

# DISCERNMENT OF EMPATHETIC PUBLIC SERVICE ADVERTISEMENTS AMONG PUBLIC

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## **Abstract:**

*This research paper tries to explore and describe the perception of Public Service advertising. The literature review concentrates on key areas of advertisements, the role of perception in communication and the role of different contents and elements in Public Service advertising. Following these are the results and discussion that focuses on perception towards Public Service advertising differed quite significantly between the male and the female respondents. Congruence was found to be highly subjective, and although the respondents showed great approval of an advertisement As a result of contrasting messages element in the Public Service Advertisement. The researcher came to the conclusion that these elements are the most effective in Public Service Advertisement. The study concludes with a conversation of the main implication of the research.*

*Keywords: Marketing, advertising, Public Service Advertising, Perception.*

## **1. Introduction**

Advertising is a powerful message power and vital marketing tool helping to sell goods, services, images, and ideas through a channel of information and opinion. It is a highly visible force in society. All of us receive many advertising messages daily. It is essential to the achievement of any type of big business. Advertising convinces people to buy products. All advertising contains both information and persuasion. Advertisement is a message, marketing, public-relation, information and influence process. Advertising reach us through a strait of communication referred to as a media. It is more often than not intended at a particular group of the population the objective audience (Consumer and business).

Basically, it is a medium of propagation of information and arguments. It always creates a glamorous area. Today advertising wrap almost each area of the thought process and exploit of culture. It is painstaking to be a highly sophisticated communication force and a powerful marketing tool.

Public Service advertising is an instrument used by the government and non-profit organizations planned as part of their social responsibility. Public awareness campaigns are an integral part of social marketing (Doh, J. P., & Guay, T. R.,2006)

Public service advertisement is basically directed at the social welfare of a community or a nation (Turner, J. C)

“The target of social marketing messages often aim to internal behaviour influences on the individual” (Kotler, 2005).

**1.2 Social Issues considered in Indian Public Service Advertisements in Past Decade**

Health Awareness	Women Development	National Development	Environmental Issues	Corporate Social Responsibility
<ul style="list-style-type: none"> <li>○ AIDS</li> <li>○ Immunisation</li> <li>○ Malnutrition</li> <li>○ Sanitation</li> <li>○ Age gap</li> <li>○ Nutrition</li> <li>○ Pulse polio</li> <li>○ Delivery at hospitals</li> <li>○ Safe drinking water</li> <li>○ Rural health</li> <li>○ Use toilet</li> <li>○ Organic food</li> <li>○ Drinking/smoking</li> <li>○ Family planning</li> </ul>	<ul style="list-style-type: none"> <li>○ Girl Education</li> <li>○ Self-help group</li> <li>○ Antenatal care</li> <li>○ Female foeticide</li> <li>○ Contraceptive pills</li> <li>○ Declining sex ratio</li> <li>○ Dowry prevention</li> <li>○ Women equality</li> <li>○ Breast cancer</li> <li>○ Mother feeding</li> <li>○ Sanitary Pad</li> </ul>	<ul style="list-style-type: none"> <li>○ Literacy</li> <li>○ Sanitation</li> <li>○ Rural development</li> <li>○ Food security</li> <li>○ Vote</li> <li>○ Aadhar</li> <li>○ Census</li> <li>○ Birth registration</li> <li>○ Tax filing</li> <li>○ Swachh Bharath</li> <li>○ Agricultural development</li> </ul>	<ul style="list-style-type: none"> <li>○ Save oil and gas</li> <li>○ Tree plantation</li> <li>○ Save water</li> <li>○ Plastic banned</li> <li>○ Bird conservation</li> </ul>	<ul style="list-style-type: none"> <li>○ Tata</li> <li>○ Idea cellular</li> <li>○ The Hindu</li> <li>○ Times of India</li> <li>○ CRI pumps</li> <li>○ Kalyan Jewellers</li> <li>○ Sakthi Masala</li> <li>○ Hindustan Unilever</li> <li>○ Shanthi Gears</li> <li>○ Ramco cement</li> <li>○ Pricol, LMW</li> <li>○ Kirtilal Kalidas</li> <li>○ Senthil Group</li> </ul>

**2. Writing Review**

As indicated by Aishwarya Chatterjee (2016), the first non-administrative activity was taken in the mid-1900s; the promotion was sans run by papers to sensationalize the worry of youngster work. Bhatia, (2009) expressed that out of the crusades started in rustic India during the 1990s, few battles are for kids, ladies, young ladies' youngster welfare, AIDS mindfulness, and clean water programs heaps of battles secured. Bhatia, (2009) have additionally referenced that in 1980s trademarks were coordinated for family arranging Ham do Hamare do and recently Ham do Hamare neck. Alyque Padamsee was the main Indian to make a Social Awareness Advertisement through his open administration film on Handicapped Children, The narrative of Hope (Aishwarya Chatterjee, 2016).

Tata tea propelled a standout amongst the most famous promotion battles, Jaago Re. This was the principal promotion on decision mindfulness and the obligation of Indians to execute their entitlement to cast a ballot. Another promotion that was conceptualized and made to flawlessness was Mile certain Mera tumhara (1980). 'Mile beyond any doubt Mera tumhara', is a battle that innumerable Indian natives have grown up survey it. The battle Incredible India by Ministry of the travel industry (2009) gets a statement from old Indian talking about friendliness Atithi Devo Bhava. It was Bollywood performer Aamir Khan to exhibit the brand (Chatterjee, 2016)

The Indian government has propelled wellbeing efforts like Kuposhan Bhagao for the annihilation of ailing health, DOTS crusade for Tuberculosis and Polio Free India. (Chatterjee, 2016). Polio Awareness advertisement battle made mindfulness and stirred the general

population about the Polio Ravivar crusade. The promotion was in every single territorial language and watchwords of the notice pounded as updates 5 saal ke neeche har bachcha har bar (Any youngster beneath 5 years each tyke unfailingly, for polio drops) (Chatterjee. 2016).

Jeff, Lisa et.al. (2008) in an investigation titled Message Design Strategies to Raise Public Awareness of Social Determinants of Health and Population Health Disparities supported that for the populace wellbeing, one ought to encase correspondence to recognize a job for person choices about conduct and mentality. Frith and Muellu, (2010) and White, (2000) has called attention to Misuse of Individuals in advertisements can prompt an assortment of issues.

### **3.1 Statements of the issue**

The greater part of the scientist measured the open administration notice for a specific social issue and cause from the distinctive media. The huge issue is that the consequence of the study is substantial in Indian setting or not? Be that as it may, numerous investigations have concentrated on cleaning and inferring some particular open administration commercial proficiency measurements. Not by any means single research is seen, which has endeavored to contemplate the PSA adequacy and other related factors. Examine still exist over the reasonable depiction of open administration commercial, viability with reference to itemized media on any focused on gathering.

### **3.2 Need for the investigation**

Presently multi day's numerous social ads are communicated in each medium that are accessible. The sort of social advertisements is great substance and topic to indicate out the fundamental goal destroys the Social issues and brings social mindfulness among individuals. To achieve the substance to the general population the administration, just as a social dissident, lean towards the assistance of a VIP. In this announcement actuated inquiries like a) what sort of issue is canvassed for the most part in advertisements. b) Which part of advertisement is essential from your perspective? c) Do you think the advertisement configuration could influence the class and/or culture?

### **3.3 Objectives of the study**

- To investigate the kind of Public administration Advertisements pervasive in media.
- To distinguish the observation and dissect the frame of mind of people in general when all is said in done.

### **3.4 Research Methodology**

The present study is for the most part dependent on essential information which is gathered from 100 respondents in Coimbatore through the issue of an organized survey which contains question identifying with the Socio-monetary profile of test respondents, Details of open public service ad, kind of issue are canvassed for the most part in advertisements.

### **3.5 Source of Data**

The study depends on both essential and auxiliary in nature. The essential information was gathered out of the blue. Essential information was gathered from the respondents by utilizing the poll strategy. The optional information was gathered from, sites, and articles.

### **3.6 Database**

While choosing about the procedure of information arrangement for the study the analyst received a convenience testing strategy.

### **3.7 Sample estimate**

The sample of 100 respondents covers an all inclusive community of Coimbatore.

#### 4. Analysis

**Table 4.1**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	91	91
Female	9	9
<b>Total</b>	100	100
<b>Age</b>		
17	2	2
18	14	14
19	26	26
20	39	39
21	10	10
22	1	1
23	6	6
24	2	2
<b>Total</b>	100	100
<b>Qualification</b>		
Up to Hr Sec	4	4
Graduate	80	80
Postgraduate	10	10
Diploma/ITI	4	4
Professional Course	2	2
<b>Total</b>	100	100
<b>Family income level in Indian Rupees(Per month)</b>		
Below 2,400	1	1.0
2,401-10,000	24	24.0
10,001-25,000	45	45.0
25,001-50,000	19	19.0
50,001-60,000	8	8.0
Above 60,000	3	3.0
<b>Total</b>	100	100.0
<b>Mother tongue</b>		
Tamil	55	55.0
Telugu	1	1.0
Kannada	3	3.0
Malayalam	6	6.0
English	3	3.0

Source: Primary data

The table indicates the majority of the respondents belong to the group of the gender of male. A minority of the respondents belongs to the group of female.

- Majority of the respondents belong to the group of the gender of male

The table indicates the majority of the respondents belong to the age group of 20. A minority of the respondents belongs to the age group of 22.

- Majority of the respondents belong to the age group of 20.

The table indicates the majority of the respondents belong to the education group of Graduate. A minority of the respondents belongs to the education group of Professional Course.

- Majority of the respondents belong to the education group of Graduate.

The table indicates the majority of the respondents belong to the income group of 10,001-25,000. A minority of the respondents belongs to the income group of below 2,400.

- Majority of the respondents belong to the income group of 10,001-25,000.

The table indicates the majority of the respondents belong to the group of mother tongue Tamil. A minority of the respondents belongs to the group Telugu.

- Majority of the respondents belong to the group of mother tongue Tamil.

**Table 4.2**  
**Audio/Visual Media**

	Frequency	Percentage
TV Media	54	54.0
Radio	5	5.0
Theatres/Hall	9	9.0
Hoardings/ Outdoor ads	2	2.0
Websites/Online advertisements	13	13.0
Mobile SMS/Internet	6	6.0
Fairs/Events/Awareness Camp	3	3.0
Social media	8	8.0
Total	100	100.0

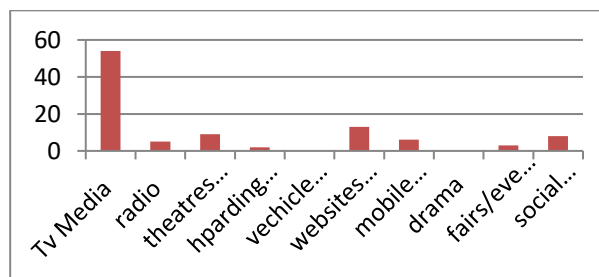
Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents belong to the group of media TV. A minority of the respondents belongs to the group of media Hoardings/ Outdoor ads.

- Majority of the respondents are influenced by TV media.

**Exhibit-4.1**



**Table 4.3**  
**What do you think about Public service advertisements**

	Frequency	Percentage
Good effort to make persons aware of	39	39.0
The need of the hour	17	17.0
Sometimes motivational	29	29.0
Rarely affect	11	11.0
Just a waste of time	4	4.0
Total	100	100.0

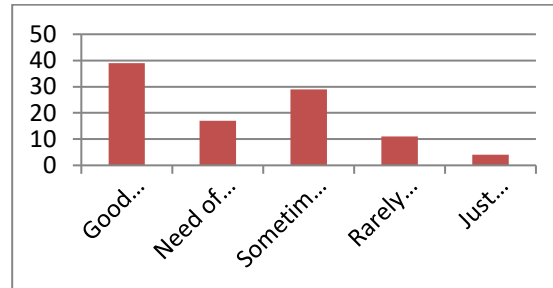
Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents think that Public service advertisements a good effort to make persons aware of. A minority of the respondents think that Public service advertisements as Just a waste of time.

- Majority of the respondents think that Public service advertisements a good effort to make persons aware of.

**Exhibit-4.2**



**Table 4.4**

**Do you think Public service advertisements are**

	Freque ncy	Percent age
Interesting and nicely produced	17	17.0
Easily understandable by the general public	56	56.0
Sometimes confusing	15	15.0
Not quality awareness	5	5.0
Not understandable	7	7.0
Total	100	100.0

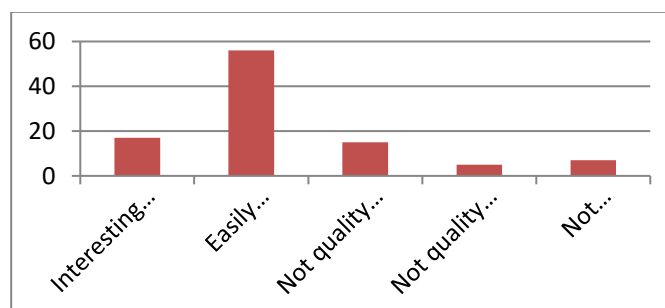
Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents think that public service advertisements are easily understandable by the general public. A minority of the respondents think that public service advertisements are not quality awareness.

- Majority of the respondents think that public service advertisements are easily understandable by the general public.

**Exhibit-4.3**



**Table 4.5**  
**What is the best appeal**

	Frequency	Percentage
Humour	55	55.0
Satire and sarcasm	22	22.0
tragedy and pathos	11	11.0
Fear	12	12.0
Total	100	100.0

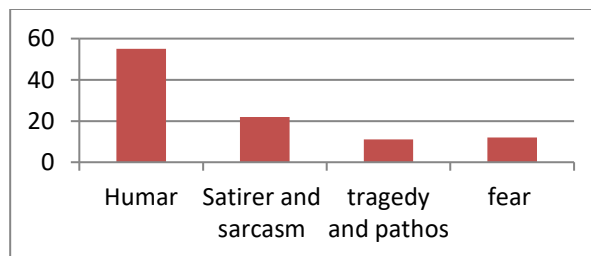
Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents think that humour is the best appeal to deliver social messages. A minority of the respondents think that fear is the best appeal to deliver social messages.

- Majority of the respondents think that humour is the best appeal to deliver social messages.

**Exhibit-4.4**



**Table 4.6**

**Is public service advertising the best way of creating knowledge and awareness about social issues**

	Frequency	Percentage
Strongly Agree	37	37.0
Agree	50	50.0
Neither agree nor disagree	4	4.0
Disagree	2	2.0
Strongly Disagree	7	7.0
Total	100	100.0

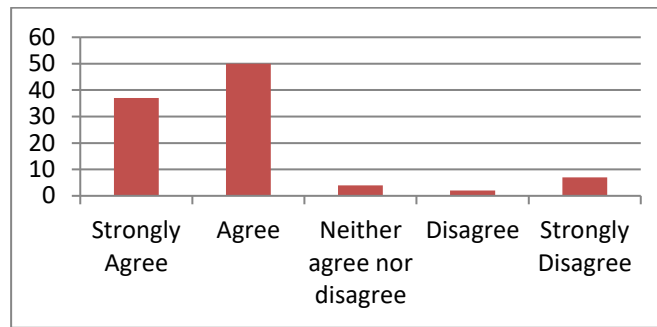
Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents agree with public service advertising the best way of creating knowledge and awareness about social issues. A minority of the respondents disagree with public service advertising the best way of creating knowledge and awareness about social issues.

- Majority of the respondents agree with public service advertising the best way of creating knowledge and awareness about social issues.

**Exhibit-4.5**



**Table-4.7**

**What do you think about Public service advertisements**

	Frequency	Percent
Good effort to make persons aware of	39	39.0
Need of the hour	17	17.0
Sometimes motivational	29	29.0
Rarely affect	11	11.0
Just a waste of time	4	4.0
Total	100	100.0

Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents think that Public Service advertisements a good effort to make persons aware of. A minority of the respondents think that Public Service advertisements as Just a waste of time.

- Majority of the respondents think that Public Service advertisements a good effort to make persons aware of.

**Table-4.8**

**Have you ever noticed public service advertisements on TV**

	Frequency	Percent
Yes, always	28	28.0
Sometimes	67	67.0
No, never	5	5.0
Total	100	100.0

Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents notice public service advertisements sometimes on TV. A minority of the respondents never noticed public service advertisements sometimes on TV.

- Majority of the respondents notice public service advertisements sometimes on TV.



**Table-4.9**

**What types of issues are covered mostly in public ads**

	Frequency	Percent
Health	23	23.0
Agriculture	31	31.0
National Development	25	25.0
Women Issue	12	12.0
Child Development	9	9.0
Total	100	100.0

Source: Primary Data

**INTERPRETATION**

The table indicates the majority of the respondents noticed that agriculture issues are covered mostly in public service ads. A minority of the respondents noticed that child development issues are covered mostly in public service ads

- Majority of the respondents noticed that agriculture issues are covered mostly in public service ads.

**Table-4.10**

**Do you think public service advertisements are**

	Frequency	Percent
Easily understandable by general public	56	56.0
Sometimes confusing	15	15.0
Not quality awareness	5	5.0
Not understandable	7	7.0
Total	100	100.0

**INTERPRETATION**

The table indicates the majority of the respondents think that public service advertisements are easily understandable by the general public. A minority of the respondents think that public service advertisements are not quality awareness.

**5. Findings, Suggestions and Conclusion**

**5.1 Findings**

- 1.Majority of the respondents belong to the group of the gender of male
- 2.Majority of the respondents belong to the age group of 20.
- 3.Majority of the respondents belong to the education group of Graduate.
- 4.Majority of the respondents belong to the income group of 10,001-25,000.
- 5.Majority of the respondents belong to the group of mother tongue Tamil.
- 6.Majority of the respondents are influenced by TV media.
- 7.Majority of the respondents think that Public service advertisements are a good effort to make persons aware of.
- 8.Majority of the respondents notice public service advertisements sometimes on TV.
- 9.Majority of the respondents noticed that agriculture issues are covered mostly in public service ads.
10. Majority of the respondents think that public service advertisements are easily understandable by the general public.

11. Majority of the respondents think that the themes presented in public service advertisements are neutral.
12. Majority of the respondents agrees that public service ads are nicely built in terms of language.
13. Majority of the respondents agrees that public service ads are nicely built in terms of language.
14. Majority of the respondents agree that public service advertising is an effective medium of transferring knowledge and awareness in society.
15. Majority of the respondents agrees that the ad design could affect the class and/or culture.
16. Majority of the respondents think that humour is the best appeal to deliver social messages.
17. Majority of the respondents think Celebrity endorsement is must to achieve the goal.
18. Majority of the respondents sometimes feel the public service advertisements reach the desired audience.
19. Majority of the respondents thinks that the impact of these public service advertisements lasts for 1-5 days.
20. Majority of the respondents would like to change the content in public service advertisements.
21. Majority of the respondents agree with public service advertising the best way of creating knowledge and awareness about social issues.

## 5.2 Suggestions

- Improving public service advertisement content may bring changes in society.
- Now a day's women's issues related news is broadcasted every day, the public service advertisement should be encouraged to bring solutions for women's issue.
- Themes used in public service advertisement are not easily understandable by people so that the theme should be presented in a simple and understandable manner.
- People think humour is the best appeal to deliver social messages but now a day to bring changes on social issues the fear is best appeal to deliver a social message.

## 5.3 Conclusion

An important contribution of this research is in building insights into the understanding of audience perception towards Public service advertising. In support with objectives, there is powerful evidence to suggest that the overall perception of targeted audience towards public advertising is positive. This study was helpful in understanding that audiovisual media support is most important. this ad helped to understand the people overall view among the public service advertisement.

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