

Response towards various Non-Commercial Advertisements among the Public with reference to Coimbatore District

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ABSTRACT

One of the most serious decisions about inventive strategy in advertisements involves the choice of a suitable appeal. As Creative advertisements appeal for product is used to attract the consumer to buy a particular product similarly a nicely built advertisement campaign with different approach is used to influence the feelings of people for an idea or service. The advertisement agencies use different tricks and types of advertisement appeals that influence the mind of the people targeted in a particular group. Through the use of different kind of appeals, advertisement attempts to communicate and influence the behaviour of individuals. Some ads are designed with the objective to appeal to the rational and logical aspect of the people's decision making process and others might try to evoke some desired emotional response. A vast amount of time, money and energy goes into the creative work of developing advertisement appeals to influence the behavior of people. Developing advertisement appeals is a challenging task. It is typically the responsibility of creative people in the advertisement agency. Therefore the researcher aims to analysis five noncommercial advertisements taken for the study to analyse the response. The research undertaken for the study was convenient sampling method. Sample size consists of 1064 respondents. Simple percentage method and multiple responses were used to analysis the data collected and result of the study.

1. Introduction

The Non-Commercial Advertisements are a kind of advertisements which convey the efforts of organisations towards its social responsibility apart from that the general public also gets some benefits through Non-Commercial advertisements (Maheswari R & Suresh G 2013).

The Non-Commercial Advertisements are run by business organisations such as manufacturers or service providers apart from the Government and Non-Governmental Organisations. The contribution to the cause is the cost of obtaining objectives of goodwill, high employee morale and enhanced corporate and brand image, though in certain cases the organisations also seem to make higher sales and increase their market share by taking advantage of social cause Advertisements. The Non-Commercial Advertisements conducted by such advertisers basically falls in two categories; Issues connected in some way to the line of products or services they Manufacture/Provide, and the issues not connected in any way to their Line of Business.

2. Review of literature

Gordon, Chloe & Jones, Sandra & Howard, Steven. (2018) in their study "You could get sick, disgusting: an analysis of alcohol counter-advertisements created by Children Health Educational Research". Observed that Advertisements are persuasive texts are designed to communicate ideas explicitly and implicitly through visual grammar. Counter-advertisements allow students to engage with advertising texts

as creators rather than consumers and challenge media messages. Based on critical media literacy theory, this paper explores how elementary students interpret and redesign advertisements to create meaning. This study focused on the messages which upper-elementary school students created about alcohol following a 10-lesson alcohol media literacy programme. Text from the counter-advertisements (n = 161) was analyses using discourse analysis. The counter-advertisements were also analyses for message content, persuasion strategies and production components using a media literacy framework. The contents of male-targeted, female-targeted and gender-neutral ads were compared using chi-square analysis. The four main themes identified in the discourse and content analysis were 'vomit', 'sick', 'danger' and 'poison', highlighting an emphasis on short-term consequences of alcohol misuse. Sensory (UN) appeal was the most frequently used persuasion strategy, while objects/symbols and colour were the most frequently used production components. The use of these devices differed depending upon the advertisement's target gender. Involving elementary students in the redesign of advertisements is a powerful pedagogy that enables students to demonstrate their understanding of media literacy practices and create health promotion messages.

Hyunjoong Yu and Woonhan Kim (2018) from their study "A Study of Online Advertising Regulation: Focused on Experts' Perception of Advertising with Non-Commercial Content" aim to explore the experts' perception of internet

advertising mixed with noncommercial content and expressions, in a view of protection of the teenagers. The study also aims to supplement lawful and institutional items and to present the possible direction of improvement. The background of the study is the rising voices to meet with the complaints and to yield countermeasures. For this purpose, experts are gathered from business; related public institutions, civil organisations, and academic circles by the triangular test method. The results reveal that present regulatory policies can be strengthened according to both regulation formats and regulation content. It is suggested that separate policies be made between illegal content and harmful content in the area of harmful content to the teenagers. In perspective of regulation method, it is also suggested that policies be based in self-regulation, and, as to illegal content, enhanced methods of public regulation be searched. Based on the results, further regulatory direction and some specific action plans are suggested.

Tucker Catherine (2016) in her research "Social advertisement has explored the effectiveness of social advertising using data from field tests of different ads on Facebook". The author found evidence that social advertising is effective, and that this effect seems to stem mainly from the ability of target based on social networks to uncover similarly responsive consumers. However, *social* advertising is less effective if the advertiser explicitly states that they are trying to promote social influence in the text of their ads. The study suggested that advertisers avoid being overt in their attempts to exploit *social* networks in their advertising.

2.1 Need of the study

This study caters exclusively to the Coimbatore district that exists prominently in India. Many social Advertisement appeals aim to influence the people in a way to create social awareness and bring about a change / shift in the mind sets of people. The message conveyed through advertisement appeals influences the decisions of public. Advertisement uses appeals as a way of persuading people for necessary development. All these advertisements are categorised fewer than five. This five categorised ads how to create awareness. This is the most important to analyse the response of various noncommercial advertisements. Therefore, a humble effort has been made through this research to find out the overall response of noncommercial advertisements among the public in the Coimbatore district.

3. Research Methodology

3.1 Objectives of the study

1. To study the general opinion about noncommercial advertising.
2. To know the level of response towards noncommercial advertising.

3.3 Sources of data

3.3.1 Primary data are collected through questionnaire which was distributed among the youth of Coimbatore region.

3.3.2 Secondary data are collected from journals, publications, books, internet etc.

3.4 Sample Design

- Population of the study is youth of Coimbatore city
- Sample size is 1064.
- Sampling Technique is convenience sampling technique is adopted.

3.5 Limitations Of The Study

- ✓ In spite of best of efforts to minimize all limitations that might creep in course of research there were time constrains for the research.
- ✓ For primary data non response error cannot be ruled out.
- ✓ For this analyse only five categorised ads are considered.

4. 4. Data Analysis and Interpretation

As per the objectives of the paper, the data collected from youth were analyzed and the observations are interpreted and are discussed below.

Frequency Analysis

**Table – 4.1
Demographic Profile of Respondents**

Profile	Variables	Frequencies	%
Gender	Male	710	66.7
	Female	351	33
	Transgender	3	0.3
Age Group	Below-18	220	20.7
	18-25	445	41.8
	25-30	105	9.9
	31-40	143	13.4
	41-58	145	13.6
	above 58	6	.6
Marital Status	Single	698	65.6
	Married	366	34.4
Educational Qualification	No formal Education	107	10.1
	Up to Hr Sec	313	29.4
	Graduate	340	32
	Post-Graduation	149	14
	Diploma/ITI	90	8.5
	Professional Course	65	6.1
Occupational Status	Agriculture	135	12.7
	Student	164	15.4
	Business	92	8.6
	Homemaker	73	6.9
	Govt Employee	82	7.7
	Private Employee	442	41.5
	Professionals	54	5.1
	Retired	2	0.2
	Unable to work	16	1.5

	Defence	4	0.4
Family Income Level	Below 2,400	157	14.8
	2,401-10,000	260	24.4
	10,001-25,000	277	26.0
	25,001-50,000	191	18.0
	50,001-60,000	55	5.2
	Above 60,000	124	11.7
Mother Tongue	Tamil	752	70.7
	Telugu	111	10.4
	Hindi	41	3.9
	Kannada	43	4.0
	Malayalam	43	4.0
	Urdu	12	1.1
	English	4	.4
	Baduga	57	5.4
	Others	1	.1

Source: Primary Data

The Demographic profile of the respondents such as Gender, Age Group, Marital Status, Educational Qualification, Occupation, Family Income Level and Mother Tongue is given in Table 4.1.

Out of 1064 respondents, 66.7 % of the respondents are Male, 33% of the respondents are female and the remaining 0.3% respondents are transgender.

A good majority of the respondents are disposed of in the Age Group of 18-25.

The predominant literacy groups 33 % of the respondents are graduates, Then 29.4 % of the respondents completed up to Hr Secondary, 14 % of the respondents are postgraduates, 10.1 % of the respondents belong to illiterate and the remaining portion 6% comprised of professionals.

Among the respondents 65.6 % of the respondents are unmarried and 34.4 % of the respondents are married.

A close look at the respondent's occupation: 41.5 % of the respondents are private employees, 15.3 % of the respondents are students, 13.2 % of the respondents are agriculturist, 8.6 % of the respondents are doing business, 6.9 % of the respondents are homemakers, 7.7% of the respondents are govt employees, 0.2 % of the respondents are retired and 1.5 % of the respondents are unable to work, 0.4% of the respondents are defense.

Majority of the respondent's family income level is Rs.10,001-25,000 per month. Then followed by Mother Tongue Tamil is predominant with 70.7%.

Exhibit -4.1

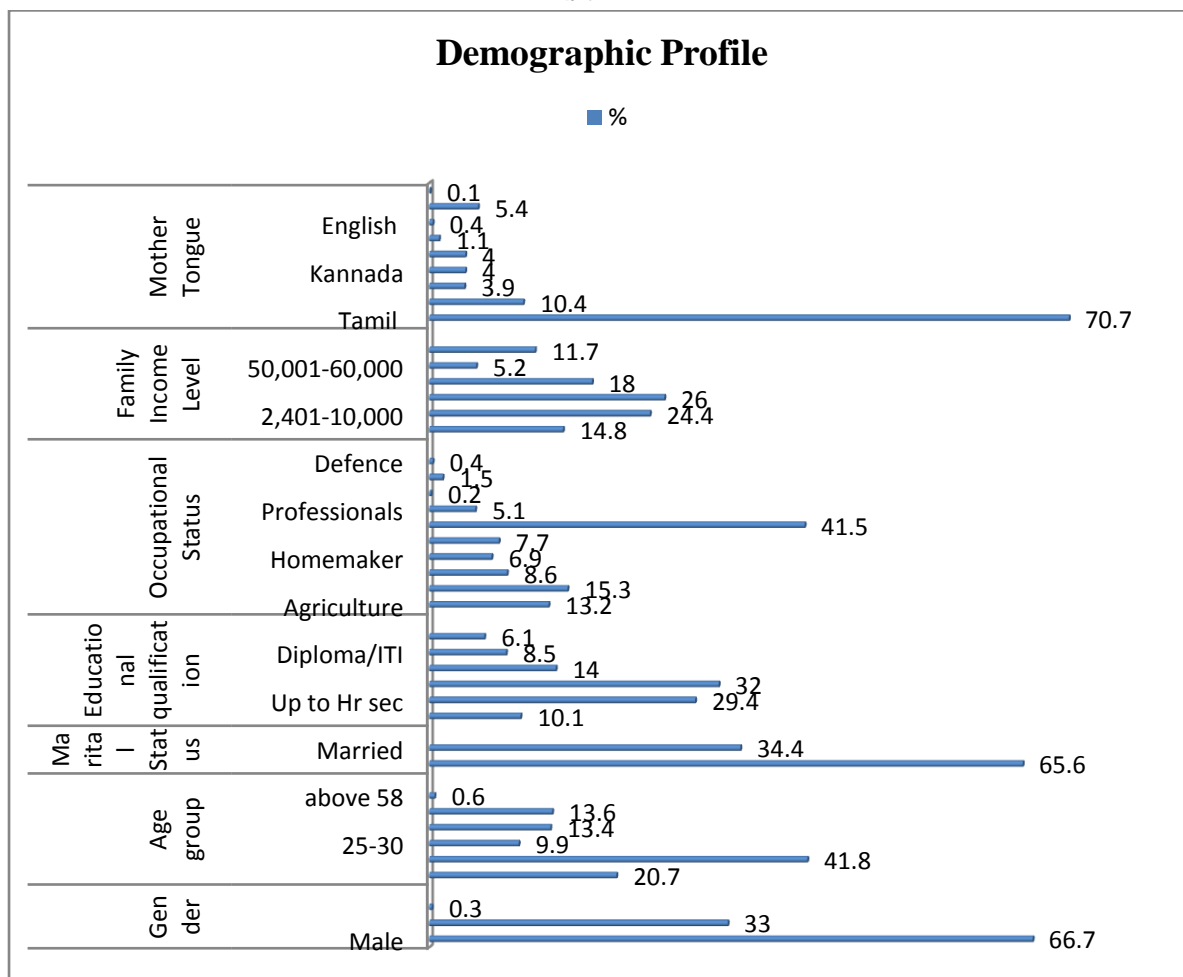


Table – 4.2
Most Preferable Media to get information about Non-Commercial Advertisements

SL.NO	Media	Frequency	%
1	Audiovisual	752	70.7
2	Print	234	22.0
3	Others	78	7.3
Total		1064	100

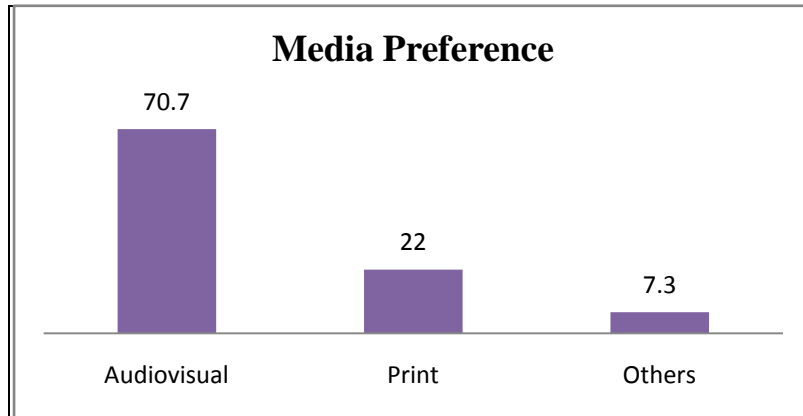
Source: Primary Data

It is understood from the above Table-4.2 that the respondents who prefer media to get information about Non-commercial Advertisements, 70.7% of the respondents prefer

audiovisual, print media chosen by 22% of respondents, and only 7.3 % of the respondents prefer other media.

It is observed that majority of the respondents prefer Audiovisual media.

Exhibit -4.2



Multiple Response Analysis

The frequency Table for multiple responses set with variables coded as dichotomies provides similar information to the frequency Tables for individual variables, but the results are more compact and some extra information is available. N is the number of customers that subscribe to each item. The

Percent column reports the percentage of total responses represented by each item. This is not easily available from individual frequency Tables. The Percent of Cases column is the percentage of valid cases represented by each service, so these numbers do not account for customers without services.

Table -4.2
Multiple Responses for Health Advertisements

Health Advertisement Frequencies				
		Responses		Per cent of Cases
		N	Per cent	
Health Advertisements ^a	AIDS awareness	1028	13.5%	99.5%
	Immunization	403	5.3%	39.0%
	Malnutrition	388	5.1%	37.6%
	Sanitation	409	5.4%	39.6%
	Age gap between children	436	5.7%	42.2%
	Child Health and nutrition	470	6.2%	45.5%
	Pulse Polio	401	5.3%	38.8%
	Delivery at Hospitals	426	5.6%	41.2%
	Safe drinking water	473	6.2%	45.8%
	Rural Health	444	5.8%	43.0%
	Use Toilet	604	7.9%	58.5%
	Organic foods	423	5.5%	40.9%
	Drinking/Smoking	564	7.4%	54.6%
	Family planning	466	6.1%	45.1%
	Others	702	9.2%	68.0%
Total		7637	100.0%	739.3%

The above Table-4.2 shows the respondents to Health Advertisements. Out of 1064 sample taken for the study, 13.5% of respondent's opted for 'AIDS awareness' with high response where as 5.1% of respondent's opted for 'Malnutrition' with low response.

It is evident that majority of the respondents are response to 'AIDS awareness' Advertisements followed by least response to 'Malnutrition'.

Table -4.3
Multiple Responses for Women Development Advertisements

\$Women Development Frequencies				
		Responses		Per cent of Cases
		N	Per cent	
Women Development ^a	Girl education	475	8.5%	47.2%
	Self help groups	424	7.6%	42.1%
	Antenatal care	401	7.2%	39.9%
	Female foeticide	459	8.2%	45.6%
	Emergency contraceptive pills	483	8.6%	48.0%
	Declining sex ratio	397	7.1%	39.5%
	Dowry prevention	644	11.5%	64.0%
	Women equality	411	7.3%	40.9%
	Breast cancer	510	9.1%	50.7%
	Mother feeding	464	8.3%	46.1%
	Sanitary pad	486	8.7%	48.3%
	Others	453	8.1%	45.0%
Total		5607	100.0%	557.4%

Source: Primary Data

The above Table-4.3 shows the responses to Women Development Advertisements. Out of 1064 sample taken for the study, 11.5% of respondent's opted for 'Dowry prevention' with high response where as 7.1% of respondent's opted for 'Declining sex ratio' with low response.

It is evident that majority of the respondents are response is to 'Dowry Prevention', followed by 'Declining sex ratio' has least response.

Table -4.4
Multiple Responses for National Development Advertisements

\$National Development Frequencies				
		Responses		Per cent of Cases
		N	Per cent	
National Development ^a	Literacy	514	8.1%	50.4%
	Sanitation	431	6.8%	42.3%
	Rural development	522	8.2%	51.2%
	Food security bill	500	7.9%	49.0%
	Vote for the best	475	7.5%	46.6%
	Need for aadhar	467	7.4%	45.8%
	Economic Census	525	8.3%	51.5%
	Birth registration	535	8.4%	52.5%
	Tax filing	559	8.8%	54.8%
	Swachh bharath	510	8.0%	50.0%
	Agriculture Development	666	10.5%	65.3%
	Others	648	10.2%	63.5%
Total		6352	100.0%	622.7%

Source: Primary Data

The above Table-4.4 shows the responses to National Development related Advertisements. Out of 1064 sample taken for the study, 10.5% of respondent's opted for 'Agriculture Development' with high response where as 6.8% of respondents opted for 'Sanitation' with low response.

It is evident that majority of the respondent's response is to 'Agricultural development' related Advertisements and followed by least response goes to 'Sanitation'.

Table -4.5
Multiple Responses for Environmental Issues Related Advertisements

\$Environmental Issue Frequencies				
		Responses		Per cent of Cases
		N	Per cent	
Environmental Issues ^a	Save oil & gas	657	21.9%	68.0%
	Tree plantation	357	11.9%	37.0%
	save water	501	16.7%	51.9%
	Plastic banned	460	15.3%	47.6%
	Bird conservation	503	16.7%	52.1%
	Others	525	17.5%	54.3%
Total		3003	100.0%	310.9%

Source: Primary Data

The above Table-4.5 shows the response to environmental issues related Advertisements. Out of 1064 sample taken for the study, 21.9% of respondent's opted for 'Save oil & Gas' with high response where as 6.8% of respondents opted for 'Tree plantation' with low response.

It is evident that majority of the respondent's response is more to 'save oil and gas' related Advertisements and followed by 'Tree plantation' related Advertisements got least response.

Table -4.6
Multiple Responses for Corporate Social Responsibility Related Advertisements

\$Corporate Social Responsibility Frequencies				
		Responses		Per cent of Cases
		N	Per cent	
Corporate Social Responsibility ^a	Tata (Jaggo Re/Educational Services)	526	10.2%	52.3%
	Idea Cellular (Save trees)	544	10.6%	54.1%
	The Hindu (Parliamentary Behaviour)	461	9.0%	45.8%
	Times of India (Lead India)	470	9.1%	46.7%
	CRI Pump Co (Hospital)	522	10.1%	51.9%
	Kalyan Jewellers (School renovation)	496	9.6%	49.3%
	Sakthi Masala Products (Save water/Support Disables)	472	9.2%	46.9%
	Hindustan Unilever (Scholarship)	430	8.4%	42.7%
	Shanthy Gears (Shanthy Social Services)	405	7.9%	40.3%
	Ramco Cements (Educational services)	136	2.6%	13.5%
	PRICOL, LMW Co Ltd (Village adoption)	147	2.9%	14.6%
	Kirtilal Kalidas (Tree Plantation)	142	2.8%	14.1%
	Senthil Group of co (Students Scholarship)	143	2.8%	14.2%
Others	251	4.9%	25.0%	
Total		5145	100.0%	511.4%

Source: Primary Data

The above Table-4.6 shows the responses to Corporate Social Responsibility related Advertisements. Out of 1064 sample taken for the study, 10.6% of respondent's opted for 'Idea Cellular (Save trees)' with high response where as 2.6% of respondents opted for 'Ramco Cements (Educational services)' with low response.

It is evident that majority of the respondent's response is more for 'Idea Cellular (Save trees) related Advertisements and followed by 'Ramco Cements (Educational services)' ads got least response.

5. Findings and Suggestions

Findings

- Out of total respondents 66.7 % of the respondents are male, 33% of the respondents are female and the remaining 0.3% respondents are Transgender.
- A good majority of the respondents are disposed in the Teen Age Group of 18-25.
- The predominant literacy groups 33 % of the respondents are graduates.
- Among the respondents 65.6 % of the respondents are unmarried and 34.4 % of the respondents are married.
- Looking at the respondent's occupation 41.5 % of the respondents are private employees.
- Majority of the respondent's family income level is Rs.10,001-25,000 per month.
- Mother tongue Tamil is predominant with 70.7%.

Suggestions

- As most of the sample population feel that audio-visual media is a dominant media to create

awareness every type of advertisers should give more importance to audio visual media as well as other media for effectiveness of Non-Commercial advertisements.

- As most of the sample population feels that Non-commercial Advertisement is the best way of creating awareness and knowledge in the society therefore, these advertisements should be given more importance to create aware in the society about many categories.

6. Conclusion

After detailed research, the study concludes with a view that there are significant changes are to be carried out to improve awareness about the Non-Commercial advertisements. Positive changes have to be contributed by the Government, NGOs, Corporates and others. The social responsibility and view of the general public towards Society, Education, and information provided by the different informers have to be taken positively and those who come across should inform others to spread maximum knowledge and benefits.

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