Abstract
India is one of the developing countries of the world. Many social issues and problems are the barriers in the development of the nation. Social service Advertisement is the best method to create knowledge and awareness in society. The Social Advertising refers to those advertising efforts which are done to bring awareness in the country towards social issues or problems that hinders the national development. The main objective behind this advertising is to spread social consciousness among the masses and promote important social issues which generally go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic. This type of advertisements noticed by the general public in a different way. The study deals in detail about the factors which influence the effectiveness of social service advertisements. This study will help to know the views of people about different aspects of advertising as well as highlight the perception of people towards social advertisements. The study deeply focuses on the effectiveness & popularity of celebrities endorsed social advertisements on audience’s mind. The study was conducted on 200 subjects from Chandigarh city as well as from nearby two villages Dhanas and Naya Gaon..

1. Introduction
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. No doubt, it is the need of hour to deliver such social messages time to time. Traditionally government and non-profit organizations have been engaged in promoting such issues. The scenario however has changed with many big corporate also initiating campaigns for social causes like Tata
Chanchal Sachdeva Suri: Social Service Advertisements And Factors Effectiveness: A Study Based On Chandigarh City & Near By Villages

Social service advertisements’ goal is not to make a big scale profit but rather to change public opinion and raise awareness in the society of all the necessary issues. Advertisements related to social issues like family planning, HIV/AIDS, female foeticide, child education, sex determination and many other advertisements come under this category. These advertisements are not very much costly. Sometimes big celebrities like Amitabh Bachchan, Aamir Khan, Vidya Balan, Sachin Tendulkar are also used to deliver or convey social messages to people in the form of social advertising.

The importance of Social advertising has been realized in 1970’s in India and several researchers have contributed to increase the awareness of Social advertising. Today the advertising world is witnessing a sudden increase in advertisements with social messages. It is all about applying marketing and advertising principles to promote various social issues such as healthcare, wildlife protection, environment protection etc. Television social advertisements continuously have the competition between any other advertisements. Mostly there will be differences in the quality, production, budget, format, message presented by the spokesperson and so on.

2. Objectives of the study
   i.) To study the perception of people towards social advertisements.
   ii.) To study the views of people about different aspects of advertising.
   iii.) The impact of Celebrities endorsed social advertisements on audience’ mind.

3. Hypothesis of the study
   i.) People don’t like the content and appeal used in social service advertisements.
   ii.) Health advertisements appear more frequently than other social ads.
   iii.) People trust celebrities endorsed social advertisements.

4. Research Methodology
   The method adopted for this study was survey method. The researcher has chosen Random sampling, Accidental Sampling Technique or convenience sampling. The population of the study comprised of 200 males/females, educated/uneducated and rural/urban people of Chandigarh city and two nearby villages Dhanas and Naya Gaon. A structured questionnaire was prepared to study the opinions of selected sample population. The questions or statements regarding content of Social Service ads and the perception about SSAS have been included in the questionnaire. The researcher collected the data personally in two months of November-December 2014. The responses of the subjects have been analyzed. The tables have been formed and the significance of difference has been tested by applying Chi Square Test.

5. Literature Review
   According to Sitra’s report (2006) on Media in the New Society: The Changing roles of Media in the New Society stated that the role of the media is influential in social change and social innovation processes. The role of the media in social change can either be progressive or conservative. Media can support the renewal of society by introducing new, constructive angles and new knowledge. It can question prevailing operative models and paradigms. The media can, however, also impede progress and cast doubt on warranted social reforms or take a passive stance in a change situation.
Shitole and Bageshree in their research on Social Advertising and Youth studied the awareness and general attitude towards social advertising in India. For the research two tools questionnaire and audio-video (AV) presentation were used. AV presentations were shown to young people and then they were interviewed through a questionnaire. It was found that the recall of social ads with celebrities was higher than social ads without celebrities. It was also found that celebrities had generated people’s interest in advertisement and they perhaps remember the ads only because of the celebrities included in it. Recall of the social ads having film based celebrities was higher than the television based celebrities. When the fear appeal of advertising studied it was found that the recall of social ads having fear appeal was significantly higher than social ads without fear appeal. Fear factor makes social advertisements affective though they are less entertaining. It was also concluded that the recall of PSA shown exclusively was considerably higher than for PSA shown amidst commercial ads. The more the clutter, the lower the levels of ad recall. It was observed that the overall recall for PSA on television was higher than that presented for papers/magazines. It was concluded that audio-video medium is more powerful as compared to non audio video medium. It was also found that the overall recall of Public Service Advertisements shown repeatedly was higher than that for the PSAs shown only once.

Anjali Pahad and Anvita Upadhyay in their study tried to find out the present status of social advertisements and the opinions of people about social advertisements. In the study, the researcher collected the social ads of two Hindi national dailies namely Dainik Jagran and Hindustan for two months. For the content analysis two health advertisements about Polio and HIV were selected on the basis of their frequency and consistency in the newspapers. The ads were analyzed on three main aspects occurrence, presentation and the main content. It was found that these newspapers are restricted mainly to some social areas namely health and education. They are well presented with simple and easy content. But it was found that repetitions exist in the visuals and their write ups of these social ads. It was also monitored that social ads mostly covered in the middle page of newspaper. Controversial messages which would create problems and disputes in society were avoided in social ads. When 100 citizens of Sultanpur city participated in focus group discussions (FGD) they opined that social advertisements occurred sometimes in the newspapers. Around 50% of the respondents had opined that effective content were presented in social ads whereas for other 49% respondents content were not so effective. Overall 55% of the total respondents were of the view that social advertisements were occurred more in newspapers.

Farquhar et al. and Mayer et al under Stanford heart disease prevention programme conducted the Three Community Study to know the effectiveness of a campaign regarding cardiovascular diseases. For this study, the investigators selected three very similar communities with an average of 14000 people in Northern California. Two of these towns shared the same TV and radio stations, and were chosen to receive an extensive mass media campaign; the third town received no campaign and served as a control community because it was relatively distant and isolated from media in other towns. The media campaign lasted for two years and consisted of warnings and information concerning smoking, diet and exercise. The media include TV, radio, newspapers, posters and material sent through mail. To evaluate the success of campaign the researcher randomly selected hundreds of 35-54 year old men and women from each community and interviewed them annually. The evidence showed substantial improvement in cardiovascular risk factors in communities receiving an intensive media campaign. The successful use of mass media messages in the Stanford project vividly demonstrated the potential of media health campaigns in...
influencing important health behaviors. This campaign provided a major impetus for generating subsequent community intervention projects featuring a central media component.

- A study has been done on the effect of public service announcement in television by Suganya Manickavelan. The main objectives of the study are To find the influence of the appearance of celebrity and the effect of their presence on the viewers, To find if appearance of the celebrity in PSA truly fulfills the goals of making such PSAs, To find out the reach of the recent government PSA among public, To find out the right medium of media in telecasting the PSA to make it more. The method adopted for this study survey method. The researcher has chosen Random sampling with the age group of 16-30. Around 130 samples attempted in this methodology with the multiple choices based and some of the questions are open view. The survey has 108 responds, which was directly attempted, and 22 responds attempted through online survey. Through this survey, the researcher found that there is awareness among public about the public service announcement. According to the Survey, among 130 respondents, 116 people said that they would watch advertisements when compared to people who do not watch advertisements and some mentioned that they would see advertisements rarely. 84% of people mentioned that they are aware of Public service announcement that has been viewed and listened or some other medium that they have come across. Therefore, by this survey, public have come across Public Service announcements and it has influenced public too. By this survey, television medium delivers more public service announcements showing below figure. 60% people pointed out that television medium delivers more public service announcements and 22% has pointed out Radio as second medium which often telecasts public service announcements. PSA’s more often is telecasted in Doordarshan where about 47% respondents have chosen DD channel out of 13 channels. Public have agreed that if celebrities appears in the PSA it is influencing people and it reaching them which is exhibited in the below figure. And they have mentioned the influence on the presence of celebrities in such PSAs. The main drawback as said by public is dubbing and the quality visuals done in the video. The message is lengthy and not very catchy messages are delivered. Less creativity production is done. The content is dull, boring and colorless presentation in the Government made visuals. The output is poor. It is not much attractive. Voice sync, effectiveness and interesting story content are missing.

6. Analysis and Interpretation

The population for the study comprised of 200 subjects from which from Chandigarh city and from nearby two villages Dhanas and Naya Gaon. From this 200 subjects 126 were male (90 urban and 36 rural) and 74 females (53 urban and 21 rural).

6.1 Type of SSA Noticed

Many types of social service advertisements like health, environmental issues, woman and child development and community service etc are usually appear on TV. The subjects were asked about these types of social service advertisement notice by them. 43% of the sample noticed heath ads like polio drops, sanitation, malnutrition and immunization etc on TV. National development ads on issues like Aadhar card, athithi devo bhav and literacy have been noticed by 32% subjects while woman development ads have been noticed by only 12% of the sample audience. And approximately 10 % sample noticed agriculture ads and only 2% replied that child development ads mostly appear on Indian TV as shown in the following chart.
Hence Hypothesis is proved from the data collected that people noticed health advertisements more frequently than other social.

6.2 Themes Of SSA
Every advertisement presents some story. This story conveys the message that the advertiser wants to convey. It is of many types comfort, patriotism, pride and achievement etc. when the subjects were asked about the theme used in Social service advertisements, 48% of them are of the view that these ads present natural theme and 30% think that theme is informative. Only 22 subjects are of the view that it is boring. No significant difference is found area wise, gender wise and education wise as far as theme of social service advertisements is concerned.

6.3 Appeals Of SSA
Advertisers use different types of appeal like fear, humour, satire, tragedy and personal appeals as a way to persuade people towards the product, service or idea. In social ads also it is an important factor to change the mind-set of individuals. The subjects in the survey were of the opinion that tragedy and fear both appeals should be used to deliver social messages through advertisements. They think that the tragedy and fear force the people to take active part in the activity or to follow some idea.

6.4 Celebrity Involvement
Big corporate, government or most of the advertisers endorse celebrities in their advertisements. Celebrities are the individuals who are very popular among people. The celebrity plays the role of a source in advertising it is usually believed that if the source is credible in a communication process then the acceptance of message is high. According to “Friedman and Friedman”, a celebrity endorser
is an individual who is known to public (actor, sports figure and entertainer) for his or her achievements in areas other than that of the product class endorsed.”

It is the result of Pulse Polio campaign by Amitabh Bachan that According to UNICEF, only one case of polio was reported in India in 2011, as against 741 cases of polio in 2009. In 2008, The tourism ministry appointed Aamir Khan to endorse the campaign Athithi Devo Bhav. The main aim of campaign is to educate to preserve India’s heritage, culture and hospitality. In the present study about 90% subjects also agreed that social messages are best conveyed with the help of celebrities that proved the hypothesis of the study. While only 9% of the subjects think that celebrity endorsement is the waste of money.

### 6.5 Quality Of Language

<table>
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<th></th>
<th>Urban</th>
<th>%ge</th>
<th>Rural</th>
<th>%ge</th>
<th>Total</th>
<th>%ge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>21</td>
<td>14.7</td>
<td>6</td>
<td>10.5</td>
<td>27</td>
<td>13.5</td>
</tr>
<tr>
<td>Agree</td>
<td>92</td>
<td>64.3</td>
<td>32</td>
<td>56.1</td>
<td>124</td>
<td>62</td>
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<tr>
<td>Neither Agree Nor Disagree</td>
<td>9</td>
<td>6.3</td>
<td>13</td>
<td>22.8</td>
<td>22</td>
<td>11</td>
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<tr>
<td>Disagree</td>
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<td>12.5</td>
<td>5</td>
<td>8.8</td>
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<td>Total</td>
<td>143</td>
<td>57</td>
<td>57</td>
<td>57</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

\[X^2 = 11.589\quad df=3\quad p=0.0089\]

Language is the most important part of advertisement. Success of an advertisement campaign somewhat depends on the language used. Advertisers use the manipulation of language to create claims. In the present study, about 76% subjects were satisfied with the quality of language presented in social service ads. But the opinions of the urban and rural areas differ significantly. The thinking of the urban people is comparatively more favorable than the rural masses. The percentage of rural people is more than that of the urban who could not decide about the quality of language as shown in table-1.

No significant difference is found in age wise and education wise but significant difference is found area wise as far as for taking as quality of language is concerned.

### 6.6 Creation And Knowledge By SSA

For an advertisement to be socially successful, it could be designed to educate or motivate target customers to undertake socially desirable actions. These are often meant for promoting any health and wellbeing issues, such as programs to educate and create awareness about drugs, diseases and other social issues. The results of the subjects regarding social service advertisements aim is depicted in the below chart. As far as the creation of knowledge and awareness by social service advertisement is concerned, about 86% subjects are of the same opinion that SSAS is the best way for creating knowledge and awareness in the society. While only 14% think that this is not the best way to create knowledge about social issues.

### 7. Suggestion To Change The Aspect Of SSA

When subjects were asked about suggestions regarding change in the aspects of social service advertisements, 55% are of the view that they want a change in content and 18% think that presentation should be improved Hypothesis about content and appeal is proved here. Because 55% subjects want a change in content because they don’t like and 15% are of the view that appeal should be changed as shown in table 2. Only 12% think that design should be changed.
Table 2: Gender-wise suggestions regarding change in aspects of Social Ads

<table>
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<tr>
<th></th>
<th>Male</th>
<th>%ge</th>
<th>Female</th>
<th>%ge</th>
<th>Total</th>
<th>%ge</th>
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</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>19</td>
<td>15.07</td>
<td>16</td>
<td>21.62</td>
<td>35</td>
<td>17.5</td>
</tr>
<tr>
<td>Content</td>
<td>68</td>
<td>53.9</td>
<td>42</td>
<td>56.75</td>
<td>110</td>
<td>55</td>
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<tr>
<td>Total</td>
<td>126</td>
<td>74</td>
<td>74</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

\[ X^2 = 5.0221 \quad df = 3 \quad p = 0.1702 \]

Hence no significant difference is found area wise, gender wise and education wise as far as change in the aspect of Social service advertisement is concerned.

8. Conclusion

Social advertisements are the advertisements which are made on social issues or for public awareness. Health awareness ads are mostly noticed by people. About 50% people want to change the content used in these ads. People are also of the opinion that Celebrity involvement is must to achieve the goal.

9. References