

# A Perceptual Study on Noncommercial Advertising Among Youth

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**Abstract:** Important aspect of the present research is studying the perception of social advertising with reference to 'youth.' Youth has been particularly selected for this study for several reasons. Firstly, the sheer proportion of this segment in the population calls in for attention. Size-wise youth dominates the half Indian population comprised of youth of Less than 25 years. Advertising is a powerful medium of mass communication it is used to inform, educate and motivate the youth among social interest issues. Therefore the researcher aims to analysis 11 noncommercial advertisements taken for the study to analyse the Perception. The research undertaken for the study was convenient sampling method. Sample size consists of 100 respondents. Simple percentage method was used to analysis the data collected and result of the study.

**Keywords:** Advertising, Noncommercial advertising.

## I. INTRODUCTION

Many government and non-government organizations working for the welfare of society need media to communicate with people. They place advertisements in media to promote social issues and bring about positive behavior changes among the youth. This type of advertising is called social advertising. Commercial advertisements promote products and services while social advertisements have some other purposes. 11 noncommercial advertisements taken for the study to analyse the Perception related to social issues like family planning, HIV/AIDS, female foeticide, child education, sex determination and many other advertisements come under this category.

## II. REVIEW OF LITERATURE

**Michael T. Ewing (2013)** in his study "*The Good News About Television: Attitudes Aren't Getting Worse Tracking Public Attitudes toward TV Advertising*" Have explained Periodically tracking public sentiment toward television advertising (TVA) is an important barometer for the advertising industry and its myriad stakeholders. To date, however, most studies of consumers' attitudes to TVA have been cross-sectional. The author alternatively, provides a quasi-longitudinal examination of Australian attitudes toward TVA across four time points (2002, 2005, 2008, and 2010). Findings suggested that although attitudes toward TVA are generally negative, in fact they have not deteriorated over time. Considerable scope consequently exists for improving consumer attitudes toward TVA.

**Kostova Deliana and Blecher Evan (2013)** discussed in their research "*Does Advertising Matter? Estimating the Impact of Cigarette Advertising on Smoking among Youth in Developing Countries*" has focused to evaluate the impact of cigarette advertising on smoking among youth in developing countries. Using micro-level data from 19 developing countries, they examined the structural relationship between smoking behavior and advertising exposure and the reduced-form relationship between smoking and advertising bans. Instrumental variables are used to address the endogeneity of advertising exposure. Country-specific unobserved heterogeneity is further reduced by controlling for measures of antismoking sentiment and cigarette prices. After accounting for the endogeneity of advertising, the authors found that the positive correlation between smoking and advertising exposure in their sample could largely explained by the disproportionately higher propensity of smokers to observe advertising rather than a direct causal effect of advertising on smoking.

**Narang Yogita, Narang Atul, and Nigam Shalini (2012)** in their research on "*Effect of Public Service Advertising and the Effectiveness of Media- an Exploratory Study of Four Campaigns*" have discussed the effects of media-based communication campaigns, to determine the degree of impact of campaigns effectiveness. Advertising is a form of communication intended to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals, or services. Same advertising techniques can be used to promote commercial goods and services and also to inform, educate and motivate the public

about non-commercial issues, such as save paper, protection of environment, political ideology, and deforestation. While advertising can be seen as necessary for economic growth, it can be with social message also. Advertising is increasingly invading public spaces, such as schools, frequently using psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer. In today's times companies are trying to garner and gain goodwill alongside monetary profits, so it is important for organizations to do something to inform, educate and motivate the public about non-commercial issues. Also advertising agencies in India are using three basic media for advertising; television, radio and print. Thus the paper attempts to know which media is the best to get the message through and how far does it actually impact the thinking of the target audience. The authors concluded by identifying the Tata Tea "Jaago Re" Movement as the most influential communication campaign out of the four campaigns under study, television as the best media of communication and some strategies for an effective communication campaign.

**Wakefield Melanie, Flay Brian, Mark Nichter and Giovino Gary (2003)** in their research "*Effects of Anti-Smoking Advertising on youth Smoking*" have reviewed on empirical studies, encompassing community, trials and field experiments, and evaluated government funded anti smoking campaigns, ecologic studies of population impact of anti smoking advertising on teenagers. They concluded that anti smoking advertising appeared to have more reliable positive effects on those on in pre adolescence by preventing commencement of smoking, experience or a combination of the two. In addition it was evident that social group interactions through family, peer and cultural contexts played an important role in reinforcing, denying or neutralizing potential effects of anti smoking advertising. Although there was some research to suggest that advertising genres that graphically depict the health effects of smoking, emphasize social norms against smoking and portray tobacco industry as manipulative can positively influence teenagers, these findings were far from consistent. Finally the effects of anti smoking advertising on youth smoking was enhanced by the use of other tobacco control strategies and may be dampened by tobacco advertising and marketing overall. The findings of the review indicated that there was no single recipe for anti smoking advertising that leads to reduction in youth smoking. Anti smoking advertising.

### III. RESEARCH METHODOLOGY

#### OBJECTIVES OF THE STUDY

1. To study the likability of noncommercial advertising.
2. To know the perception of noncommercial advertising.

#### NEED OF THE STUDY

This study caters exclusively to the Coimbatore district that exists prominently in India. Nearly this youth population is characterized by low literacy levels, fatalistic attitude, less means and less exposure to mass media. Population is not only differs in these characteristics but in ideology also. But it is surprising to note that there are very few studies that focus on these factors. Noncommercial advertisements need to cater to the youth. But the same types of advertisements are being broadcast for both the urban and rural population. It is seen that there is no clear cut segmentation while delivering noncommercial messages through ads. Because of this lacuna, the youths are sometimes not even aware of the issues and their seriousness. *Thus they not only fail to see the relevance of the issue in their lives, but the noncommercial advertisements also fail to have the desired effect on the minds of the target audience.*

Therefore, a humble effort has been made through this research to find out the overall perception of noncommercial advertisements among the youth in the Coimbatore district. Awareness throws light on the knowledge about noncommercial ads, likeability talks about noncommercial issues favoured by people and reasons for those issues to get preference. Effectiveness will guide the ad makers and other agencies involved in noncommercial advertisement how to use awareness and likeability to make advertisements more influential. The litmus test of any noncommercial is its ability to initiate people into something new i.e. to bring about an attitudinal change which has been also studied in detail. There are very few studies regarding noncommercial advertisements in India. This research study will try to fill these gaps.

#### SOURCES OF DATA

1. **Primary data** are collected through questionnaire which was distributed among the youth of Coimbatore region.
2. **Secondary data** are collected from journals, publications, books, internet etc.

#### SAMPLE DESIGN

1. **Population of the study** is youth of Coimbatore city
2. **Sample size** is 100.
3. **Sampling Technique** is convenience sampling technique is adopted.

#### LIMITATIONS OF THE STUDY

1. In spite of best of efforts to minimize all limitations that might creep in course of research there were time constrains for the research.
2. For primary data non response error cannot be ruled out.

## DATA INTERPRETATION

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

### 1. Gender of the respondents

Sl.No	Gender	No of respondents	%
1	Male	63	63
2	Female	37	37
Total		100	100

Source: Primary

Result: majority of the respondents belongs to the male respondents

### 2. Family type of the respondents

Sl.No	Family Type	No of Respondents	%
1	Joint family	52	52
2	Nuclear family	48	48
Total		100	100

Source: primary data

Result: majority of the respondents are belongs to joint family

### 3. Noncommercial advertising

Sl.No	Social advertisements	No of Respondents	%
1	AIDS awareness	21	21
2	Eye donation	12	12
3	Save water/oil/electricity	6	6
4	Pulse polio	2	2
5	Blood donation	17	17
6	Girl child education	5	5
7	Against drunken drive	6	6
8	Family planning	1	1
9	Stop female foeticide	9	9
10	Breast feeding	8	8
11	Swachh bharath	12	12
12	Others	1	1
Total		100	100

Source: Primary Data

Result: it is obvious that majority of the respondents aware about AIDS awareness.

### 4. Youth Perception towards Noncommercial advertisements

Sl.No	Perception	No of Respondents	%
1	Good effort to make aware	38	38
2	Need of hours	22	22
3	Sometime motivates	31	31
4	Rarely affect	4	4
5	Just waste of time	5	5
Total		100	100

Source: Primary Data

Result: it is obvious that majority of the respondents think about good effort to make awareness.

## IV. FINDINGS and SUGGESTIONS

### Findings

- Majority of the respondents belongs to the male respondents.
- Majority of the respondents are belongs to joint family.
- It is obvious that majority of the respondents aware about AIDS awareness.
- It is obvious that majority of the respondents think about good effort to make awareness.

### Suggestions

- ✓ It refers to those health related advertisements spread social consciousness among the youth and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic.
- ✓ Today Social advertising has become very popular and is considered to be one of the most effective means to create social awareness and bring about a change/shift in the mindsets of people.

## V. CONCLUSION

The general findings focus on various aspects of social advertising and the effect within which the social advertising is promoted in India. The findings are concerned with the level of awareness about AIDS awareness creates good impact among the youth in Coimbatore. The findings also analyse the sample's degree of exposure to these social advertisements and effectiveness of the social advertisements in terms of their ability to bring about any attitudinal change in the subjects. The general attitude of youth towards use of fear or disturbing appeals in social advertising in India was positive. The findings led to a conclusion that most of the subjects found such advertisements to be genuine or partially true but did not find them unreal.

## REFERENCES

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