertising on Health care service sector	Health care service sector related public service advertisement telecasted in television observation experiences	Family Monthly income	Land Ownership in Area	Types of Property Holding
Health care service sector related public service advertising published in the print media observation experiences	**-.224****	**.351****	**.155***	**.231****	**.719****	**.695****	**.218****	**.256****	**.274****
Health care service sector related public service advertising given in outdoor media observation experiences	**-.228****	**.389****	**.129***	**.272****	**.747****	**.698****	**.158***	**.288****	**.319****
Family Monthly income	**-.290****	**.263****	**.357****	**.204****	**.192****	**.197****	1	**.253****	.082

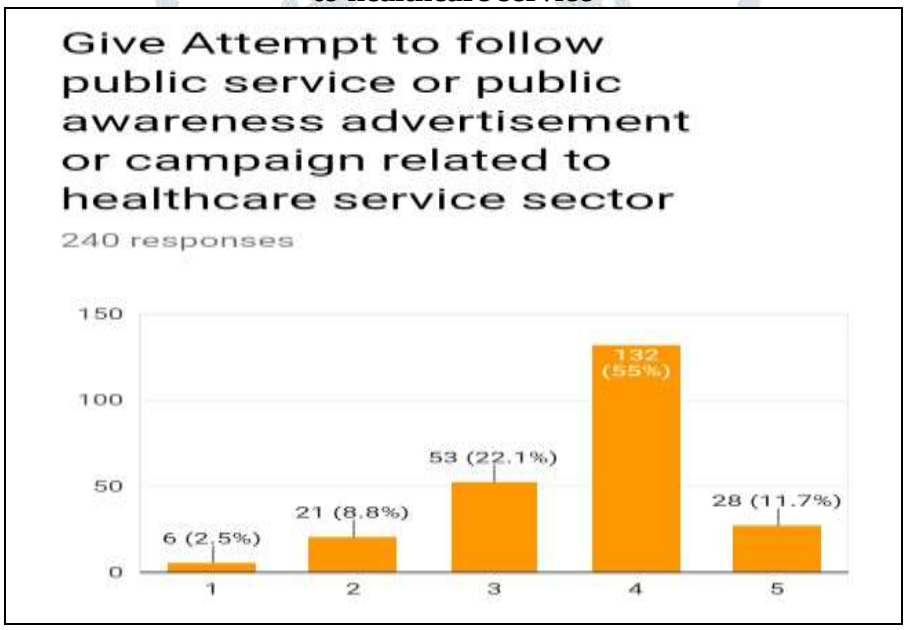
Land Ownership in Area	.039	**.244****	**.149***	.092	**.259****	**.239****	**.253****	1	**.330****
Types of Property Holding	-.057	**.233****	.080	**.145***	**.365****	**.352****	.082	**.330***	1

Note: **. Correlation is Significant at the 0.01 level (2-tailed), *. Correlation is Significant at the 0.05 level (2- tailed) and Sample Size=240 (Source: Field Survey by Dr. Dhananjoy Datta)

Interpretation: Table 6.3.1 & Table 6.3.2 represent the Pearson Correlations involving Public service advertising observation experiences and socio-economic characteristics of the respondents. It was found that socio-economic characteristics of the respondents and Public service advertising observation experiences were very positively or negatively and significantly correlated. Table 6.3.1 & Table 6.3.2 indicated that Gender of the respondents were very negatively perfect and significantly correlated with Age of the respondents, Marital Status, Public service advertising observation experiences related to advertising on Health care service sector, Health care service sector related public service advertisement telecasted in television observation experiences and family monthly income at1 percent level. Age of the respondents were very negatively perfect and significantly correlated with Gender of the respondents at1 percent level and Age of the respondents were very positively and significantly correlated with Marital Status, Public service advertising observation experiences related to advertising on Health care service sector, Health care service sector related public service advertisement telecasted in television observation experiences, family monthly income, Land ownership in area and types of property holding at1 percent level. Education or Literacy Status were very positively and significantly correlated with Public service advertising observation experiences related to advertising on Health care service sector and family monthly income at1 percent level and Health care service sector related public service advertisement telecasted in television observation experiences and Land ownership in area correlated at 5 percent level. Marital Status were very negatively perfect and significantly correlated with Gender of the respondents at1 percent level and Marital Status were very positively and significantly correlated with age of the respondents, Public service advertising observation experiences related to advertising on Health care service sector, Health care service sector related public service advertisement telecasted in television observation experiences and family monthly income at1 percent level. Marital Status also very positively and significantly correlated with types of property holding at 5 percent level. Public service advertising observation experiences related to advertising on Health care service sector were very negatively perfect and significantly correlated with Gender of the respondent's at1 percent level and were very positively and significantly or highly correlated with all other variable under study at1 percent level. Health care service sector related public service advertisement telecasted in television observation experiences were very negatively perfect and significantly correlated with Gender of the respondent's at1 percent level and were very positively and significantly or highly correlated with all other variable under study at1 percent level. Family Monthly income were very negatively

perfect and significantly correlated with Gender of the respondent's at1 percent level and were very positively and significantly or highly correlated with all other variable under study at1 percent level. Similarly, Land ownership in area were very positively and significantly or highly correlated with all variable under study at1 percent level except Education or Literacy Status which is correlated at 5 percent level and only there is no relation with Gender of the respondent's and Marital Status. Lastly, types of property holding were very positively and significantly or highly correlated with all variable under study at1 percent level except Marital Status which is correlated at 5 percent level and there is no relation with Gender of the respondent's, Education or Literacy Status and Family Monthly income. Hence, from these analysis and interpretation it is absolutely clear that Public service advertising observation experiences and socio-economic characteristics of the respondents were significantly or highly correlated.

Figure 20: Give Attempt to follow public service or public awareness advertisement or campaign related to healthcare service

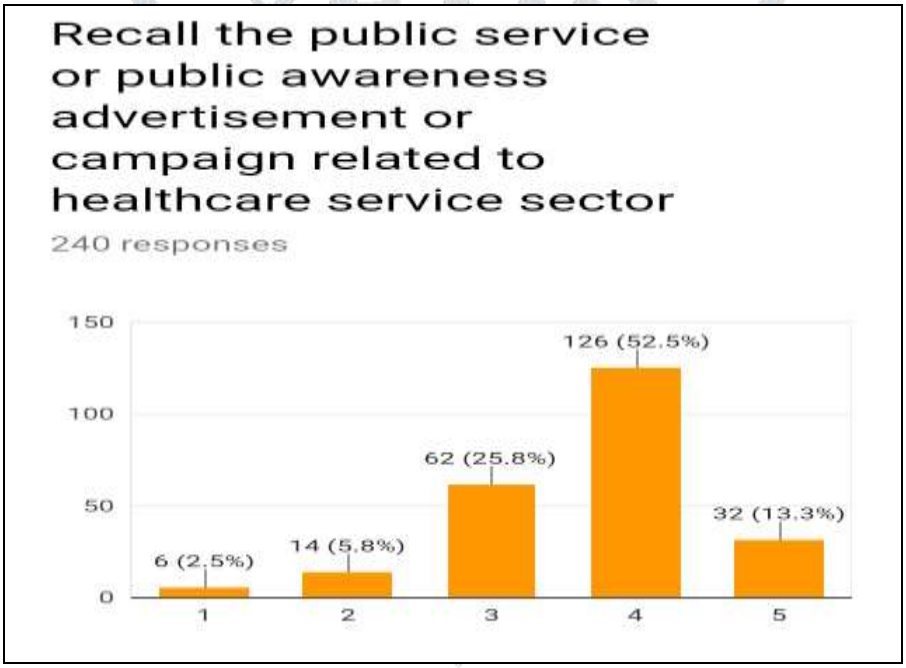


Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 20 depicts the respondents opinion about giving attempt to follow public service or public awareness advertisement or campaign related to healthcare service among the respondents and it was found that 55.0 percent respondent are agree with the statement,11.7 percent respondent are strongly agree with the statement,22.1 percent respondent are neither agree nor disagree with the statement, 7.5 percent respondent are disagree with the statement and only 8.8 percent respondent are strongly disagree with the statement which shows that giving attempt to follow public service or public awareness advertisement or campaign related to

healthcare service were effective. A majority respondent tries to follow the public service or public awareness advertisement or campaign.

Figure 21: Recall the public service or public awareness advertisement or campaign related to healthcare service sector

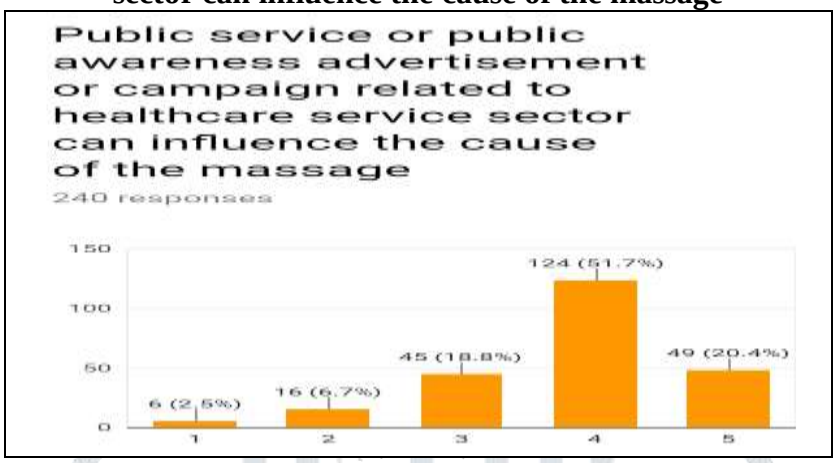


Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 21 depicts the respondents opinion about the recalling of the public service or public awareness advertisement or campaign related to healthcare service sector among the respondents and it was found that 52.5 percent respondent were agree with the statement,13.3 percent respondent were strongly agree with the statement,25.8 percent respondent were neither agree nor disagree with the statement, 5.8 percent respondent were disagree with the statement and only 2.5 percent respondent were strongly disagree with the

statement which shows that majority (65 percent) of the respondents recall the public service or public awareness advertisement or campaign related to healthcare service sector.

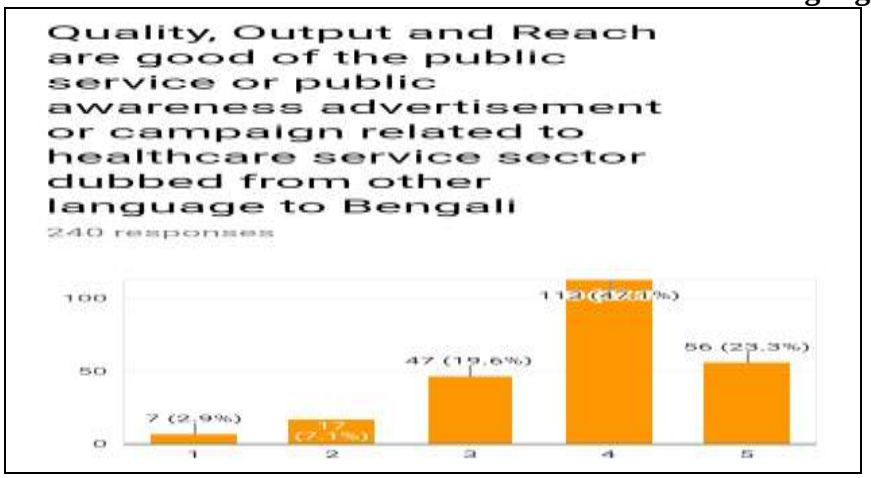
Figure 22: Public service or public awareness advertisement or campaign related to healthcare service sector can influence the cause of the massage



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 22 illustrates the respondents' opinion about the public service or public awareness advertisement or campaign related to healthcare service sector can influence the cause of the massage among the respondents and it was found that 51.7 percent respondent were agree with the statement,20.4 percent respondent were strongly agree with the statement,18.8 percent respondent were neither agree nor disagree with the statement, 6.7 percent respondent were disagree with the statement and only 2.5 percent respondent were strongly disagree with the statement which shows that public service or public awareness advertisement or campaign related to healthcare service sector can influence the cause of the massage very hugely.

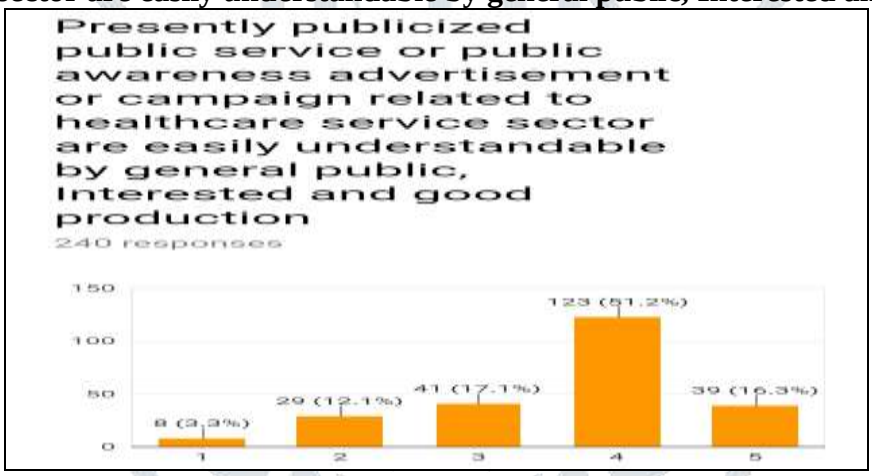
Figure 23: Quality, Output and Reach are good of the public service or public awareness advertisement or campaign related to healthcare service sector dubbed from other language to Bengali



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 23 illustrates the respondents' opinion about the quality, output and reach are good of the public service or public awareness advertisement or campaign related to healthcare service sector dubbed from other language to Bengali among the respondents and it was found that 47.1 percent respondent were agree with the statement,23.3 percent respondent were strongly agree with the statement,23.3 percent respondent were neither agree nor disagree with the statement, 17 percent respondent were disagree with the statement and only 2.9 percent respondent were strongly disagree with the statement which confirms that the quality, output and reach are very good of the public service or public awareness advertisement or campaign related to healthcare service sector dubbed from other language to Bengali.

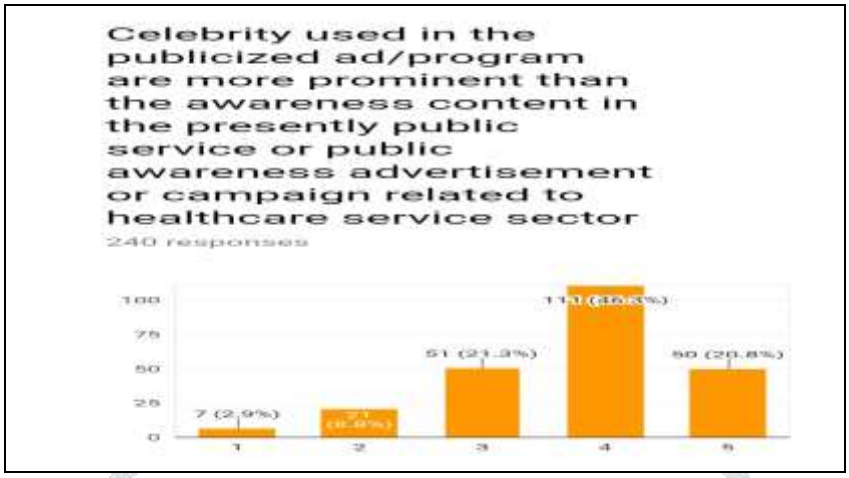
Figure 24: Presently publicized public service or public awareness advertisement or campaigns related to healthcare service sector are easily understandable by general public, Interested and good production



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 24 illustrates the respondents' opinion about the presently publicized public service or public awareness advertisement or campaigns related to healthcare service sector are easily understandable by general public, interested and good production among the respondents and it was found that 51.2 percent respondent were agree with the statement,16.3 percent respondent were strongly agree with the statement,17.1 percent respondent were neither agree nor disagree with the statement, 12.1 percent respondent were disagree with the statement and only 3.3 percent respondent were strongly disagree with the statement which substantiates that the presently publicized public service or public awareness advertisement or campaigns related to healthcare service sector are easily understandable by general public, interested and good production.

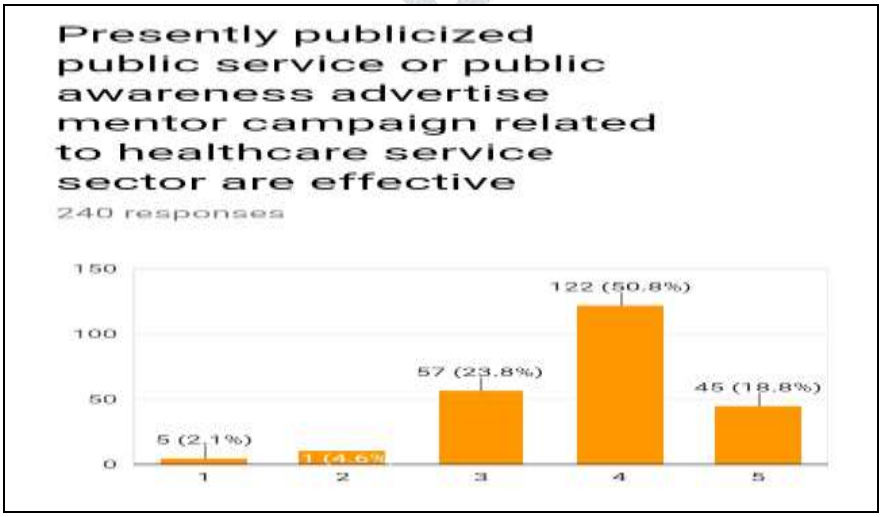
Figure 25: Celebrity used in the publicized ad/program are more prominent than the awareness content in the presently public service or public awareness advertisement or campaign related to healthcare service sector



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 25 illustrates the respondents' opinion about the celebrity used in the publicized ad/program are more prominent than the awareness content in the presently public service or public awareness advertisement or campaign related to healthcare service sector among the respondents and it was found that 46.3 percent respondent were agree with the statement,20.8 percent respondent were strongly agree with the statement,21.3 percent respondent were neither agree nor disagree with the statement, 8.8 percent respondent were disagree with the statement and only 2.9 percent respondent were strongly disagree with the statement which substantiates that the publicized ad/program are more prominent than the awareness content in the presently public service or public awareness advertisement or campaign related to healthcare service sector where improvements can be made.

Figure 26: Presently publicized public service or public awareness advertise mentor campaign related to healthcare service sector are effective

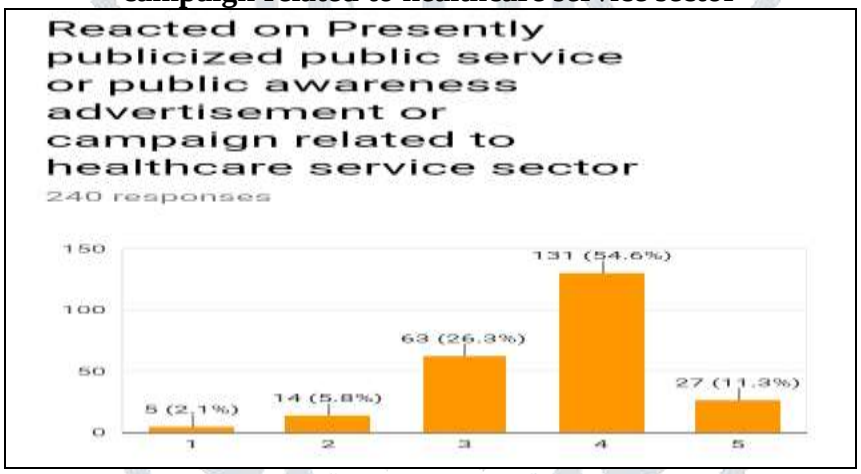


Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree,

4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 26 illustrates the respondents' opinion about the presently publicized public service or public awareness advertise mentor campaign related to healthcare service sector are effective among the respondents and it was found that 50.8 percent respondent were agree with the statement,18.8 percent respondent were strongly agree with the statement,23.8 percent respondent were neither agree nor disagree with the statement, 4.6 percent respondent were disagree with the statement and only 2.1 percent respondent were strongly disagree with the statement which validates that the presently publicized public service or public awareness advertise mentor campaign related to healthcare service sector are actually effective.

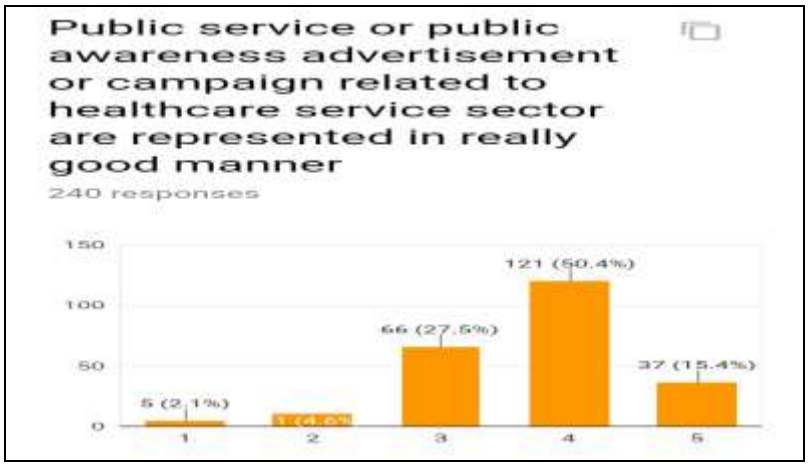
Figure 27: Reacted on Presently publicized public service or public awareness advertisement or campaign related to healthcare service sector



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree,
4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 27 illustrates the respondents' opinion about the reaction on presently publicized public service or public awareness advertisement or campaign related to healthcare service sector among the respondents and it was found that 54.6 percent respondent were agree with the statement,11.3 percent respondent were strongly agree with the statement,26.3 percent respondent were neither agree nor disagree with the statement, 5.8 percent respondent were disagree with the statement and only 2.1 percent respondent were strongly disagree with the statement which validates that the respondents generally reacted on presently publicized public service or public awareness advertisement or campaign related to healthcare service sector.

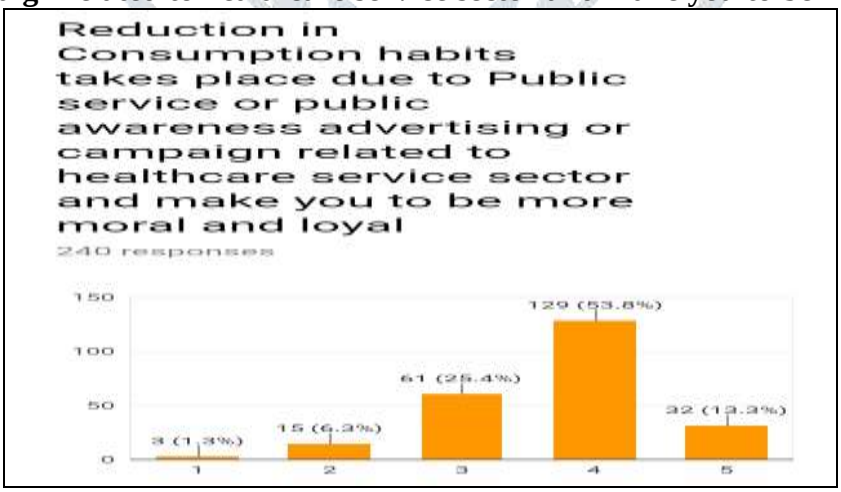
Figure 28: Public service or public awareness advertisement or campaign related to healthcare service sector are represented in really good manner



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 28 illustrates the respondents' opinion about the public service or public awareness advertisement or campaign related to healthcare service sector are represented in really good manner and it was found that 50.4 percent respondent were agree with the statement,15.4 percent respondent were strongly agree with the statement,27.5 percent respondent were neither agree nor disagree with the statement, 4.6 percent respondent were disagree with the statement and only 2.1 percent respondent were strongly disagree with the statement which validates that the public service or public awareness advertisement or campaign related to healthcare service sector are represented in really good manner.

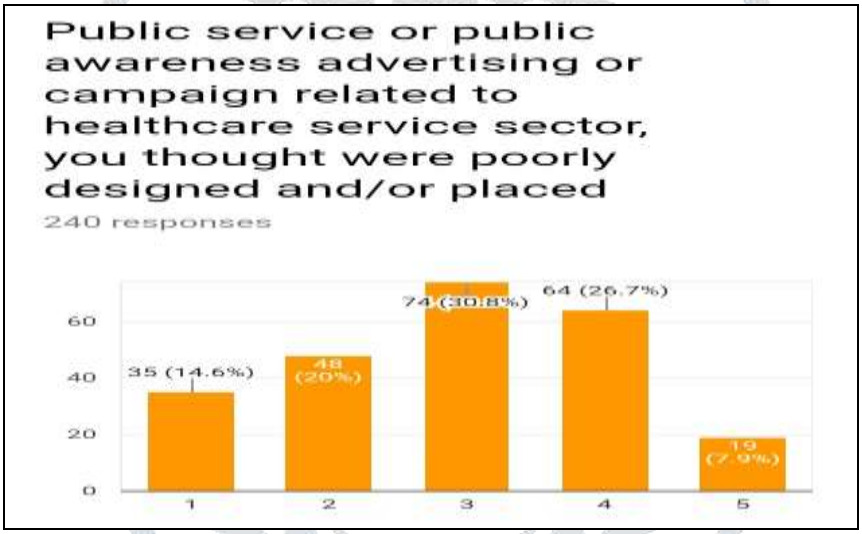
Figure 29: Reduction in Consumption habits takes place due to Public service or public awareness advertising or campaign related to healthcare service sector and make you to be more moral and loyal



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 29 illustrates the respondents' opinion about the reduction in consumption habits takes place due to public service or public awareness advertising or campaign related to healthcare service sector and make you to be more moral and loyal and it was found that 53.8 percent respondent were agree with the statement,13.3 percent respondent were strongly agree with the statement,25.4 percent respondent were neither agree nor disagree with the statement, 6.3 percent respondent were disagree with the statement and only 1.3 percent respondent were strongly disagree with the statement which authenticates that the reduction in consumption habits takes place due to public service or public awareness advertising or campaign related to healthcare service sector and make respondents to be more moral and loyal.

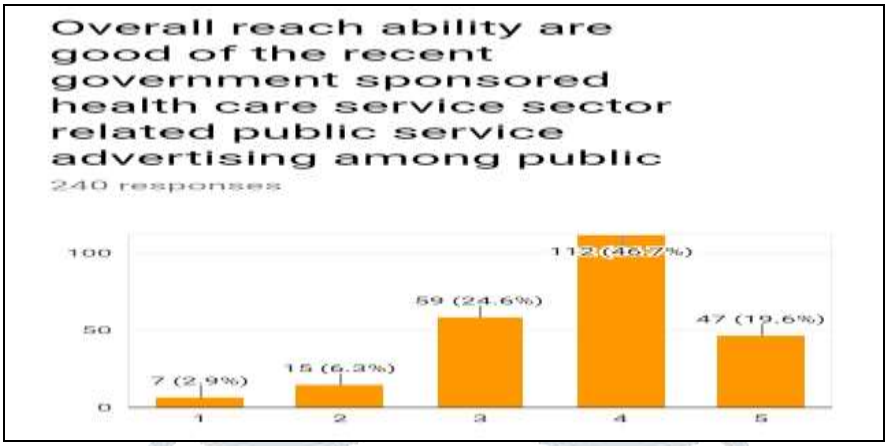
Figure 30: Public service or public awareness advertising or campaign related to healthcare service sector, you thought were poorly designed and/or placed



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 30 exemplifies the respondents' opinion about the public service or public awareness advertising or campaign related to healthcare service sector, you thought were poorly designed and/or placed and it was found that 26.7 percent respondent were agree with the statement, only 7.9 percent respondent were strongly agree with the statement, 30.8 percent respondent were neither agree nor disagree with the statement, 20.0 percent respondent were disagree with the statement and 14.6 percent respondent were strongly disagree with the statement which endorses that the 30.8 percent respondent were neutral. 34. 6 percent respondent was disagreeing or strongly disagrees with the statement and 34.6 respondents were agreed or strongly agree with the statement. It shows that public service or public awareness advertising or campaign related to healthcare service sector were not poorly designed and/or placed.

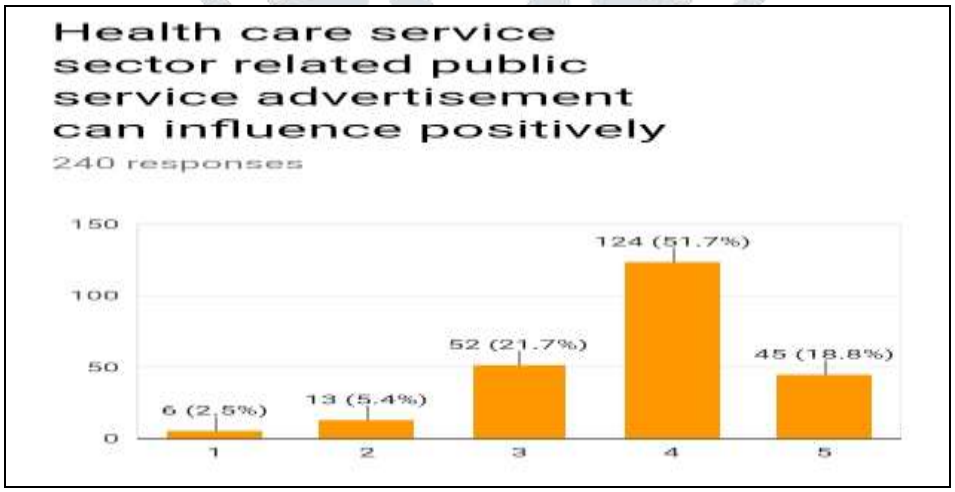
Figure 31: Overall reach ability is good of the recent government sponsored health care service sector related public service advertising among public



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 31 point up the respondents' opinion about the overall reach ability is good of the recent government sponsored health care service sector related public service advertising among public and it was found that 46.7 percent respondent were agree with the statement,19.6 percent respondent were strongly agree with the statement,24.6 percent respondent were neither agree nor disagree with the statement, 6.3 percent respondent were disagree with the statement and only 2.9 percent respondent were strongly disagree with the statement which authenticates that the overall reach ability is good of the recent government sponsored health care service sector related public service advertising among public.

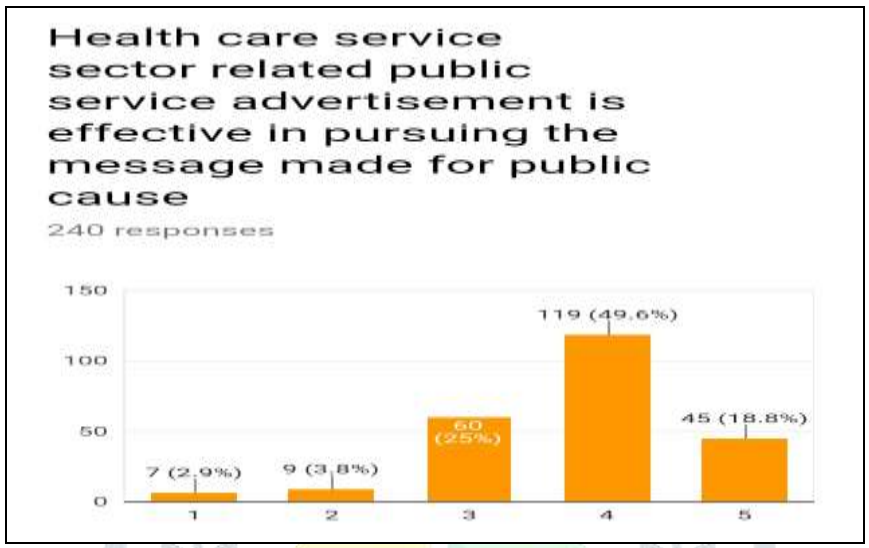
Figure 32: Health care service sector related public service advertisement can influence positively



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 32 highlights the respondents' opinion about the health care service sector related public service advertisement can influence positively and it was found that 51.7 percent respondent were agree with the statement,18.8 percent respondent were strongly agree with the statement,21.7 percent respondent were neither agree nor disagree with the statement, 5.4 percent respondent were disagree with the statement and only 2.5 percent respondent were strongly disagree with the statement which confirms that the health care service sector related public service advertisement can influence positively.

Figure 33: Health care service sector related public service advertisement is effective in pursuing the message made for public cause



Note: 1= Strongly Disagree, 2= Disagree, 3=Neither Agree nor Disagree, 4= Agree and 5= Strongly Agree
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 33 emphasizes the respondents' opinion about the health care service sector related public service advertisement is effective in pursuing the message made for public cause and it was found that 49.6 percent respondent were agree with the statement, 18.8 percent respondent were strongly agree with the statement, 25.0 percent respondent were neither agree nor disagree with the statement, 3.8 percent respondent were disagree with the statement and only 2.9 percent respondent were strongly disagree with the statement which backups that the health care service sector related public service advertisement is effective in pursuing the message made for public cause.

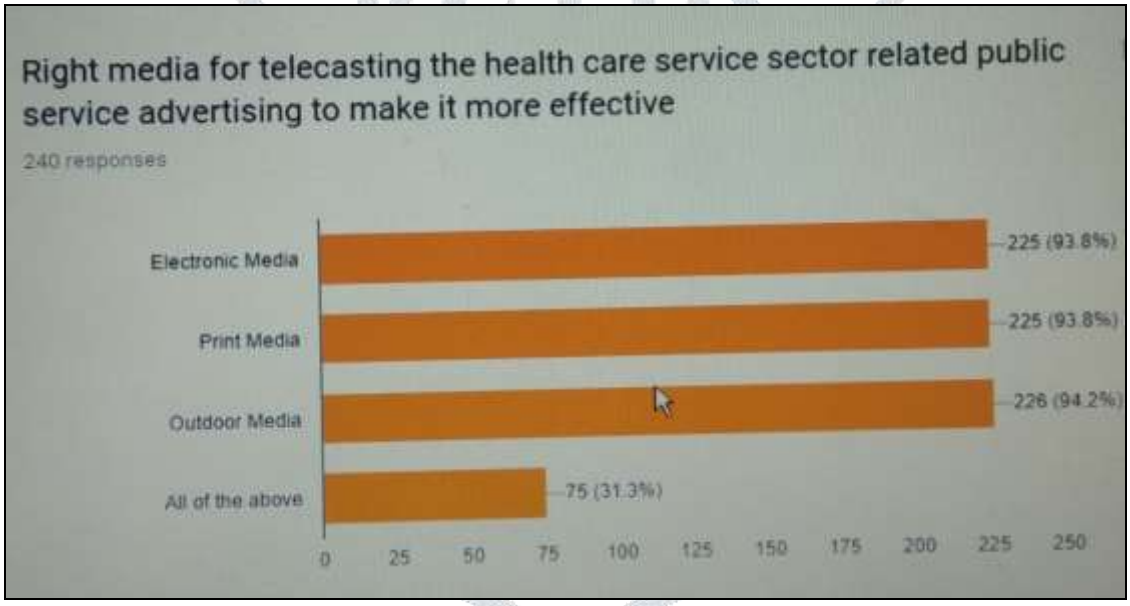
Table 18: Right media for telecasting the health care service sector related public service advertising to make it more effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electronic Media, Outdoor Media	15	6.3	6.3	6.3

	Electronic Media, Print Media	14	5.8	5.8	12.1
	Electronic Media, Print Media, Outdoor Media	165	68.8	68.8	80.8
	Electronic Media, Print Media, Outdoor Media,	31	12.9	12.9	93.8
	Print Media, Outdoor Media, Electronic Media	15	6.3	6.3	100.0
	Total	240	100.0	100.0	

Source: Field Survey by Dr. Dhananjoy Datta

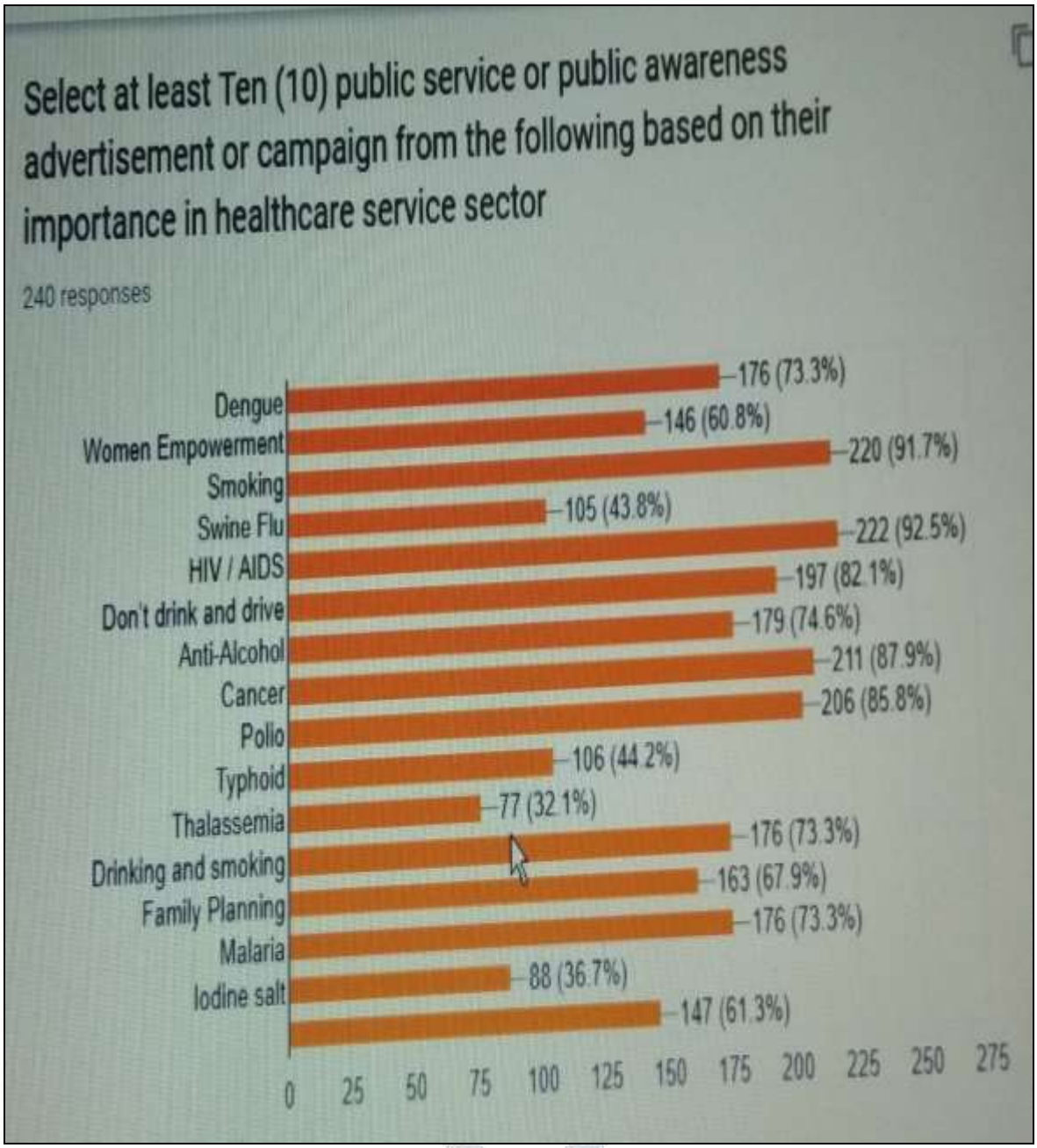
Figure 34: Right media for telecasting the health care service sector related public service advertising to make it more effective



Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Table 18 & Figure 34 noticeably signify that the electronic media, print media and outdoor media is popular in disseminating the public service advertising related to health care service sector. All of these media contribution is significantly required.

Figure 35: Selection of Ten (10) public service or public awareness advertisement or campaign based on their importance in healthcare service sector

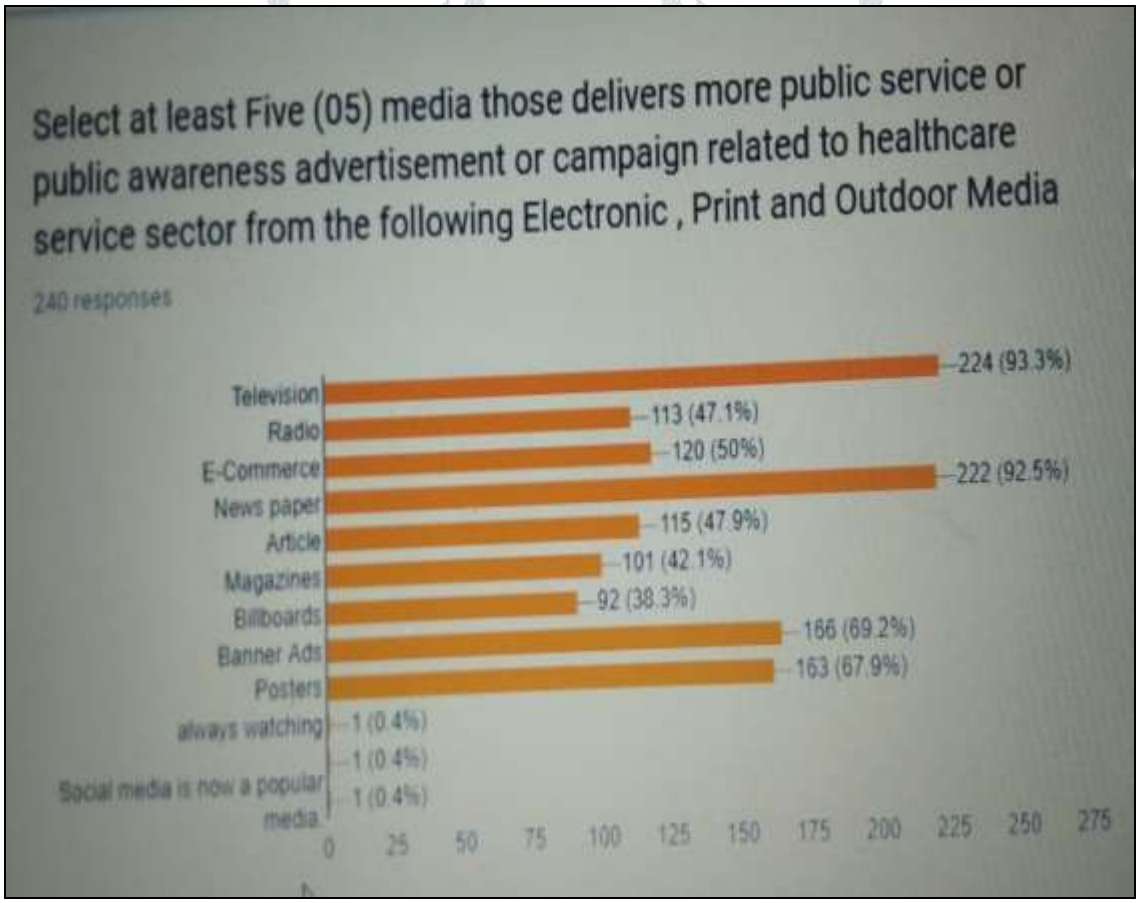


Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 35 lay emphasis on the respondents' opinion about the public service or public awareness advertisement or campaign based on their importance in healthcare service sector and it was found that respondents preferred HIV / AIDS (with 92.5 percent preference) public service or public awareness advertisement or campaign as most important in healthcare service sector and having number one rank. Second public awareness advertisement or campaign based on their importance in healthcare service sector was Smoking with 91.7 percent preference, Third public awareness advertisement or campaign based on their importance in healthcare service sector was Cancer with 87.9 percent preference, Fourth public awareness advertisement or campaign based on their importance in healthcare service sector was Polio with 85.8 percent preference, Fifth public awareness advertisement or campaign based on their importance in healthcare service

sector was Don't drink and drive with 82.1 percent preference, Sixth public awareness advertisement or campaign based on their importance in healthcare service sector was Anti-Alcohol with 74.6 percent respondents preference. Seventh, Eighth and ninth were Drinking and smoking, Malaria and Dengue public awareness advertisement or campaign based on their importance in healthcare service sector respectively. Family Planning public awareness advertisement or campaign based on their importance in healthcare service sector were preferred as tenth rank with 67.9 percent respondent's preference. Apart from these public awareness advertisement or campaign there were some other public awareness advertisement or campaign among them Immunization for kids in government Hospital, Women Empowerment, Swine Flu, Typhoid, Thalassemia and Iodine salt public awareness advertisement or campaign were prominent with 61.3%, 60.8%,44.2%,43.8%,36.7% and 32.1 % respondents preference respectively.

Figure 36: Selection of Five (05) media that delivers more public service or public awareness advertisement or campaign related to healthcare service sector from the electronic, print and outdoor media.

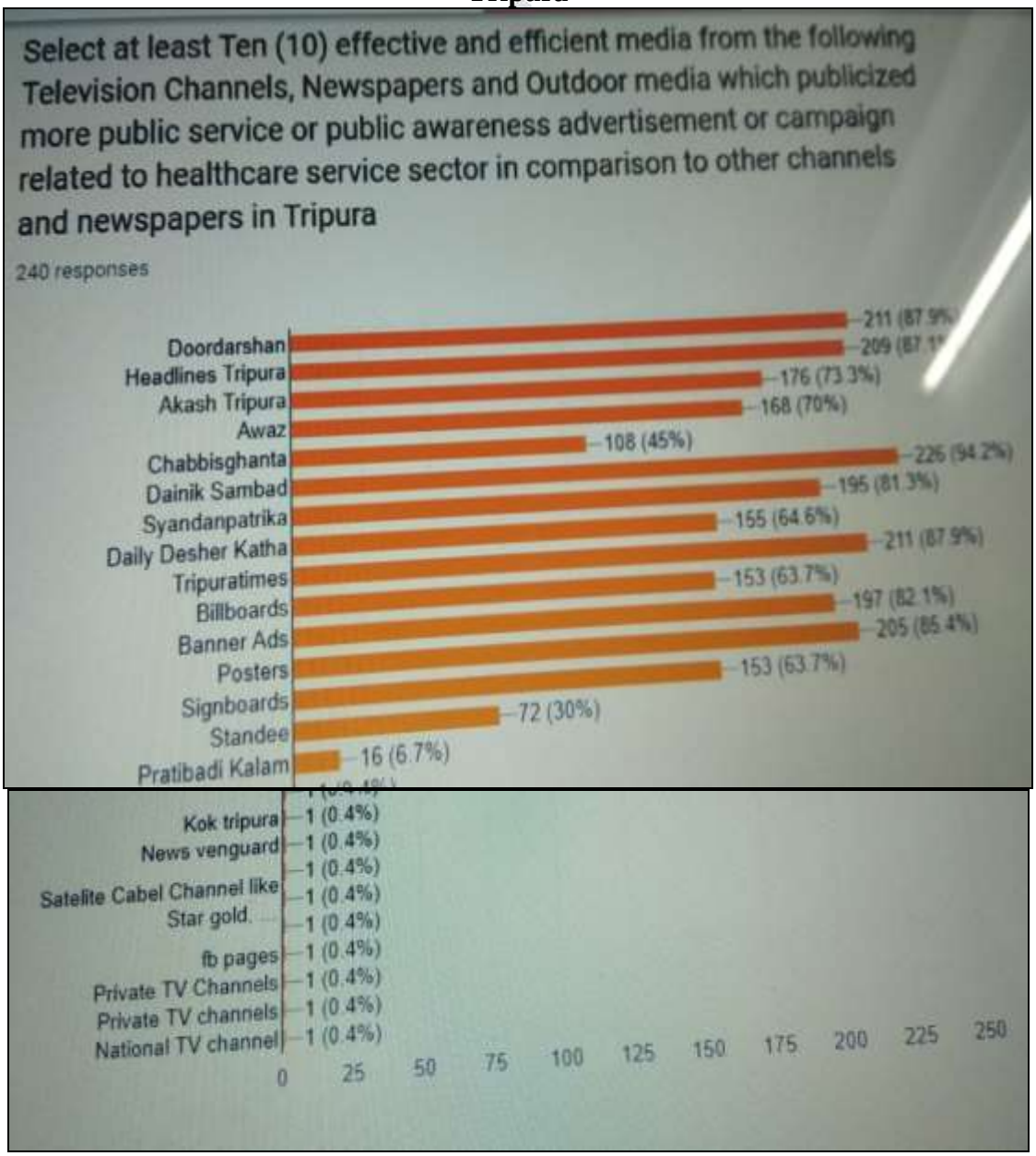


Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 36 highlights the respondents' opinion about the media that delivers more public service or public awareness advertisement or campaign related to healthcare service sector from the electronic, print and outdoor media and it was establish that respondents preferred Television (with 93.3 percent preference and

ranked one) as most media that delivers more public service or public awareness advertisement or campaign related to healthcare service sector from the electronic media. News paper, Banner Ads, Posters, E-Commerce, Article, Radio and Magazines were also came out as important media that delivers more public service or public awareness advertisement or campaign related to healthcare service sector with 92.5%,69.2%,67.9%,50.0%, 47.9% 47.1% and 42.1 respondents preference respectively.

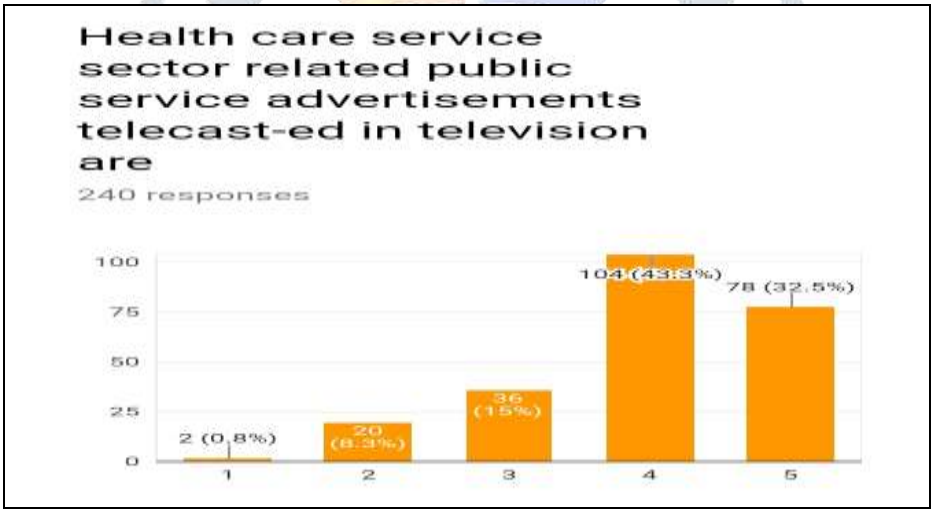
Figure 37: Selection of Ten (10) effective and efficient media from the Television Channels, Newspapers and Outdoor media which publicized more public service or public awareness advertisement or campaign related to healthcare service sector in comparison to other channels and newspapers in Tripura



Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 37 draw attention to the respondents' opinion about the effective and efficient media from the Television Channels, Newspapers and Outdoor media which publicized more public service or public awareness advertisement or campaign related to healthcare service sector in comparison to other channels and newspapers in Tripura and it was found that respondents preferred Dainik Sambad Newspaper (with 94.2 percent preference and ranked one) as most effective and efficient media from the Television Channels, Newspapers and Outdoor media which publicized more public service or public awareness advertisement or campaign related to healthcare service sector in comparison to other channels and newspapers in Tripura. Doordarshan, Tripura Times, Headlines Tripura, Posters, Banner Ads, Syandanpatrika, Akash Tripura, Awaz, Daily Desher Katha,Billboards, Signboards, Chabbisghanta, Standee and Pratibadi Kalam were also came out as important media those were effective and efficient media from the Television Channels, Newspapers and Outdoor media which publicized more public service or public awareness advertisement or campaign related to healthcare service sector in comparison to other channels and newspapers in Tripura with 87.9%,87.9%,87.1%,85.4%, 82.1% 81.3%,73.3%,70.00%,64.6%,63.7%,63.7%,45.00%,30.00%,and 6.7% respondents preference respectively. Private Channels were having 2.00% respondent's preference. Kok Tipura, News Venguads, Satelite Cable TV, Star Gold, FB Pages, and National Television each were having 1.00% respondent's preference.

Figure 42: Health care service sector related public service advertisements telecasted in television are

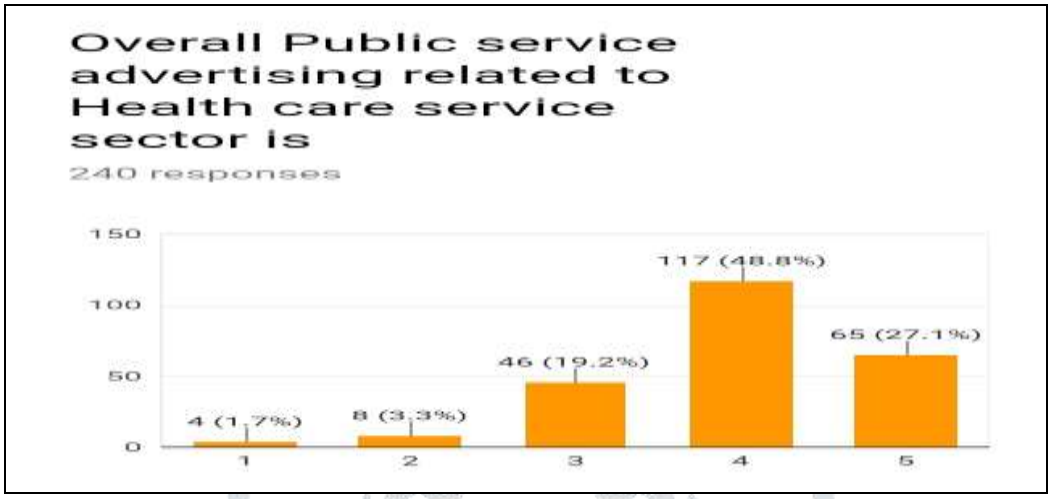


Note: 1=Highly Ineffective, 2=Ineffective, 3=Neutral, 4=Effective and 5= Highly Effective
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 42 signify the respondents' opinion about the effectiveness of health care service sector related public service advertising telecasted in television and it was ascertain that 43.3 percent respondents point out that health care service sector related public service advertising telecasted in television were effective,32.5 percent respondent point out that health care service sector related public service advertising telecasted in television were highly effective,15.0 percent respondent were neutral, 8.3 percent respondent point out that the

advertisements were ineffective and only 0.8 percent respondent indicate that the advertisements were highly ineffective which confirms the effectiveness of health care service sector related public service advertising telecasted in television.

Figure 43: Overall Public service advertising related to Health care service sector is



Note: 1=Highly Ineffective, 2=Ineffective, 3=Neutral, 4=Effective and 5= Highly Effective
Source: Field Survey by Dr. Dhananjoy Datta

Interpretation: Figure 43 shows the respondents' opinion about the overall effectiveness of public service advertising related to health care service sector and it was found that 48.8 percent respondents mention that overall public service advertising related to health care service sector were effective,27.1 percent respondent indicate that overall public service advertising related to health care service sector were highly effective,19.2 percent respondent were neutral, 3.3 percent respondent point out that the advertisements were ineffective and only 1.7 percent respondent indicate that the advertisements were highly ineffective which substantiates the overall effectiveness of public service advertising related to health care service sector.

Findings, Summarizations and Concluding Observation: In health care service sector related public service advertisement telecasted in television observation experiences throughout the all study areas respondents have Medium (5 to 10 Years) observation experiences which is 42.9 percent, Low (<5 Years) observation experiences of health care service sector related public service advertisement telecasted in television is 32.5 percent and High (11 Years and above) observation experiences of health care service sector related public service advertisement telecasted in television is 24.6 percent. Figure 42 signify the respondents' opinion about the effectiveness of health care service sector related public service advertising telecasted in television and it was ascertain that 43.3 percent respondents point out that health care service sector related public service advertising telecasted in television were effective,32.5 percent respondent point out that health care service sector related public service advertising telecasted in television were highly effective,15.0 percent respondent

were neutral, 8.3 percent respondent point out that the advertisements were ineffective and only 0.8 percent respondent indicate that the advertisements were highly ineffective which confirms the effectiveness of health care service sector related public service advertising telecasted in television. Table 18 & Figure 34 noticeably signify that the electronic media, print media and outdoor media is popular in disseminating the public service advertising related to health care service sector. All of these media contribution is significantly required. Figure 32 highlights the respondents' opinion about the health care service sector related public service advertisement can influence positively and it was found that 51.7 percent respondent were agree with the statement,18.8 percent respondent were strongly agree with the statement,21.7 percent respondent were neither agree nor disagree with the statement, 5.4 percent respondent were disagree with the statement and only 2.5 percent respondent were strongly disagree with the statement which confirms that the health care service sector related public service advertisement can influence positively. Figure 43 shows the respondents' opinion about the overall effectiveness of public service advertising related to health care service sector and it was found that 48.8 percent respondents mention that overall public service advertising related to health care service sector were effective,27.1 percent respondent indicate that overall public service advertising related to health care service sector were highly effective,19.2 percent respondent were neutral, 3.3 percent respondent point out that the advertisements were ineffective and only 1.7 percent respondent indicate that the advertisements were highly ineffective which substantiates the overall effectiveness of public service advertising related to health care service sector. Table 5.2.1 depicts that all the selected demographic profile and socio-economic characteristics like Gender of the respondents, Age of the respondents, Education or Literacy Status, Occupational status or Type of Job, Family Monthly income, Land Ownership in Area and Types of Property Holding are significantly related or associated with Public service advertising observation experiences of the respondents related to advertising on Health care service sector. From the Table 5.2.1, it also appears that the strengths of associations or effect sizes are very strong, strong and positive. Table 5.2.2 depicts that all the selected demographic profile and socio-economic characteristics like Gender of the respondents, Age of the respondents, Education or Literacy Status, Occupational status or Type of Job, Family Monthly income, Land Ownership in Area and Types of Property Holding are significantly related or associated with Health care service sector related public service advertisement telecasted in television observation experiences of the respondents. From the Table 5.2.2, it also emerges that the strengths of associations or effect sizes are very strong, strong and positive. Pearson Correlations analysis and interpretation makes it absolutely clear that Public service advertising observation experiences and socio-economic characteristics of the respondents were significantly or highly correlated. Hence, from the whole analysis of the study it can be strongly conclude that the public service advertising related to advertising on health care service sector through television media is effective and it is observed that the study have provided positive outcome and further expansion of field study frequently basis may give more effective and efficient social wellbeing's.

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