Perception and Awareness of Youth Toward the Social Advertising Campaigns Being Run by Private Brands

Roktim Sarmah, Pharmazz India Private Limited, India*

Ayesha Khatun, Symbiosis Law School, India

iD https://orcid.org/0000-0002-0932-0444

Aayushi Singh, Lovely Professional University, India

ABSTRACT

Advertising is a nicely designed and encapsulated communication about any product or service that gives a brief picture and an attractive and appealing message intending to arouse the interest of target consumers. Information technology is rapidly changing the pace of this communication. When it comes to advertisement and campaigns blended with IT tools, social media plays most the significant role. The aim of this research is to check whether the youth are aware of various social advertising campaigns being run by different organizations and what is their perception about these campaigns. A sample of 300 students enrolled in a large private Indian university chosen on the basis of convenience sampling were considered for collecting data. A structured questionnaire was administered to extract the required data. The result shows that 64.3% respondents thinks that the advertisements which are being run for social causes are real and these advertisements genuinely have a purpose of spreading awareness about any particular social cause. The study further highlighted that the youth pays more heed to those advertisements which are using celebrity with a combination of good music and story. The study focuses on the variables like awareness and perception of youths regarding the social advertisement campaigns and various factors that are responsible for influencing the behavior of individual towards the advertisements including gender, age group, geographical location, qualification, and background.

KEYWORDS

Awareness, Perception, Private Brands, Social Advertising, Youth

INTRODUCTION

Internet technologies are fast changing the pace of organizational communication and public relation. One such IT tool used for enhanced communication is social media. Social media platforms in today's time are not used for exchange of messages for socialization but also for business purposes and achieving societal goals (Qudah et al, 2020). When it comes to internet technologies for advertisements

*Corresponding Author

and campaigns, social media comes to be the most useful tool as on social media the personalized preferences and user behavior can be better understood (Henderson & Bowley, 2010). Social media marketing and campaigns refers to the activities carried out on social networking sites like Instagram, Facebook, TikTok and the like for creating awareness. These social media platforms are now a day, an indispensable part of modern advertisements, campaigns and publicity. Big companies like H&M, Ben and Jerry use social social media for getting success (Chen, 2017).

In this competitive era of the 21st century it is very much important for firms to ensure higher awareness of their brands. For creating awareness, consumer engagements are very much required and as in the current era the younger generations spend more time on social media so advertising or campaigns on social media proves to be highly effective (Ahmed, 2020). However, reaching the marketing message to the younger generation is one of the very challenging tasks. The consumption pattern of the younger generation is found to be different from the older generations. The new generation uses social media for multiple purpose including entertainment, brand awareness, business purpose and the like. Therefore, designing advertisements and campaigns appropriately would decide the success.

The American Marketing Association (AMA) recommends the definition, "Advertising is any paid form of non-personal communication and promotion of ideas, goods and services by an identified sponsor". Advertising is a strong force of communication and a very important marketing tool that helps in selling goods, services, images, as well as ideas through various channels of information and persuasion. The advertisements which publicize social concerns of human beings are called Social Advertisements. Social advertising are basically those advertisements which are aimed at social causes, welfare and well-being of the society. In other words, such advertisements create awareness among the people, inform and educate them about socially relevant issues like the Environment, Health, Family Welfare, Literacy etc. The objective of social advertisements is to communicate social causes, social issues, ideas or message to the general public like *Pulse Polio, Save the Girl child, No Smoking, Save Our Tigers etc.* Primarily, the main aim of social advertising is Image building, Action Inuring, Giving Awareness, Information of non-commercial causes etc. The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate people about non-commercial issues, such as HIV/AIDS, energy conservation, political ideology and deforestation. "Advertising justifies its existence when used in the public interest – it is much too powerful a tool to use solely for commercial purposes." Advertising, in its non-commercial behavior, is an educational tool which is very powerful & is capable of getting close to and motivating large audiences. Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for the use of sophisticated advertising and marketing communications techniques on behalf of non-commercial, public interest issues and initiatives.

Though there are abundance of studies on social media marketing studies specifically related to *perception* and awareness of youth towards the social advertising campaigns being run by private brands are found to be very negligible. This study thus, makes an attempt to first highlight the research gap with help of systematic review of literature and thereby discuss the identified gap with the help of empirical data gathered from the survey. The literature review section is divided into certain thematic areas highly relevant for the study. The following sections delineates the same.

REVIEW OF LITERATURE

Social Advertisement and Media

The phenomenon of social networking sites has radically altered advertisements and ushered in a new age for organizations. Several companies are now embracing social media as venues for promotion and two-way engagement (Gutierrez et al., 2023). "A series of internet-based apps that expand on the philosophical and intellectual roots of web 2.0, allowing the production and interchange of

user-generated information," (Nuseir et al., 2023). It is a method of digital networking in which people build online forums to exchange information, views, personalized messages, and so forth (Rana and Arora, 2022). Social media allows people to communicate societal concerns, commodity consumption information, brand concepts, as well as personal experiences (Manyika et al., 2011). It has revolutionized the way populations communicate and takes the shape of podcasting, communal blogs, weblogs, online news, online forums, Facebook, Twitter, and other platforms to establish a public arena for interaction (Batumalai and Sahid, 2022). It has established a prominent social interaction platform amongst people all across the globe (Lulandala and Elioth, 2023). As a result of its widespread acceptance and appealing qualities, social media has evolved into a promotional channel that is available to everybody through the internet (Mallik et al., 2022), and the notion of social advertising has arisen as a novel promotional paradigm. Social advertising acts as a technique of attracting potential audience's attention by driving visitors to social networking sites through content (Nwali, & Ntegeeh, 2022; Rehman, 2019). It is the most recent web based digital advertising strategy that has grown in prevalence owing to the growth of social networking sites such as Facebook, LinkedIn, and others (Nguyen et al., 2023; Rehman, 2019). Advertisement on social networking platforms, also referred as social advertising, is a paid type of organized company marketing and a means of promoting companies at a lower cost (Wójcik, 2022; Nwali, & Ntegeeh, 2022). It evolved into a global advertising platform and a customer-centric communication system to elicit a positive reaction from targeted consumers (Sheiner et al., 2021). (Rubik, 2022). Social advertising, in particular, has emerged as an intriguing promotional trend in the contemporary world. Social marketing campaigns help in preventing & controlling tobacco use, improve nutrition, increase physical activity, and promote condom use, as well as other positive health behaviors (Evans, 2008). Visual designs in advertisements play a important role in influencing and swaying the perceptions (Tantawi and Negm, 2015).

Youths Attitude Towards Social Advertisement

Youth find key parts of commercials appealing, and these aspects impact teenage views, according to research. Teenagers, in general, consider commercials with visuals to be substantially more socially acceptable, stylish, and in-style than those with only text (Diouf et al., 2023). Research based on youth also reveals that commercials with visually appealing graphics, rather than just text, tend to enhance brand ratings for cigarette and alcohol goods (Nixon et al., 2022). Cigarette advertising in adolescent publications have typically depicted attractive models in entertaining, energetic settings, as well as romantic or sensual themes that reflect on teenage desires and ambitions (Belyk, 2020; Evans et al., 2018). Such depictions are compatible with persuasion via available templates of the perfect smoker, which is something the prototype theory says are likely to impact risky behaviour judgements (Loukas et al., 2021; Haeny et al., 2023; Egerton et al., 2022). Advertisements have a big effect on a youth's propensity to start smoking in the future as a result to the creative exploitation of motifs that attract teenagers (Stubbs., 2021). Morgenstern et al. (2013) discovered that the more such ads youth view (for example, in their neighborhood or in publications), the more likely they are to start smoking, even if they were previously at low risk of smoking. Similarly, high school as well as middle school students who had external communication to cigarette advertising had a greater likelihood of using cigarettes (Do et al., 2022). Agha and Meekers (2010) investigated the impact of an advertising campaign based on condom use in urban Pakistan. The research concluded that condom advertising can be effective in increasing condom use in urban Pakistan. Kinsey (2015), Nazeer *et.* Al., (2013) revealed that a major segment of respondents dislikes social advertisements on internet because of the annoyance created by these advertisements. (Gharbawy 2015) examined the effectiveness of selected social advertising campaigns that target the youth in influencing behavioral change in the Egyptian youth. The observation shows that the Egyptian youth are doubtful towards social advertising, which in turn, makes them less likely to adopt the social behavior advertised for. Only a section of target audience remembers the social awareness campaigns (Livingston, Tugwell et

al,2013). Fauziana, et al (2016) revealed that there is a preference towards antismoking messages by the participants and the messages includes those who were less authoritative and perceived a distinct lack of support for their intentions to quit smoking.

Youth's Perceptions Towards Social Advertisement

Changes in the target audience after getting exposed to the various social advertisements generally occurs at the end of a series of intermediate stages such as change in population's information, knowledge, perception.(Sarmah, Singh 2022).Haida & Rahim (2015) revealed that there is a negative impact towards product awareness from irritation and do not act as predictor for advertising value. Wakefield, Flay et al. (2017) concluded that antismoking advertising appears to have more positive effects on those in preadolescence by preventing commencement of smoking. It is unclear whether this is due to developmental differences, or is a reflection of smoking experience, or a combination of two. Cause related marketing campaigns play an important role in influencing consumer purchase behavior (Karsalari, 2014). Ling & Piew (2010) Wang & Zhang (2002) suggested the following factors contribute to consumers perceptions of ads: entertainment, irritation, informativenes, credibility, and demographic. Interactivity was considered as an important factor that contributes to consumers perceptions. The results revealed that credibility, informative, hedonic/ pleasure and good for economy as they positively relate to the consumers attitude towards advertising. Werle, Cuny (2012) showed that participants can associate negative concepts more easily to the product when the advertisement was presented without the sanitary message, while there were no differences in the explicit attitudes. Emotional appeal done by celebrities is able the change thinking of the people towards the issues which are conveyed in public service advertising. Other thing also observed is when an advertising of health-related issues is done by any sports celebrity it creates more impact on the mind of people (Sachdeva,2015).Factors like the perception towards social advertising, attention and interest, congruence, and authorial intent and reader response. Perception towards the image of social advertisements is different when it comes to the male and the female respondents. Congruence was found to be highly subjective. (Sharma & Bhosle,2012). Merelo & Montaner (2016) revealed that cause-related marketing campaigns linked to utilitarian products lead to higher purchase intentions. The results provide useful guidelines for marketers in designing their cause-related marketing initiatives. Cause related marketing campaign campaigns promise to be particularly suitable for promoting products to women. When addressing men, small donations appear to be sufficient (Moosmayer & Fuljahn, 2010). Pai Maroor (2015) perception of rural women towards advertisement is favorable and rural women consumers rely more on social advertisements and it play's a major role in decision making. Most reliable media is television in rural areas.

Youth's Awareness Towards Social Advertisements

There is both favorable and unfavorable response when it comes to being aware about Social Marketing (Sarmah & Nim 2019). Bakshy, Eckles et al. (2012) effect of social cues on consumer responses and awareness to ads, is measured in terms of ad clicks and the formation of connections with the advertised entity. The research reflected that these influence effects are greatest for strong ties. This research has implications for ad optimization, user interface design, and central questions in social science research. Rao (2015) registered down the important side of changing buying behavior as a result of influence of social advertisement. The buying behavior of consumers helps in understanding how the corporate houses identify their target market for the purpose of advertisement higlighting any social cause. Pereira & Zicman (2017) discovered the necessity to integrate Cause Related Marketing into an overall shared value strategy rather than use it as an isolated strategy. Advertisers must avoid being overt in their attempts to exploit social networks in their advertising (Narang et al., 2012). Talbert (2008) revealed social marketing campaigns that are culturally sensitive and unswerving are more likely to increase behavior modification. Helmi et al. (2012) indicated that Malaysian youth have some awareness on what the term 'green living' denotes, however those who practice green living

are lower. All have been somewhat exposed to green advertising, but despite of this not everyone exposed to social advertisments practice green living because of lack of inclusive understanding of the concept. The Malaysian youth exhibit positive perception towards green advertising. Patange and Savita (2016) half of the respondents were not aware about the basic theme of the advertisement so it was suggested that the social advertising must be taken more seriously to enable the youth to understand its importance. Hertzog and Williams (2007) observed that social issues presented through social advertisements like intimate violence in lower-level courses can induce sociological imaginations if they have awareness regarding the issue motivating them to do further research so as to gain more knowledge about such topics and later on develop them into posters so as to make people aware. The Real Cost has attained high levels of ad awareness which is an important first step in achieving positive changes into tobacco-related attitudes and behaviors (Duke, Alexander et al., 2014). Swatch Bharat Abhiyan was the most reviewed Social marketing campaign followed by Pulse Polio Abhiyan and Cancer commercial crusade. Result of the study show that Social marketing campaigns with big names and government officials have more effect and high recall. The researchers found that campaigns on TV with a clear message is broadly accepted by youths. (Maharishi, 2016). Youth gambling ads depict real life stories, use an emotional appeal and potray the negative consequences associated with gambling problems. Targeting variables and campaign strategies highlighted should be considered in the early stages of development & tested along the way. (Messerlian, 2007). Forbidden thesis, in which the smoking (versus nonsmoking) scenes positively aroused the young viewers & enhanced their perceptions of smokers, social stature, and increased their intent to smoke (Pechmann & Fong, 1999). Non-smokers intervention subjects have an opinion that the smoking in the movie was not OK as compared to control subjects. Antismoking advertisement before movies which contain smoking scenes will be helpful in immunizing non-smokers against the influences of film stars smoking Edwards, Oakes, et al. (2007).

RESEARCH GAP

Of late with the advent of television, social media and digital media, social advertisements has shown tremendous growth in developing countries. These countries have realized the potential of social advertisements and the impact they can create to touch lives of people. The social advertisements not only create awareness but immediately highlights the issues and brings it to the forefront In India not much studies in the past were done on social advertisement campaigns being run by private brands. Most of the studies which were done were either on the campaigns being run by the central government or state government. This is the major research gap as there is a wide scope for this study to be conducted by taking the perspective of checking awareness of people towards the campaigns being run by private brands and knowing the factors affecting the perception of people towards these ad campaigns. Also, a nation like India is considered a young nation, and today's youth is tomorrow's future, which gives this study a significant role in understanding the perception of young Indians towards social advertising, which was being ignored on a large scale by researchers.

RESEARCH METHODOLOGY

The research design of this study is descriptive in nature and descriptive analysis tools along with confirmatory factor analysis was being used for data analysis. The sample of this study consists of students enrolled in a large Private Indian University (Lovely Professional University, Punjab). The technique used for data collection used for the study is Convenience sampling technique. Data was collected from 352 students intercepted at different locations within the university using a structured questionnaire. After omitting outliers and half-filled forms, 300 were kept for further analysis with a response rate of 85%. The participation of the respondents was entirely voluntary.

A structured questionnaire was designed in order to achieve the objectives. The questionnaire was divided into two sections. Section 1 consists of demographic related information of respondents whereas Section 2 consists of measurement of respondent's awareness of the select social advertisement campaigns i.e., Jaago Rey by Tata Tea, Save Our Tigers by NDTV, Float a boat by Paper Boat, Mom's touch by Nivea, Seed the rise by Mahindra. Section 1 of the questionnaire consists of questions about the demographic and psychographic characteristics of the participants related to the participant's gender, age, nationality, education. Filler questions were also asked in this section. Section 2 was designed to measure the awareness and perception towards selected social advertisements by asking respondents to rank these social causes in order of their preference in a way similar to Maheshwari & Suresh (2013). Open ended questions were also asked in this section to know about the reason for the recall of these campaigns individually

Objectives

1. To study the awareness level of youth regarding social advertisement.
2. To study the factors which attract the youth attention towards social advertisements campaigns.
3. To study the perception as well as various factors affecting the perception of youth towards social advertisements campaigns.

DATA ANALYSIS AND INTERPRETATION

As per the results shown in Table 1 out of 300 respondents which were surveyed the majority of the respondents were male accounting for 69% compared to the females which is 31%.The maximum responses are from the age group of 18-23 years i.e. 75.7% followed by the people in the age group of 24-29 years which is 20.3% Moreover, 2.3% of responses are from age group of less than 18 years whereas only 1.7% of responses are from age group 30-35 years which accounts for the minimum responses out of the total respondents. The results indicate that out of the total responses 46.7% respondents are Post Graduates which is the highest followed by the Graduates accounting for 36.7%. However, the people belonging to the category of Any other has the least response rate of 0.7%. Out of the total responses 89% respondents are students which is the highest followed by 6% Professionals. The people belonging to the category of Service and Business corresponds for 3% & 1.7% respectively wherein Business people has the lowest response rate. Out of 300, only 56 respondents don't like to watch advertisements whereas, rest of the 244 respondents like to watch the advertisements. It is clear from the above chart that about 81.3% respondents are there who actually like to watch the advertisements. Out of 300, 45 respondents are there who are not aware about the advertisements which are being run for the social causes whereas, rest 255 respondents have awareness about the advertisements being run for the social causes. So, it is clear from the above chart that 85% of respondents are aware about the social cause related advertisements. About 80.7% of people who know about the social cause related advertisements are also aware about the social advertisement campaigns whereas 19.3% respondents don't know or have no idea about the social advertisement campaigns. Out of 300 respondents the above results & graph indicates that people who knows about Social cause related advertisements as well as campaigns there are 68.7% who also knows about the Social advertisement campaigns being run by private brands on the other side 31.3% people don't know about the social advertisement campaigns being run by private brands. The results shows that 64.3% respondents thinks that the advertisements which are being run for social causes are real and these advertisements genuinely have a purpose of spreading awareness about any particular social cause whereas 35.7% respondents thinks that these advertisements are not real. Out of the total responses most of the respondents watches the social advertisements Occasionally accounting for 36% which is the highest whereas respondents who watches social cause related advertisements mostly, oftenly and rarely are 17.7%, 21.3% & 25% respectively.

From Figure 1 and Table 1, it is clear that most of the respondents have awareness about the various Social advertisement campaigns however respondents are more awareness or have highest awareness about Jaago Rey by TATA Tea whereas the Campaign about which very few respondents are aware is Mom's Touch by Nivea. Out of 300 respondents 256 respondents (84.7%) were somewhat aware about social issues before these various social advertising campaigns, 46 respondents (15.3%) were fully aware however there were no respondents who were not having any idea or who were not at all aware about the various issues before these social campaigns. So, most of the respondents already had some knowledge or idea about these issues. The above data represents that out of 300 respondents there are almost 43.7% respondents who remembers the social advertisement very well

Table 1. Demographic characteristics of the respondents

Items	Frequency	Percentage
Age		
18-23	227	75.7
24-29	61	20.3
30-35	5	1.7
Less than 18	7	2.3
Total	300	100.0
Gender		
Male	207	69
Female	93	31
Total	300	100.0
Professional Status		
Business	6	2
Professional	18	6
Service	9	3
Student	267	89
Total	300	100.0
Education Level		
Any other	2	.7
Graduate	110	36.7
Post Graduation	140	46.7
Under Graduation	48	16.0
Total	300	100.0
Frequency of watching social advertising		
Mostly	53	17.7
Occasionally	108	36
Oftenly	64	21.3
Rarely	75	25
Total	300	100

Source: Field survey

Figure 1. Respondents awareness of various social advertising campaigns (Source: Field survey)
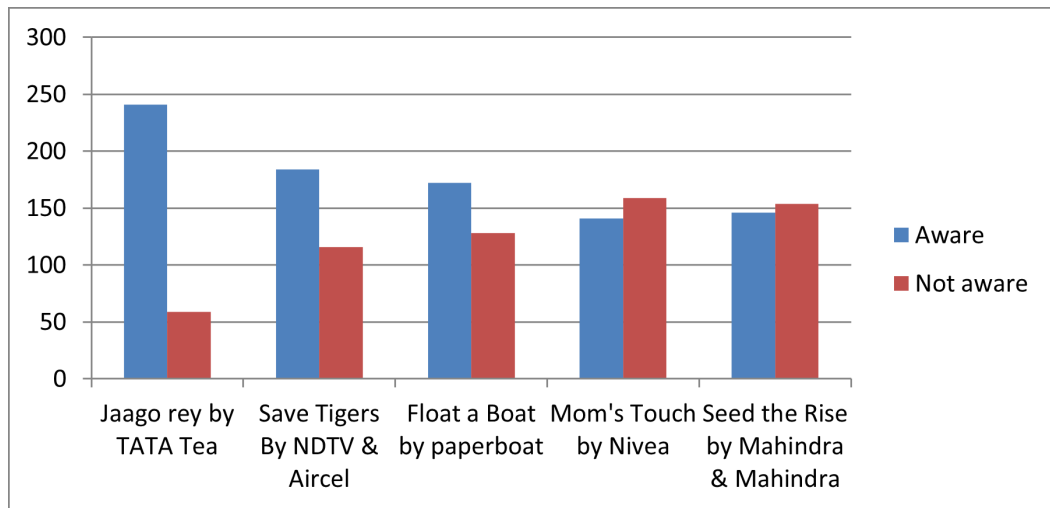
followed by 29.3% respondents who only remembers the brand but not the ad. 19.7% of respondents remembers the ad but not the brand and only 7.3% respondents don't remember the ad at all. So, it is clear that most of the respondents remember the social advertisement very well after watching them.

Factor Analysis

Reliability Analysis

The data has a Cronbach's alpha of 92.3%. This shows that our data is reliable enough to proceed with factor analysis (see Tables 2 and 3).

In order to proceed for a satisfactory factor analysis, sampling adequacy should vary between 0 and 1, and values closer to 1 are better. From KMO and Bartlett's Table, it can be observed that the KMO registered a 0.909 sampling adequacy. This value strongly suggests that the use of factor analysis is appropriate. In order for factor model to be an appropriate analysis of a particular study,

Table 2. Reliability statistics

Cronbach's Alpha	N of Items
.923	11

Table 3. KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.909
Bartlett's Test of Sphericity	Approx. Chi-Square	2058.318
	df	55
	Sig.	.000

the observed significance level must be 0.000, which is small enough to reject the hypothesis. This also concludes that the strength of the relationship among variables is strong. The other overall test is to measure the Sampling Adequacy (MSA), which as far as this research work is concerned; it falls in the acceptable range of (above 0.45) with the value of 0.909.

Description of Factors

Factor 1: Lifestyle

The most important factor that grabs youth's attention towards the advertisement is identified as 'Lifestyle'. This factor explains 35.004 per cent variance with 7 statements. Highest factor loading is for the statement "Related to personal & Beauty care"(0.801), followed by statement "Related to Education"(0.722). Other statements loaded on this factor came to be "Related to Home appliances" (0.721), "Related to Fashion & Life style"(0.663), "Related to social cause"(0.650), "Related to health"(0.649), "Related to travel & tourism"(0.576). Overall Factor 1 deals with all the elements that are some or other way related to respondent's lifestyle, be it any variable related to personal care, beauty, health or asocial cause an individual is experiencing or have experienced in their own life.

Factor 2: Youth Centrism

Factor 2 highlights the centricity of various elements that are considered important by youth or are of utmost importance for grabbing their attention towards the social advertisement campaigns. This factor explains 30.991 per cent variance with 4 statements. The statement that secured the highest factor loading is "Related to Cars and Games"(0.845), followed by the statement "Related to Sports"(0.826). The other statements of factor 2 are "Related to technology"(0.730), "Related to fun & entertainment"(0.639). Thus, factor 2 highlights the need to intensify social advertising campaign through wider use of technology & latest trending items that attracts youth's attention towards them.

Description of Factors

Factor 1: In-Depth Information

The most important factor that grabs youth's attention towards the social advertisement campaigns is identified as 'In-depth Information'. This factor explains 26.538 per cent variance with 5 statements.

Table 4. Based on the rotated component matrix the 2 factors and the variables comprised under each factor are stated in the Description of Factors section

Factor	Variables	Factor Loading
	Related to social cause	0.650
	Related to travel & tourism	0.576
Lifestyle	Related to health	0.649
	Related to fashion & lifestyle	0.663
	Related to home appliances	0.721
	Related to education	0.722
	Related to personal & beauty care	0.801
	Related to Technology	0.730
	Related to Sports	0.826
Youth Centric	Related to cars & games	0.845
	Related to Fun, entertainment	0.639

Source: Field survey

Table 5. Important factors of social advertisement (Factor Analysis)

Factor	Variable	Factor Loading
	Timing is right	0.601
In-depth Information	Message seasoned with humour	0.787
	Message presented in subtle manner	0.612
	Catchy slogan	0.752
	Message content	0.669
	Theme is important	0.844
	Story is good	0.603
Visualization	Photography is good	0.597
Presence of celebrity	Celebrity is appealing	0.796
	Music is good	0.749

Source: Field survey

Highest factor loading is for the statement "Message is seasoned with humor" (0.787), followed by statement "Catchy Slogan"(0.752). Other statements loaded on this factor came to be "Message presented in subtle manner"(0.612), "Timing is right" (0.601).Overall Factor 1 deals with all the important aspects of an advertisement which are very important for an advertisement to look more eye-catching and impressive so as to grab youth's attention. Respondents are of the view that social advertisements are the easiest and most effective way to bring positive changes in the society.

Factor 2: Visualization

Factor 2 highlights all the important components that come in an individual's mind when they visualize a pleasant & effective social advertisement campaign. This factor explains 19.905 per cent variance with 3 statements. The statement that secured the highest factor loading is "Theme is important"(0.844), followed by the statement "Story is good"(0.603). The other statement of factor 2 is "Photography is good"(0.597). Thus, factor 2 highlights the need to intensify social advertising campaign through enhancing their visual quality, content as well as theme of the campaign.

Factor 3: Presence of Celebrity

This factor explains 15.203 per cent of the variance with 2 statements. The preferable attitude of respondents towards social advertising is elaborated through this factor. The most important statement in this factor came to be about "Celebrity is appealing" (0.796) followed by the statement "Music is good" (0.749). These factor reveal that for an advertisement to be effective the presence of celebrity accompanied by a good music makes it look more appealing. The respondents pays more heed to the advertisement which have a good combination of appealing celebrity and good music.

Description of Factors

Factor 1: Favorable Attitude Towards Social Advertisements

This factor explains 40.086 of the variance with eight statements. The first statement emerges to be "Social Advertisement is the easiest way to bring awareness to the society"(0.786), followed by "I have an overall good image of social advertisements"(0.771), Other aspects came to be "Every type of media should be involved in Social Advertisement" (0.748), "Polio has been eradicated and the credit goes to nationwide Polio campaign" (0.740), "Social Advertisement is an effective way to bring social change" (0.719), "I prefer to buy products of companies actively involved in Social Advertising"

Table 6. Factors affecting respondents perception towards social advertising

Factors	Variables	Factors Loading
Favorable Attitude towards Social Ads	I am generally interested in watching social advertisement	0.615
	Social Advertisement is the easiest way to bring awareness to the society.	0.786
	Polio has been eradicated and the credit goes to nation wide social advertising campaign on pulse polio	0.740
	I have overall good image about social ads.	0.771
	Social advertisement is an effective way to bring social change	0.719
	Every type of media should be involved in Social Advertisement.	0.748
	I prefer to buy products of companies actively involved in Social Advertising	0.636
	Commercial Advertisement has a profit motive whereas social ads has a welfare motive	0.610
Negative Attitude towards Social Ads	Social Advertisement is a total waste of time and other resources	0.859
	Social Advertisement is not taken seriously	0.771

Source-Field survey

(0.636), "I am generally interested in watching Social Advertisement" (0.615), "Commercial ads have a profit motive whereas social ads have a welfare motive"(0.610). Overall, Factor 1 deals with the favourable attitude of youth towards social advertising in the society in terms of awareness, social change, disease eradication etc.

### Factor 2: Negative Attitude Towards Social Advertisements

This factor explains 15.559 per cent of the variance with 2 statements. The highest coefficient is 0.859 for the statement "Social Advertisement is a total waste of time and other resources", followed by 0.771 for "Social Advertisement is not taken seriously". In this factor, respondents' negative attitude towards social advertisements has been seen.

The final analysis reveals that majority of the youth considers various factors that affect their level of perception regarding social advertisements. The factor that is considered most important is the theme of the message, followed by prime time promotion. This shows that an appropriate theme and standard timing is of vital importance for favorable perception.

FINDINGS OF STUDY

- The major finding of the study is that majority of youth respondents like to watch advertisements. They are also aware about social cause related advertisements & think that social advertisements are real. According to our study 81.3% respondents like to watch advertisement, 85% are aware about cause related advertisements & 64.3% respondents thinks that these advertisements are real.
- The research also reveals that the respondents are aware about various social advertisements campaigns that are being run & they are also aware about the social advertisement campaigns being run by private brands. In our research we found that 80.7% respondents know about the social

Figure 2. Factors affecting the youths' perception level regarding social advertisements Source-Field survey
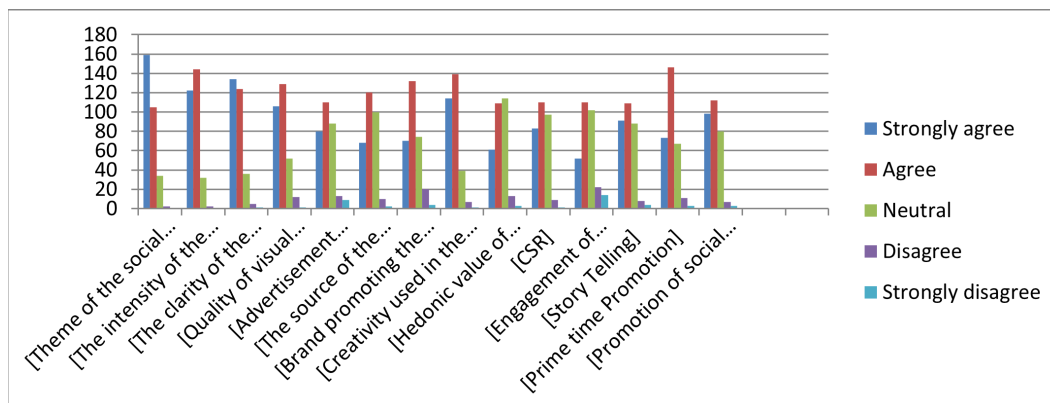
advertisement campaigns & 68.7% of respondents are aware about various social advertisement campaigns being run by private brands.

- Jaago Rey by Tata Tea is the campaign which is most popular or about which most of the respondents are aware when it comes to the social advertisement campaigns being run by private brand followed by Save Tigers by NDTV & Aircel owning to their excessive promotional strategy & Emotional appeal of the theme of the campaign. Because in most of the parts of India Women's do not have the privilege to work on their own and do something according to their own choice so this campaign (Jaago rey)is basically about empowering the women.

- The frequency of watching the social advertisement campaigns is moderate & the respondents also remember the name of the campaign well after watching it. The study also shows that majority of the population size (84.7%) were already aware about these social issues before watching the social advertisement campaigns.

- The respondents have a similar tendency towards different social advertisement campaigns when it comes to likeability as most of the respondents like the 5 social adv. Campaigns studied in the research and few of the respondents have shown their dislike for these private run campaigns factors like theme of campaign, timing, celebrity, story, music are of utmost importance for a campaign to be successful which are not so impressive in these campaigns according to the respondents.

- Research reveals that the respondents also have awareness about most of the Govt. run Social advertisement campaigns however respondents are more aware or have highest awareness about Girl Child education Campaign followed by two other campaigns Women Empowerment by NITI Ayog & Save Tigers being run by govt. However when compared to campaigns of private brands being run for the same cause the respondents found them more impressive as compared to Govt. campaigns because of the creativity, timing of ad & excessive promotional strategy.

- The major factor which grabs youth's attention towards the social advertisement campaigns is "Lifestyle" and "Youth's Centricity" with the variance of 35.004 & 30.991 respectively. This shows that the ads which relates to individual's life style like personal care, beauty, health or a social cause an individual is experiencing or have experienced in their own life drives their attention towards the advertisements. This also reveals that brands need to intensify social advertising campaign through wider use of technology & latest trending items that attracts youth's attention towards them as a part of youth's centricity.

- Factors like "In-depth information", "Visualization" & "Presence of celebrity" have also been identified as important in case of making social advertisement more impressive and effective. The respondents pays more heed to the advertisement which have a good combination of appealing

celebrity, good music, theme, proper timing & the one's that come in an individual's mind when they visualize a pleasant & effective social advertisement campaign.

● Some other factors revealed respondents favorable as well as negative attitude towards the social advertisement campaigns. The favorable attitude can been seen in case of bringing social change, disease eradication etc through these campaigns. However the negative or unfavorable attitude reveals that some respondents thinks that social advertisements are not taken seriously & are completely a waste of time.

● The research shows that there are various factors that affect their level of perception of youth regarding social advertisements. The factor that is considered most important is the theme of the message, followed by prime time promotion. This shows that an appropriate theme and standard timing is of vital importance for favorable perception.

CONCLUSION

The objective of our study was to check the awareness level of youth towards social advertisements, factors which attract youth's attention as well as affects their perception towards social advertisement campaign. Majority of the youth are aware of various social advertisement campaigns being run by private brands and thinks that they are real, also they are watching these campaigns because of the factors like catchy slogan, message presented in subtle manner, presence of celebrity etc. The factors that came out to be important for grabbing youth's attention as well as the one's which affects their perception is the theme of the campaign, celebrity endorsement, good music etc Seeing the increasing trend of social advertisement campaigns being run by different brands the companies can concentrate on the above mentioned factors that grabs youth's attention relates to youth's centricity & spend good amount on promotions to make people aware about the campaign by providing in-depth information about them. Overall, it can be concluded that the social advertisement campaigns can be made more popular among youth by the ways like: the message/theme of the campaigns should be effective so as to mark a deep impression on the thought building process of youth. The celebrity who is casted in the ad campaigns must be appealing/acceptable to the youth supported by melodious music. The story by which campaigns are presented should build interests of people. Though content is the central point of a campaign, if it is not shown in a subtle manner, the main aim of the campaign will be defeated. Thus, the photography must be alluring. The ads should be presented at appropriate time, in accordance with the nature of ads. For example- the ads which are related to the social cause like family planning should be relegated to late hours because these ads are meant for adults and have less meaning or appeal for children.

RECOMMENDATIONS

1. As observed in the responses, most of the youth like to watch advertisement, knows about social advertisements & also the social advertisement campaigns being run by Private brand. However it has been revealed in the research that most of them watch these social advertisements occasionally, so in order to increase the frequency of watching these ads the brands should focus more on youth's centricity by incorporating those factors which grabs youth's attention and urges them to watch the advertisements.

2. It is also noticeable from the responses that there is not much difference between the respondents who thinks that these social campaigns are real or not. So in order to change the perception of most of the youth's brands require to use or inject the magic of storytelling into their social advertisement campaigns to tap into people's emotions.

3. It is also analyzed from the responses obtained from the survey that Jaago Rey by TATA Tea is the campaign about which most of the respondents is having awareness. As Tata tea is spending

good amount on promotions to make people aware about the campaign by providing in-depth information in the form of presenting message behind the campaign in subtle manner, catchy slogan & since 2009 TATA Tea's Jaago Rey has been an active component of TATA Tea's marketing initiatives. Other brands like Nivea, Mahindra & Mahindra, Paper boat etc need to improve by promoting their campaign more among the youth and also, they should come with more catchy slogans for their campaign & provide in-depth information about the message/theme of the campaign.

4. It is also found that most of the respondents (youth) like to watch the ads related to personal and beauty care, related to sports, technology & related to cars and games. So in order to grab youths attention the companies should incorporate these factors in their advertisements so as to make their ads more impressive and eye catching.

5. It is observed in the survey that the youth pays more heed to those advertisements which are having appealing celebrity with a combination of good music and story. So the companies should emphasize more on celebrity endorsement and making their social ad campaigns in such a way like presenting some story accompanied with good music that will allure the youths interest towards them.

6. Survey also reveals that the respondents are loyal towards the brands who are involved more in CSR activities. So in order to attract more and more people towards their advertisement campaigns the brands should also concentrate on increasing their brand equity by engaging in more CSR activities by which they not only gain consumers trust but also manage to become more popular and will be preferred by consumers.

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Roktim Sarmah is currently working as Manager,Market Research and Pharmacoeconomics.He served as an Associate Professor of Marketing at Mittal School of Business, Lovely Professional University (ACBSP accredited and ranked among top 40 B-Schools in India as per NIFR). Dr. Sarmah has published his research work in reputed international journals and has presented his research work at various international conferences. His research interests include marketing, social media marketing, assessing effectiveness of media campaigns.

Ayesha Khatun is working as an Assistant Professor in Symbiosis International University.She has authored many papers in Journals of Repute and completed her Ph.D in the field of HR (Knowledge Management).

Aayushi Singh is a Ph.D. scholar at Lovely Professional University, India. Her work focuses on integrated marketing with a specific emphasis on the interrelationships between technology adoption and sexual orientation. She has published several book chapters and research paper in the various scopus and ABDC journals like International Journal of Social Ecology and Sustainable Development. She has undertaken several consultancy projects and has led the team as principal investigator. Aayushi is a regular presenter in various marketing conferences such as ISDSI-Global Conference, International marketing conference, and various others.