SOCIAL MARKETING CAMPAIGNS AND THEIR POPULARITY: AN EMPIRICAL INVESTIGATION OF YOUTHS IN PUNJAB

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ABSTRACT

Research work related to Social marketing campaigns in majority is found in European countries with couple of exemptions from India where different social ad battles are controlled by central and additionally state governments. Current study is an endeavor towards measuring review of prevalent social commercial battles in India and to investigate the explanations behind the same utilizing an exploratory study. Information was gathered utilizing an organized survey. Our study uncovered that Swatch Bharat Abhiyan was the most reviewed Social marketing battle after by Pulse Polio Abhiyan and Cancer commercial crusade. Result uncovered that Social marketing advanced utilizing big names and government officials have more effect and high review. It was additionally found that Social marketing utilizing TV and long range interpersonal communication destinations as media instruments are broadly acknowledged among young people. Findings of the study will be helpful for policy makers who can use the findings to promote various social advertisement campaigns.

Keywords: Social marketing campaigns, Celebrity, politicians, Social marketing effectiveness, Popular social marketing campaigns

1. INTRODUCTION:

Provincial section, regularly alluded to as the 'base of the pyramid', realizes a gigantic open door for organizations. As of late, rustic markets have ended up noteworthy, as the general development of the economy has come about into generous increment in the buying force of the country groups. Gone are the times when a country shopper needed to go to a close-by town or city to purchase a marked item. Notices assume an inescapable part in our life, as pointers of social and monetary advancement. They uncover the course of progress in our qualities. Truth be told, a general public without promotions is incredible. Social marketing has turned into an essential medium of mass instruction. Social marketing implies neither advancement nor offering of the item or business administrations. It doesn't bring about cash however it brings issues to light around a personal satisfaction or a social issue. It acts inside of the matters of open intrigue, for example, social change, political thoughts, financial approaches, formative projects and so on. Social marketing is the activity or calling of creating notices for business items or administrations. Social marketing is a type of advertising correspondence used to spur or control the viewers to make some move. Advertising is a non-individual type of advancement that is brings through a chosen media. It is an action of creating information for cultivating the offer of exchanging items or administrations. Business ads are frequently looked to create the expanded utilization of the items or administrations through branding. The Government and social associations have begun advertising effort to advise, teach individuals in various ranges of social hobby.
media was utilized as the real hotspot for the correspondence furthermore performing some road plays and some big name underwriting commercials in our board. Social marketing includes distinguishing the social issue and afterward planning a Social marketing effort to tackle the issue. The social issue might be identified with some sort of conduct such as smoking or taking medications, they give out the message such as against smoking, hostile to sedates and so on in daily papers, on boards, and as short promotions on TV. Advertising thoughts, for example, diminishment of congested roads, enhancing general wellbeing, ration of common assets, family arranging, instructing young ladies, and kill child marriage and so forth serve essential social and monetary needs.

In the contemporary world, when firms are attempting to discover legitimate presentation to augment their administrations, social marketing or social showcasing is gradually turning out to be all the more a standard. "It is a procedure for impacting the human conduct on an extensive scale, utilizing showcasing standards with the end goal of societal advantage instead of for business benefit". Social marketing methodology is utilized to advise, instruct and influence the general public on different social issues. The pattern of thinking of social battles by these driving brands unmistakably demonstrates an outlook change of promoter’s enthusiasm from customary item or administration based commercials to a more present day and sensible method for advertising their items which will help the organization to make a particular picture of the organization and its items in the mentality of purchasers.

2. REVIEW OF LITERATURE:

Krugman (1965) reasoned that Social marketing quickens developing demand or hinders falling demand, i.e. it animates the beat of the business sector, and supports cost unbending nature however builds quality and decision of items. The monetary effect of social marketing is generous and recorded. Mela, Gupta et.al (1997) considered the long haul effect of advancement and advertising on shopper brand decision. Expanded cost and advancement affectability of buyers can be viewed as undesirable results. The outcomes demonstrate that advertising helps a brand over the long haul by reducing so as to make buyers less value delicate and also the extent of the non-faithful fragment. Shoppers have turned out to be more cost and advancement touchy after some time. As it were, a bigger number of buyers have turned out to be progressively more cost and advancement touchy after some time. Pechmann and Shih (1999) directed two investigations and tried propositions in regards to the impacts of smoking in movies and the capacity of antismoking advertising to invalidate those consequences for youth. 800 ninth graders were presented to either the first film with smoking or control motion picture footage with the smoking altered out. In the wake of being presented to the footages passionate responses were recorded and smoking-related considerations and convictions, and expectations were surveyed thereafter. The outcomes and the discoveries were in backing of the proposal in which the smoking scenes have positive effect over the youthful viewers and upgraded their impression of smokers' economic wellbeing, and expanded their aims to smoke. In any case, young people's assessments were effortlessly impacted and demonstrating to them an antismoking advertising before the film successfully invalidated the impacts said before. Biener, Keeler and Nyman (2000) concentrated on grown-ups' reaction to Massachusetts against tobacco TV advertisements. The consequences of this study showed that the counter tobacco media crusade accomplished abnormal amounts of infiltration into the grown-up populace. The lion's share of respondents reported seeing hostile to tobacco messages on TV at any rate once every week. Review comes about additionally demonstrated an ideal response to the TV crusade. McVey and Stapleton (2000) attempted to assess the viability of the training against smoking TV Social marketing effort in rousing smokers to surrender. To accomplish the goal a controlled trial was directed in four television districts in focal and northern England. One of the areas got no control, two districts got television hostile to smoking promotion, and television against smoking ad in addition to privately composed against tobacco battle and was screened more than year and a half. Following year and a half, 9.8% of talked with smokers had halted and 4.5% of ex-smokers had backslid. This paper presumed that hostile to smoking effort ought to be attempted consistently as a key segment of smoking decrease strategy. Maheshwari and Dr.Suresh (2013) led a study on the inclination of social ads among the grown-ups in disintegrate. They investigated a theoretical structure that effects the appropriation of social notices. The paper distinguishes from grown-ups who are for the most part impacting the accomplishment of social marketing campaigns. It was discovered that Social marketing is drawing in numerous adolescent. Likely it is a result of the convention and values arrangement of India. The present adolescents are expecting changes in notices without trading off the India's worth framework. The web (email, recordings, research articles, and online networking) is a major stage to do this provocative activity. Social marketing tries to change the impression of people, which everywhere would get change the general public’s viewpoint. For the most part, people need them to be the reason for a decent motivation. Singh et.al (2013) through their study demonstrated the effect of the mindfulness projects of media and government in Patiala locality with respect to Swine Influenza. Around 88% (352) of the study populace had known about Swine influenza out of which just 36.5% respondents realize that hand washing as a method of counteractive action and around 40 % of the populace have myths with respect to method of spread. TV news channels and daily paper were observed to be the real wellspring of data. Government ought to concentrate more on giving investigative and successful data through the prime media. Absence of mindfulness with respect to the spread of Swine Influenza is of real concern. Government ought to take viable measure to mindful the general population in the locale such as hand washing as a preventive measure, runny nose as a side effect and Swine influenza not eating so as to be spread pork. Aslam, Zaheer et.ill (2014) through their study recommended weakness to smoke has been perceived as a solid indicator of smoking experimentation and taking up normal smoking propensity. The distinguishing proof of smoking
vulnerable people and its determinants is vital in the endeavors to lessen future smoking commonness. The study evaluated commonness of weakness to smoke among young people, and recognized variables connected with it.

3. RESEARCH METHODOLOGY

3.1 Sampling Procedure and Participants

The sample of this study consists of students enrolled in a large Private Indian University (Lovely Professional University, Punjab). Convenience sampling technique was used for data collection from the respondents. Data was collected from 300 students intercepted at different locations within the university using a structured questionnaire. The participation of the respondents was entirely voluntary.

3.2 Instrumentation & Measurement

In this research, we undertook a descriptive study and data was collected from both primary and secondary resources. Primary data is comprised of a self-administered questionnaire, whereas secondary data has been collected from state government website, magazine, articles, newspaper and journals. Survey method has been used for the study which is supported by questionnaire on a sample of 300 people based in rural areas of Punjab. The scope of the study is limited to the rural area of Kapurthala district. The questionnaire is prepared to find out the Popularity of various social ads being run by government agencies. For the purpose of study convenience sampling method is used. The sample size is limited to 300 people. Descriptive statistics in case of nominal data and Mean and standard deviation in case of scale data. The method of analysis is based on the gathered information that provides the characteristics and the audiences’ behavior especially based on the media that presents the ads.

4. DISCUSSIONS AND RESULTS:

4.1 Popularity of various social ads being run by government agencies

Out of the social ad crusades asked through the questionnaire "Clean India (Swachh Bharat)" has been reviewed by 92.66% of the populace studied. The purpose behind the same is the overwhelming investment of the numerous political pioneers and famous people in the reason and posting the recordings and photos of the same. Along these lines, the greater part of the number of inhabitants in the specimen can review the advertisement. Polio commercial has been reviewed by 84.33% of the aggregate example in view of the superstar Amitabh Bachan underwriting and its motto "Do boond zindagi ki". A large portion of the specimen populace unites effectively with Mr. Amitabh Bachchan who has biggest number of supporters. The mindfulness notice that keeps running before the film begins in a silver screen corridor portraying a boy battling for his life left an incredible impact on the populace studied. 65.66% of the aggregate populace could review the notice and it came about out to be an effective advertisement. Out of the populace overviewed 62.33% of them could review the ads pointed on female foeticide. This is a result of the crusade "Beti Bachao, Beti Padhao" as of late propelled by Modi government. Beti Bachao exercises incorporate huge arouses, battles, divider compositions, bulletins, and TV advertisements and short activities and video movies. Likewise individuals could review the commercial since famous people, for example, Priyanka Chopra are included in "Recovery of the young lady kid" activities. Also, Bollywood on-screen character Aamir Khan gave the first scene "Little girls Are Precious" on his programme "Satyamev Jayate" to expand the mindfulness about this issue, concentrating essentially on Western Rajasthan. 62.33% of the aggregate populace overviewed could review the mindfulness crusades pointed on female absence of education. Government’s "Sarva Shiksha Abhiyan" which goes for giving training free of expense to the youngsters assumes an imperative part in the same. Thus it was found that out of all the various social marketing campaigns studied Swatch Bharat Abhiyan is found to be most popular social marketing campaign amongst youth followed by Polia campaigns. It was also found that the campaign Beti Bachao Beti Padhao campaign is also creating an impeccable impact in the minds of youth.

5. CONCLUSION:

In any social marketing campaign, media transmits the knowledge or message through different mediums such as TV, Radio, News Papers/ Magazine, Out of home media etc. Each organization or government tries to convey their message uniquely. For that they hire agencies which does all the activity from preparing concept for campaign to execute the campaign, because each people cannot perceive the same message or knowledge in same manner. For example the Pulse Polio Campaign was run very aggressively in all possible media platforms They also used some unconventional tools like wall painting and announcement by Panchayat specially in rural areas and on the other side in Urban area the same campaign was run on electronic media like TV and Internet. To reach and educate maximum people, each agency uses different tools like celebrity endorsement, strong social message, creativity etc. It was also observed that people get attracted by the cause and celebrity endorsement. The best example of this is the success of Pulse Polio
Campaign in India. For conveying the message, different media tools are being used by the companies and government agencies like TV, Radio, News Paper, and Internet and out of home media. The Social marketing campaign gets maximum response from people through TV and Internet, whereas print media and pamphlets resulted in average response. Radio and Out of home media fails to convey the social awareness message to the rural people at effective large. Thus, government agencies, NGOs, other regional bodies and advertising agencies need to focus on the issues like human trafficking, gambling, sanitation, dowry and need to come up with some creative and interesting campaigns so that it can leave an impression on the minds of the viewers and they can recall it easily even after a long time. They need to come up with some entertaining, effective and influential advertisements which contain a strong social message about these issues and can help to eradicate these problems from the society.

REFERENCES:


