



SOCIAL ADVERTISEMENT: SPECTATORS PREFERENCE & OPINION ON SOCIO-ECONOMIC EMPOWERMENT

Dr. Khushboo Sharma* Alka Gupta**

**Associate Professor, School of Management Studies, Sangam University, Bhilwara*

***Research Scholar, Sangam University, Bhilwara.*

Abstract

Socio Economic Empowerment is thus the totality of capability like decision making, self-power, self-awareness and having access to resources to create one's life personal as well as community with an ability to change the mindset of society. A self-initiated process is to be designed for conversion from powerless to powerful and overcoming stigma. Control over resources and intrinsic capabilities can enhance greater self-confidence to overcome the external and internal barriers. Gender empowerment at social and economic level is removal of social challenges and gender-based discrimination. The process of women empowerment can be conceptualized in form of various aspects like socio political participation, economic independence, ownership, community leadership and ability to protect themselves. Economic empowerment means a continuous process which leads an individual towards opportunities and availability of economic resources like employment, financial services, skill development to ensure excess and liberty of control over economic decision making. Country like India where people are still poor and undeveloped specially in the rural areas, only think of a livelihood for economic stability. Income generation activities purpose is to have forward and backward linkage with the broad objective of making individuals specially women with provision of training, a chance to become self-reliant. Social empowerment means a change in the power distribution and decision-making attitude with stable interpersonal relation and affirmative policies for social justice and equality so that an environment is created for development of women by realizing their potential.

Keywords: *Social Advertisement, Socio-economic Empowerment, Spectators ,Preference, Opinion.*

Introduction

The competitive business environment around the globe has made advertisement an important tool for every organization to create a buzz in the society. The fast-changing world in all spheres of business, society and culture, the changing role of marketing is determined through effective advertisement. Advertisements can be of different types depending upon their concern and scope. Such advertisements which contain messages about social issues and creates publicity about human concerns are called non-commercial advertisements. They generally create awareness regarding critical issues and educate people to lead a better life in terms of socially relevant issues like optimum utilization of resources, conservation of water, save energy, health issues, family welfare, unsocial behavior, literacy, etc. the main purpose of such communication is attributed to delivering message to the society regarding social cause, social issues, social habits, social behavior, social law & order and social upliftment. The gradual increase in the use of advertising for non-commercial messages has created a significant change in the social attitude of people regarding propagation of social cause where the bureaucratic organizations are also dwelling in this area and have been successful to an extent regarding social ethics on child labour, girl education, child care, foetus examination, dowry system, etc. The origin of non-commercial advertisements in India is recent and it started with a government campaign in 1964 which decided to tackle the problem of population explosion through advertising on importance of family planning and making people aware about its advantages. The popularization of TV increased the frequency of socio-economic advertisement focusing on societal benefit. The most prominent telecast of such advertisements can be explained by the success of social advertisements like family planning and child care. Such indigenous advertising through various national and international agencies, government departments, voluntary organizations is done with a specific cause creating awareness, spreading information, building image and enduring action.

Non-commercial advertising persuades people to behave in a desired manner or to stimulate them towards social issues as well as bring their attention to social causes and crimes which can hamper their life. It also proposed a change in activities or habits of people like an energy conservation program may be broadcasted to make people



aware about the methods to save light by turning off the switches. Thus, it delivers a message for better living conditions and optimum utilization of resources. Such examples can be noted to specify the objectives of non-commercial advertisers.

For a country like India non-commercial tv advertisements emerge to develop attitudes for socio cultural behavior of people as desired by the social environment and cultural scenario. Thus, the researcher tries to define the scope of non-commercial advertisements which is invariably proportionate to the use of social advertising for disseminating information for unlimited problems related to social as well as cultural issues like gender disparity, child labour, adult education, sexual harassment, domestic violence, dowry system and diseases like cancer, tuberculosis, polio and social evils like dowry system, child marriage. The scope is thus decided by the need of the situation and it may include all those issues and problems related with the social benefit of residents of a particular society.

Objective

To study the relationship between the dependent variable opinion about effect of social advertisements on socio economic empowerment and independent variable Gender, age, income profession, education

Hypothesis

There is no significant relationship between socio demographic variables and opinion about effect of social advertisements on the socio-economic empowerment of the spectators

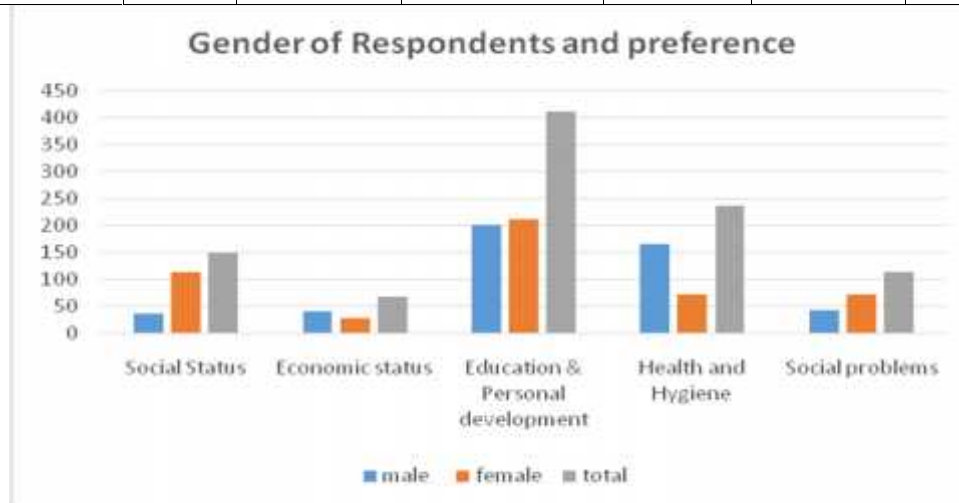
Preference of respondents regarding effect of social advertisements

This objective was tested by applying statistical tools on various cross tabulation done among different variables to know the preference of respondents regarding the effect of social advertisements.

Gender and Preference

Table: Gender of Respondents and preference

Gender of Respondents		Preference regarding effect of social advertisement						Total
		Social Status	Economic status	Education & Personal development	Health and Hygiene	Social problems	Other issues	
Gender	Male	36	40	200	165	42	17	500
	Female	112	27	210	70	70	11	500
Total		148	67	410	235	112	28	1000





Interpretation

Out of 500 males, 200 preferred the effect of social advertisements related to education and personal development , 165 wants to get information regarding health and hygiene, 42 preferred influence regarding social problems , 40 wanted to have an effect on their economic status and 36 wanted the outcome on change in policies and programs which can govern their social status.

The females want to change their living pattern and life style and so they preferred the messages related to education and personal development, 112 about social status, 70 about importance of health and hygiene and only 27 about its effect on economic status.

The data reveals that maximum of spectators preferred the effect of social advertisements on education and personal development, followed by health and hygiene, and social status. Thus it can be inferred that the viewers of the social advertisements.

Hypothesis Testing

The null hypothesis framed to see the relationship between socio demographic variables and preferred effect of social advertisements **of spectators regarding social advertisements states that there is no significant relationship between the two variables viz independent variable like gender and educational qualification and dependent variable is preference regarding effect of social advertisement**

Chi Square

Calculated Value	Tabular Value	Degree of Freedom	Hypothesis (o)
3848.534	11.1	5	Rejected

Chi square Result

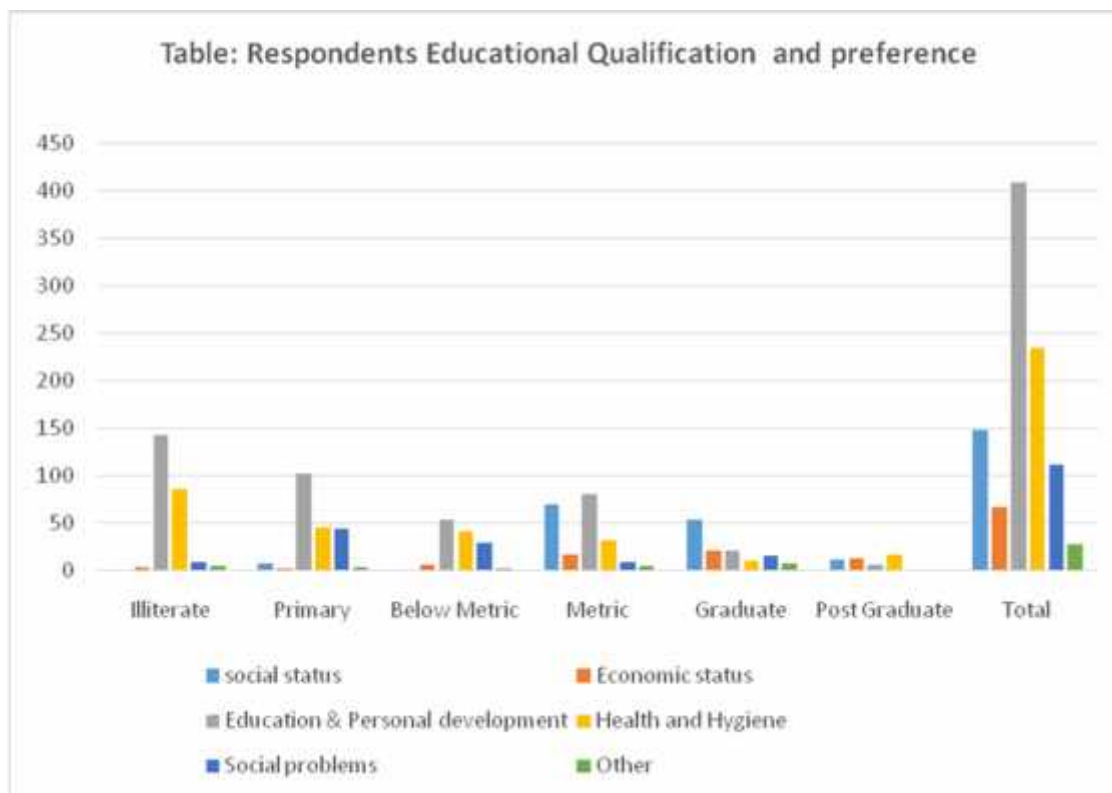
The above null hypothesis is tested to check the gender wise difference in preference regarding effect of messages floated through social advertisements. The test results show that the calculated value of chi square at 5 degree of freedom and 95% level of significance is 3848.534 which is much higher than the tabulated value which is 11.1. The statistical result rejects the null hypothesis and infers that gender has an impact on the preference of spectators regarding effect of social advertisements.

Educational Qualification and Preference

To study the relationship between educational qualification and preference of viewers on effect of social advertisements a cross tabulation between the two variables under study is depicted to highlight the cross-sectional data.

Table: Respondents Educational Qualification and preference regarding effect of social advertisements

Table: Respondents Educational Qualification and Preference							
Educational Qualification	Preference of Spectators						
	Social Status	Economic status	Education & Personal development	Health and Hygiene	Social problems	Other issues	Total
Illiterate	2	4	143	87	10	6	252
Primary	8	3	103	46	44	4	208
Below Metric	2	7	54	42	30	3	138
Metric	70	18	81	32	10	5	216
Graduate	54	21	22	11	16	8	132
Post Graduate	12	14	7	17	2	2	54
Total	148	67	410	235	112	28	1000



Interpretation

The cross tabulation depicts the that out of 252 illiterate spectators’ maximum 143 preferred the effect on education and personal development, 87 preferred the importance of economic status. Out of 208 respondents with primary education, 103 preferred education and personal development, 46 gave importance to effect on health & hygiene. Those who are having education till metric level also had the preference of education and personality development but the second important preference was social status. The education level of spectators upto graduate level preferred effect on social status and post graduate respondents preferred effect of information regarding health and hygiene.

Chi square

Calculated Value	Tabular Value	Degree of Freedom	Hypothesis (Ho)
2480.326	37.7	25	rejected

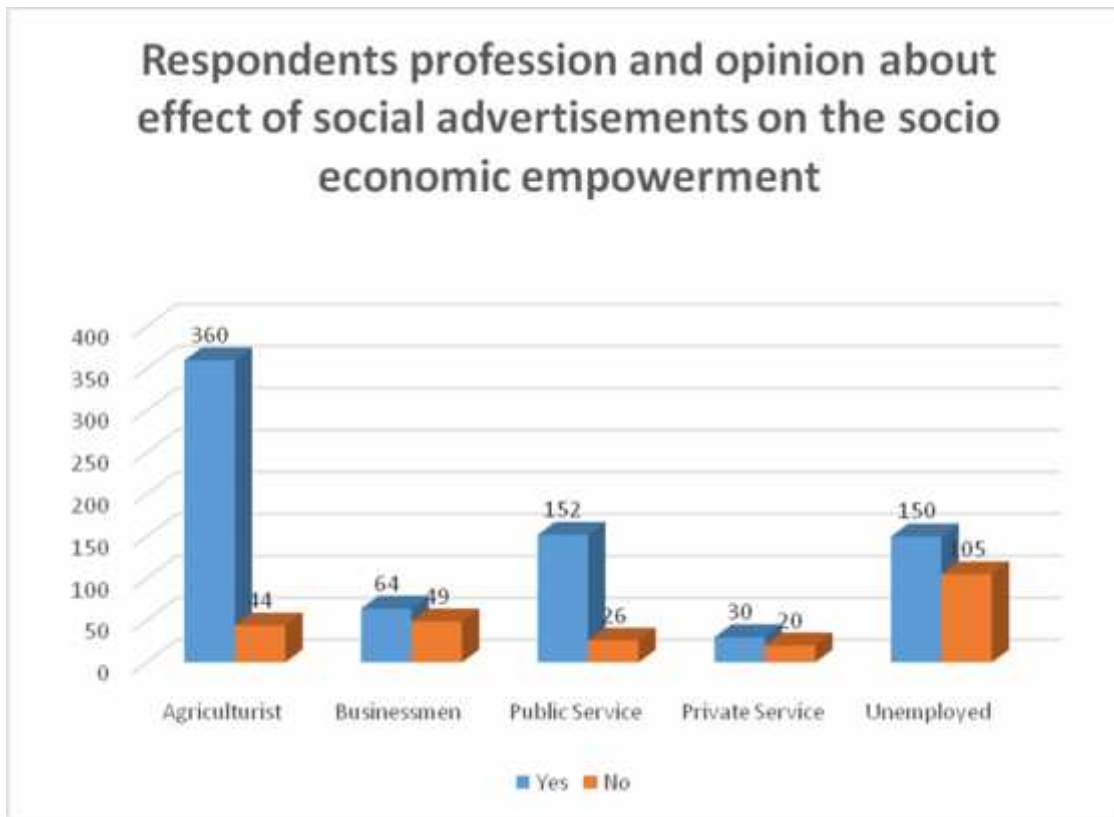
Chi square Result: The calculated value of chi square at 95% level of significance and 25 degree of freedom is 2480.32 which is much higher than the tabular value 37.7. Since the calculated value of chi square is much higher than tabular value, we reject the null hypothesis and infer that respondents educational qualification has an impact on their preference regarding effect of information revealed through social advertisements and it can be inferred that the preference of spectators regarding effect of social advertisements have a significant relationship with their educational qualification.

Effect of Social Advertisement on socio-economic empowerment of respondents

The effect of social advertisements on socio economic empowerment of respondents is studied with various independent variables like age, gender, marital status, profession and so on



Respondents profession and opinion about effect of social advertisements				
Profession of respondents		Opinion of respondents		Total
		Yes	No	
Profession	Agriculturist	360	44	404
	Businessmen	64	49	113
	Public Service	152	26	178
	Private Service	30	20	50
	Unemployed	150	105	255
Total		756	244	1000



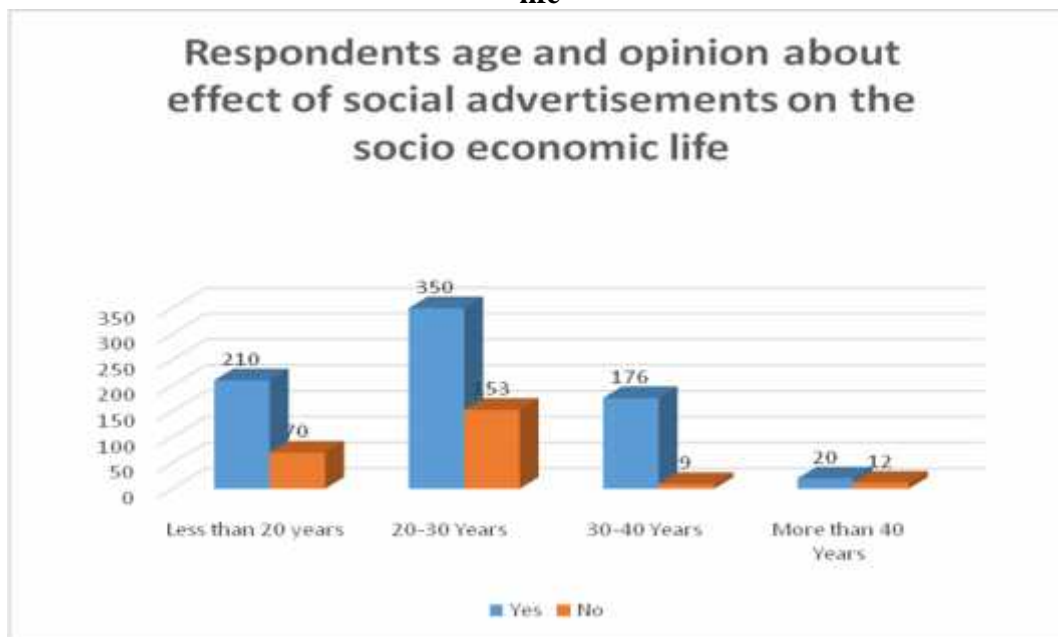
Interpretation

The maximum agriculturists opined that the effect of social advertisements on socio-economic empowerment is far reaching. Out of 113 businessmen, 64 also had a positive opinion. Out of 178 public service employees, 152 said yes out of 50 private service employees. 30 said yes and out of 255 unemployed respondents 150 said yes which means that majority of respondents, 756 spectators opined that there is an effect of social advertisements.



Respondents age and opinion about effect of social advertisements on the socio economic life				
Age Groupof respondents		opinion		Total
		Yes	No	
Age Group	Less than 20 years	210	70	280
	20-30 Years	350	153	503
	30-40 Years	176	9	185
	More than 40 Years	20	12	32
Total		756	244	1000

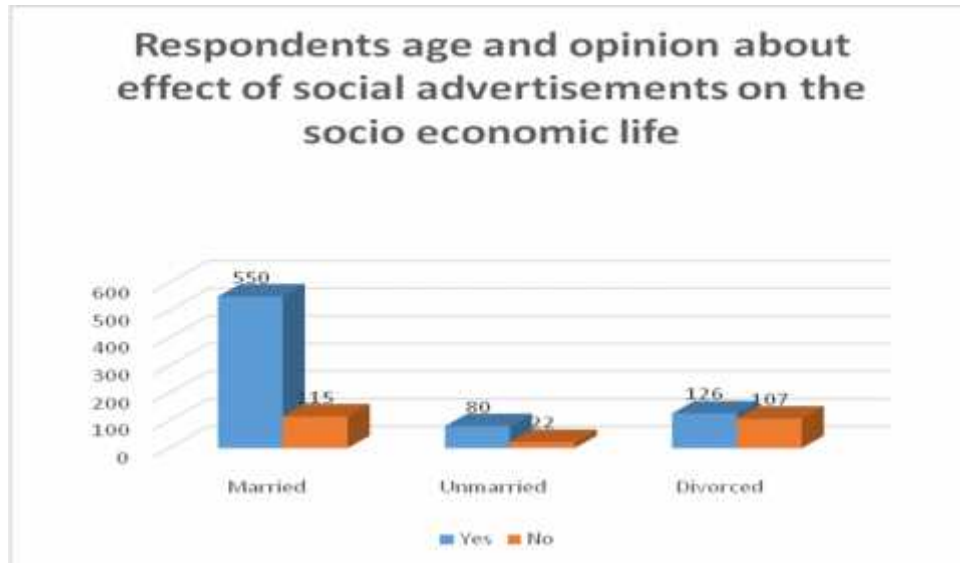
Graph: Cross Tabulation of Age Group and Does these social advertisements effect the socio economic life



Interpretation

The cross tabulation between the two variables under study shows that maximum respondents 756 with positive opinion fall in the age group 20-30 years followed by less than 20 years. Almost 75% respondents with yes notion are below 30 years of age. When the negative attitude is analyzed out of 1000, 244 are saying there is no effect and within this maximum 153 fall in the age group 20-30 years.

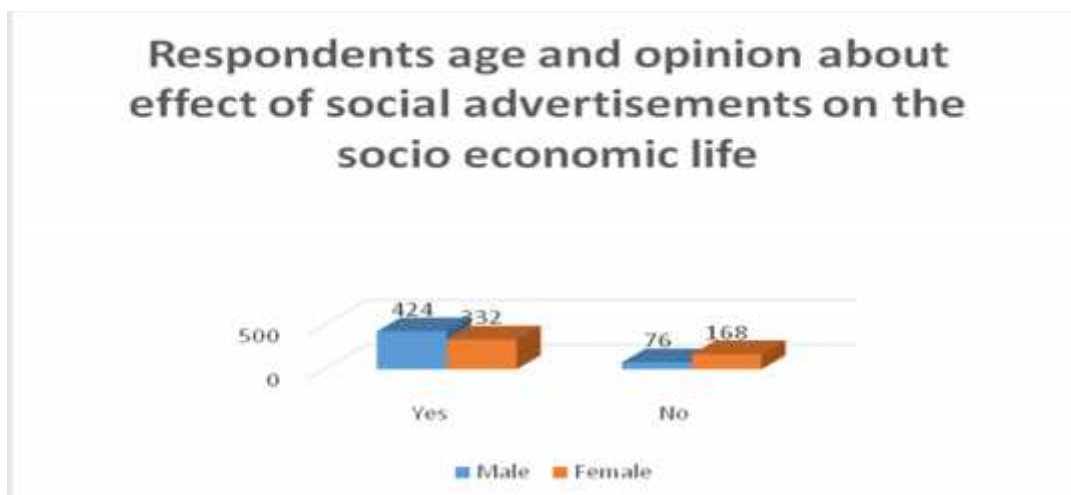
Respondents marital status and opinion about effect of social advertisements on the socio economic life				
Marital Status of respondents		Opinion		Total
		Yes	No	
Marital Status	Married	550	115	665
	Unmarried	80	22	102
	Divorced	126	107	233
Total		756	244	1000



Interpretation

The above table shows the relationship between marital status and opinion of respondents regarding effect of social advertisements on socio economic life of individuals. Maximum respondents with positive opinion are married i.e. 550, Out of 756 but the respondents with negative opinion i.e. 244 out of 1000 are also showing similar results. To see whether there is a relationship between marital status and opinion the null hypothesis opinion of respondents regarding social **advertisements have a significant relationship with marital status of respondents** is tested by applying chi square test to see whether the variables under study are independent or not.

Respondents gender and opinion about effect of social advertisements on the socio economic life				
Gender of respondents		Opinion		Total
		Yes	No	
Gender	Male	424	76	500
	Female	332	168	500
Total		756	244	1000



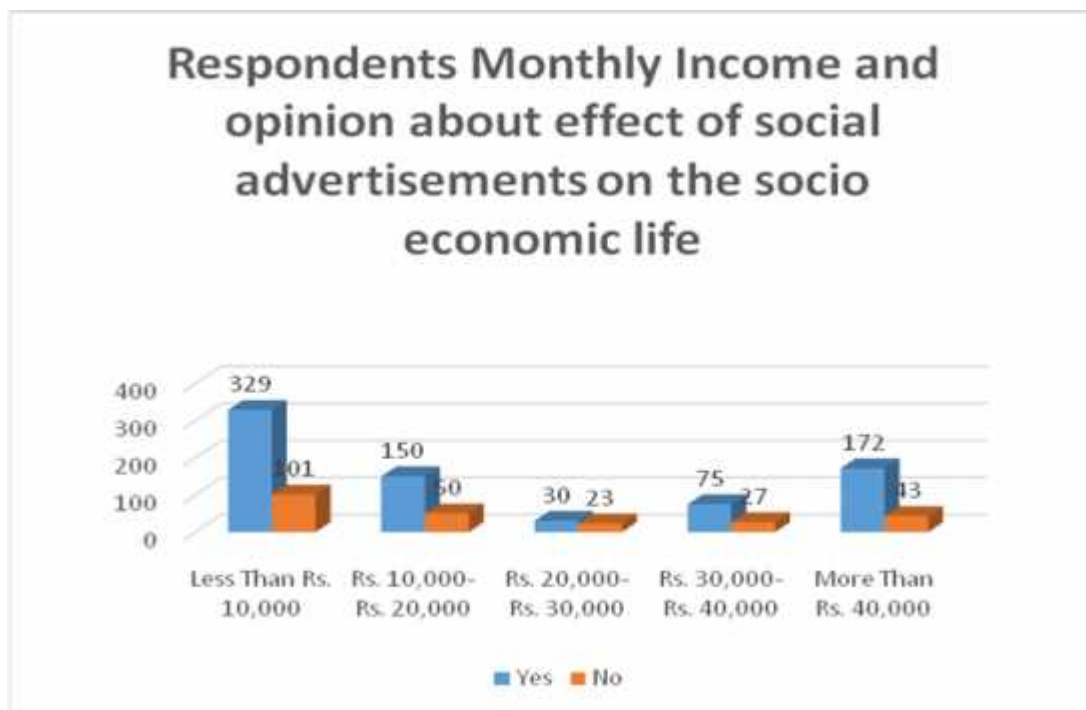


Interpretation

The two variables are cross tabulated to further analyses the relationship It is observed from the table that out of 756 respondents with positive opinion 424 are males and 332 are females and in case of respondents with negative opinion are 244. Among them 76 are males and 168 are females.

Respondents Monthly Income and Opinion About Effect of Social Advertisements On The Socio-Economic Life				
Monthly Income of Respondents		opinion		Total
		Yes	No	
Monthly Income	Less Than Rs. 10,000	329	101	430
	Rs. 10,000- Rs. 20,000	150	50	200
	Rs. 20,000- Rs. 30,000	30	23	53
	Rs. 30,000- Rs. 40,000	75	27	102
	More Than Rs. 40,000	172	43	215
Total		756	244	1000

Graph: Cross Tabulation of Monthly Income and Does these non-commercial advertisements Effect the socio-economic life



Interpretation

Monthly income and socio-economic life of respondents is affected by social advertisements or not is clearly depicted in the table above.

We can see that respondents falling in less than Rs. 10000 are 430 and out of which 328 have positive opinion and out of 200 respondents in income group Rs. 10,000-20,000, 150 have positive opinion and only 50 are having negative opinion.



Out of 200 falling in the category of income more than Rs. 40,000 monthly income, 172 are having a positive opinion which shows that income and opinion have a significant relationship with each other but to prove it statistically, chi square test is applied on null hypothesis

Hypothesis Testing

To study the relationship between the dependent variable opinion about effect of social advertisements on socio economic empowerment and independent variable Gender, age, incomeprofession, education null hypothesis is framed as There is **no significant relationship** between socio demographic variables **and opinion about effect of social advertisements on the socio-economic empowerment of the spectators.**

Chi square Result

	Calculated Value	Tabular Value	Degree of Freedom	Hypothesis (Ho)
Age * opinion	43.92	7.81	3	Rejected
Gender * opinion	45.86	3.85	1	Rejected
Profession * opinion	116.7	9.49	4	Rejected
Marital Status * opinion	77.13	5	2	Rejected
Monthly Income * opinion	13.089	9.49	4	Rejected

Chi square Result

Chi square Result: The null hypothesis opinions of respondents regarding effect of social advertisements have **no significant relationship with socio demographic variables of respondents** are framed. To test this hypothesis, chi square test is applied and the calculated value at 95% level of significance and different degree of freedom along with the tabular value is compared and it can be seen that the null hypothesis is rejected in all cases. Hence, opinion of respondents and effect on socio economic empowerment is not independent and they have a significant relationship with each other. The null hypothesis that there is **no significant relationship** between socio demographic variables **and opinion about effect of social advertisements on the socio-economic empowerment of the spectators** holds rejected and alternate hypothesis is thus true.

Conclusion

Social advertisements can be a tool to change the social behavior of residents in a particular area for creating a environment where a participative linkage is uphold for socio economic upliftment of the society. Social advertisements related to social health and hygiene as well as educational development are preferred and the findings show that gender does not have impact on preference but educational qualification has a significant relationship with the preference of spectators. This strengthens the need of social education and opinion about effect of social advertisement on the socio-economic empowerment of the spectators does not have any relationship with age, gender, profession, marital status, monthly income. It can be concluded that the socio-economic empowerment can be attained through proper flow of information and messages through social advertisements.

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