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PUBLIC SERVICE ADVERTISING IN INDIA: AN EVALUATION THROUGH LITERATURE

Krishna Pal Singh

Research Scholar
Institute of Management Studies
Banaras Hindu University, Varanasi

Dr. Anurag Singh

Assistant Professor
Institute of Management Studies
Banaras Hindu University, Varanasi

ABSTRACT

Long back a question related to sale was raised and an issue came into existence "Why one can't sell brotherhood like one sell soap?" This statement implies that sellers of commodities such as soap are generally effective, while "sellers" of social causes are generally ineffective. Afterwards the four social campaigns to determine what conditions or characteristics accounted for their relative success or lack of success were examined. They found that more the conditions of the social campaign resembled those of a product campaign, the more successful the social campaign are. However, because many social campaigns are conducted under quite un-market-like circumstances, that's why the clear limitations in the practice of social marketing was also noted. As a part of social marketing, public service advertising needs to be mentioned as social awareness advertising, which is mainly focused on social issues like national integration, pollution, family planning, care and concern for aged and disabled, awareness campaigns against smoking, drugs, alcohol, etc. The primary purpose of this type of public service advertising is to educate the masses through hard hitting educational messages. Therefore, Public Service advertising is considered as an instrument to promote ideas important to society or to specific groups and shaping the desired attitudes and behavior. In view of the above good number of times the issues related to PSA are misunderstood and the seriousness of the concept is lost. This article attempts to review the history of public service advertising, identify issues addressed through public service advertising in India and enlist the PSA aired by govt. of India. Finally, the research attempts to summarize the recommendations of different authors made to enrich public service advertising through content analysis.

Keywords: Public Service Advertising, Social Issues, India, Evaluation. Literature

Public Service Advertising in India: An Evaluation through Literature

1. Introduction:

Public Service advertising is an instrument used by the government and non-profit organizations planned as part of their social responsibility. Public awareness campaigns are an integral part of social marketing (Doh, J. P., & Guay, T. R.,2006). It is a concept which was developed in the 70s of last century. This concept uses classical marketing experience to solve social problems for the betterment of the society at large. While developing the concept it was thought that there is a need for the marketer to address the social issues, rather than just selling products through marketing tool. The purpose of these public service advertising is to educate and raise awareness on important social issues in order to change attitudes and behaviors and to stimulate positive social change (Wallack, L. M.,1981).

Public service campaigns have many different goals. In some cases, organizations try to raise funds, recruit volunteers, promote a specific event, or bring attention to the group's work on an issue. In these cases, more

modest allocations of airtime may suffice. In other cases, campaigns are designed to raise awareness, change attitudes, or even change ingrained behaviors, such as reducing smoking, preventing drug or alcohol abuse, or promoting physical fitness. In these cases, having a substantial amount of airtime to get the campaign's messages in front of the target audience is critical. Technically, by definition, Public service ads are messages furthering a public interest issue that are aired for free by a media outlet (Di Clemente, C. C. 2006). When country like India, is facing a lot of issues related to environment, health, social, etc. Public service advertisement has become a powerful tool in the hand of government to address these challenges effectively. As public service advertisements have potential to reach to the target audience easily and have ability to influence their attitude and behavior positively.

Worldwide numerous studies are done by researchers to study public service advertising. Through literature review, it was found that Indian scholar did not pay much attention in PSA subject area. Therefore, on the basis of lack of literature and problem identified, this study has tried to accumulate the history of Indian public service advertising, enlist the social issues considered in Indian public service advertisements in past decade and to summarize the researcher's recommendations conducted in public service advertising domain to make advertisement effective.

The results are based on the exploration of the literature and content analysis. Therefore, it can be said that the result is based on the past studies conducted either in India or in other countries.

2. Conceptual Framework:

Public service advertisement is basically directed at the social welfare of a community or a nation (Turner, J. C., & TenHoor, W. J. 1978). In this type of advertising, the objective is to put across a message intended to change attitudes or behavior and benefit the public at large. The first Public service advertisement was witnessed in after first world war when people of the world were facing the numerous social issues. For addressing these issues, maintaining the peace and promoting the brotherhood among the people PSA was the first need on that moment of time (Bridoux, J., & Russell, M. 2013). Then public service advertisement considered the most effective and powerful tool to reach the masses and create the impact on mind of people. As public service advertisement, different in approach and messages in PSA are designed in the way so that it can leave long lasting impression in their mind and it also should be able to force the people to think about these issues whether they are relating to social, health or promoting the harmony among the people (Moriarty, S.et.al.,2014). It is also found that public service advertisements are most effective tools in creating public awareness about the issues like health, environment, social and changing the attitude and behavior of the people. PSA are generally designed and broadcasted by the government and non-profit organizations for interest of people (Jess, K. A. 2000).

Purpose of Public Service Advertisement:

The aim of public service advertisement to formulate the suitable strategies for effective campaigning for social issues (Bator, R., & Cialdini, R. 2000). Developing the understanding how media can be used most appropriately to make these campaign effective and identify the public interest towards viewing social advertisement. Finally Examine the extent of the influence of social advertisement over the public.

2.1. Structure of PSA:

The target of public service advertisement is whole community and objectives of the Public service advertising are to address the issues which are basically important to the public (Atkin, 2001). Therefore, advertiser, either government or private, should maintain the consistency and trustworthiness of these public service advertisement. The campaigning process of PSAs are the same as paid campaigns in the media but these advertisements are more reasonable and cost effective. For launching PSA advertiser has to consider these elements.

As these advertisements are not commercial in nature, they are basically designs to create awareness and educate the people for issues which are very important to society at large. So first important step of public

service advertisements is to create an effective and appealing message which has been decided to convey to the target audiences (Perse, E. M. et al, 1996).

Second important steps of PSA to select a mode of a media which has wide coverage and mass appealing (Clarke, J. N. 1999). So that message can be portrayed effectively and efficiently to create awareness in the society.

Thirdly, the very important steps of PSA to select the target audience on the basis of different segment like, age, gender, class, race, etc. for creating awareness. So that message can be delivered cost effectively and efficiently (Hammond, S. L. et al, 1987). The last step of PSA is the consideration of expenses as per the budget allocated by government for the same. Ensuring the best utilization of this allocated budget to make campaign more and more effective for the target audience.

Selection of mode for effective media campaign, choosing the effective and appealing message for campaign, allocating the sufficient budget for advertisements, are the main concern in public service advertisements (Austin, E. W., & Pinkleton, B. E. 2015).

3. Review of literature

Plenty of researches on public service advertising and its issues were studied throughout the world. As per the data available, it can be said that up to 20th century American researches in PSA area dominated, but later the researches were conducted in Europe, China and India. In India, good researches were not conducted and were not analyzed. Therefore, whatever the research related to PSA in Indian context were found is being presented here.

According to Aishwarya Chatterjee (2016), the first non-governmental initiative was taken in early 1900s; the ad was run free by newspapers to dramatize the concern of child labour. Bhatia, (2009) stated that out of the campaigns initiated in rural India in 1990s, few campaigns are for children, women, girls' child welfare, AIDS awareness, and clean water programs loads of campaigns covered. Bhatia, (2009) have also mentioned that in 1980s slogans were directed for family planning "Ham do Hamare do" and newly "Ham do Hamare ek". Alyque Padamsee was the first Indian to make a Social Awareness Advertisement through his public service film on Handicapped Children, "The story of Hope" (Aishwarya Chatterjee, 2016).

Tata tea launched one of the most iconic ad campaigns, 'Jaago Re'. This was the first ad on election awareness and the duty of Indians to implement their right to vote. Another ad that was conceptualized and created to perfection was 'Mile sur mera tumhara' (1980). 'Mile sur mera tumhara', is a campaign that countless Indian citizens have grown up viewing it. The campaign Incredible India by Ministry of tourism (2009) derives a quote from ancient Indian speaking about hospitality 'Atithi Devo Bhava'. It was Bollywood actor Aamir Khan to present the brand (Chatterjee. 2016)

The Indian government has launched health campaigns like 'Kuposhan Bhagao' for eradication of malnutrition, DOTS campaign for Tuberculosis and Polio Free India. (Chatterjee, 2016). Polio Awareness ad campaign created an awareness and awakened the people about the Polio Revival campaign. The ad was in all regional languages and key words of the advertisement hammered as reminders "5 saal ke neeche har bachcha har bar" (Any child below 5 years every child every time, for polio drops) (Chatterjee. 2016).

Jeff, Lisa et al. (2008) in a study titled "Message Design Strategies to Raise Public Awareness of Social Determinants of Health and Population Health Disparities" advocated that for the population health, one should frame messages to acknowledge a role for individual decisions about behaviour. Frith & Mueller, (2010) and White, (2000) has pointed out "Misuse of Individuals in ads can lead to a variety of problems.

Meenakshi (1998) defined social advertising as those advertisements which deal with social causes aimed at welfare and wellbeing of the people. PM Modi's idea and a key scheme that aimed to address the dipping child sex ratio and empower the girl child in the country 'Beti Bachao Beti Padhao' programme was launched from Panipat Haryana by Madhuri Dixit (Chatterjee, 2016). William (2006) quoted that Public Service Ads have evolved far beyond their wartime origins and late-night airings to become a frequent presence in American mass media. (Joyce & Wolburg, 2009), in a study found that the misguided effort to change the smoking behaviour of college students using the same anti-smoking messages didn't work (Waters et al. 2006).

Public service advertising has been used for a long time by governments and non-profit organizations in attempts to influence public behaviour (Lennon et al., 2010). Public service campaigns often adopt emotional or fear appeals to discourage socially undesirable behaviours. Dillard and Peck (2000) reviewing emotional aspects in PSA have proposed that designing effective emotion-based public campaigns should involve first identifying the reaction most agreeable to persuasion. Studies show that young adults identify the use of fear appeals in PSAs but find them personally inappropriate (Cohn, 1998; Hastings and Mac Fadyen, 2002). They do not believe that the consequences featured in the public service advertisements would happen to them (Kemp f and Harmon, 2006). Maria Halkias, (2007) advocated that in Radio, usually the PSA messages comes and goes till the listener tune to it. (Pant ,2007) concluded that these PSA's do not reach the audience properly and hence may not be that effective. Mehta (2011) mentioned, Doordarshan is doing good than other channels to make the people aware for social issues. Bora (2010) says PSA is considered to be one of the most effective means to create social awareness and bring about a change. Josy Paul (2005), PSA are good at communication, not for funding. William Leiss et.al (2005) has stated that the PSA is effective when ever is taken help from film stars. Erdgan (2000), said that celebrity campaigns gains success more swiftly and effectively. Wells, (2009) has studied the driver's behaviour after the PSA to drive safely while drunk found that 70 percent drivers were influenced by the campaign.

3.1. Observations, Gaps and Research Issues:

Based on the review of available public service advertising literature, it is clear that most of the public service advertising research are either experimental or questionnaire survey based. In Indian scenario, the subject of public service advertising could not draw much attention of researchers. Also, the subject of public service advertisement history, enlisting of ad campaign and effectiveness is vague and perceived by varied researchers in different ways which is the big gap in the available researches of the domain.

4. Statements of the problem:

Most of the researcher measured the public service advertisement for a particular social issue and cause from the different media vehicle angle. The big question is that the result of the research is valid in Indian context or not? However, many studies have focused on refining and deriving some specific public service advertisement effectiveness dimensions. Till date not even a single research is seen, which has tried to study the PSA effectiveness and other related variables. The debate still exists over the clear definition of public service advertisement, effectiveness with reference to specific media on any targeted group.

The poor explanation of the concept, history, detailed enlisting of Indian public service advertisements and the incomplete summarization of the recommendations in Public service advertising is a big problem which becomes the hindrance in processing the higher studies. Therefore, the need was felt to explore the issues related to public service advertising, which are unexplored hence the below mentioned objectives were studied.

5. Objectives of the study:

The objectives of the study are to:

- Explore and describe the initiation, processing and utility of Indian public service advertising on various health issues.
- Analyze and enlist the social issues considered in Indian public service advertisements in past decade.
- Summarize the researcher's recommendations conducted in public service advertising domain to make advertisement effective.

6. Research Method Used:

Research methodology is a strategy that guides a research in providing answers to research questions and for this, research survey based on data and literature is conducted. Decision to study the data or the literature depends on the exploration of respondents or contents. The accuracy of the study depends on the systematic

application of the method. The researcher has to decide the method to be used that helps him to get a desired direction in a systematic way.

6.1. Research Design:

A research design is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problem. As discussed above this study is trying to find the history of PSA, analyze the PSA, and summarization of recommendations. Therefore, to study the purpose mentioned above the research design adopted is exploratory in nature, which is helpful to find the issues from the available literature.

6.2. Data collection Method:

This paper attempts to throw light on the conceptual issues associated with public service advertising in Indian context. Therefore, the issues are studied through collected secondary data. The secondary literature is collected from newspapers, magazines, books, journals, conference proceedings, Government reports and websites.

6.3. Analyses:

The content analysis approach was followed to explore and analyze the available literature as per the objectives considered for the study.

7. Findings of the Objectives:

7.1. Initiation, Processing and Utility of Indian Public Service Advertising on Various Health Issues:

First Public Service advertisement was witnessed in India in 1976 targeted to address the most important issue of tackling the overpopulation problem efficiently through family planning campaign (Chhetri, 2011). The campaign aimed to create awareness among the people of India. After the launch of PSA in India, it was seen as the most powerful and effective strategy to deal the social issues prevailing in the country (Jethwaney, J. 2016). The TV, particularly Doordarshan was considered as the most effective medium to make the reach among Indian Public. To convey the message some catchy slogans like ‘Hum Do Hamaare Do’, ‘Chhota Parivaar Sukhi Parivaar’ (Patel, T. 2006). were designed and were aired as the public service advertisement through TV to target the citizens of country. These messages created a great impact in the mind of the people. The inadequacy of these campaigns was that they were found incomplete in some sense and were completed only after the launch of other public service advertising. The campaign ‘Hum Do Hamaare Do’, ‘Chhota Parivaar Sukhi Parivaar’ (Narayan T. 2004) was completed only after the launch of advertising message of ‘Nirodh’, the cheapest contraceptive.

The success of this program awakened the government to realize the potential of Public Service Advertisements to create awareness among the people of India. It understood that Public Service Advertisements could be used more effectively to touch various issues related to human being. It can be used to spread awareness and improve the overall quality of life of the Indian public. The campaign of Family Planning was then made inclusive and was reorganized as a movement for Family Welfare, which also affected issues like Oral Hygiene, Vaccination, Immunization, Cleanliness, etc. Messages like ‘Garbhvati mahilayon ko teeka zaroor lagvayen’ (Goel Anuradha, 2012) ‘Bachheko kala teeka to lagadiya, kaali khansi se bachne ke liye DPT ka teeka lagvaya?’ etc (Rizwan, 2016). The PSA has got a major thrust when animation was added to it. In 1974, the idea of National Integration was put in-front of Indian public via animated film ‘Ek Anek Ekta’ (Bhimsain, 1974) later was popularized by the meaningful lyric ‘Ekchidiya, anek chidiya.’ (Bhimsain, 1974) The, video song became a national hit and is still being remembered for its simplicity. Hold up by the success and far-reaching impact of these drives, the government paid attention to many other important social issues that needed to be addressed. Since there was no better medium for this purpose, public service advertising then left a far-reaching impact on the mind of people and touches the many diverse aspects of life. Then public service advertising related to the

'Liberation of the Girl Child' vis a vis 'Care For the Girl Child'(Spelman, E. V.,1982). were released and dealt with very important and serious issues like girl education (a girl, when she protests that like her brother she too has homework to do, is snubbed with a curt 'to ghar ka kaam kaun karega?'), girl equality and girl health (the girl in the ad is given a cold shoulder when she, like her brother, asks for a second helping of food while the son is served food lovingly), etc.

By this time, Public Service Advertising had imprinted a unique niche for itself and the government, sensitive now to its huge potential, paid special attention to Public Service Advertising. Other significant movements like National Literacy Mission and National Integration were cast in the garb of Public Service Advertisements, making them more effective and memorable (Kotler, P. 2009).

7.2. Social Issues considered in Indian Public Service Advertisements in Past Decade

7.2.1. AIDS Awareness:

India is a second largest populated country in the world with more than 1.25 billion people. It is estimated that more than 3 million people are suffering from one of the deadliest disease AIDS in the country. The most important reason of spreading this disease is unawareness about the HIV\AIDS. Poverty, illiteracy and poor health facility in India are making it more challenging. So, this is the need of hour to launch a powerful campaign to address this health issue. Making aware people in the country is the only way to fight this menace effectively and efficiently. In view of this a public service advertisement featuring Shabana Azmi was aired to create the awareness. The advertisement was having a theme "AIDS chhoone se nahin phailti". (Ghosh T.K.,1986).

7.2.2. Pulse Polio Awareness:

Pulse polio eradication program in India was started in 1998 with an aim of hundred percent coverage. For this purpose, the roll of public service advertisement was witnessed very important in creating mass awareness. Celebrity like Amitabh Bachhan has played very important role in the movement. The role of public service advertisement in TV and another media platform cannot ignored in disseminating the awareness and eliminating this disease from India (John & Vashishtha . 2013).

7.2.3. Awareness for Diabetes:

Cricketer sachin Tendulkar is the brand ambassador of Novo Nordisk's, a diabetic care company. We can understand the seriousness of disease, as It is estimated that more than seven crore people have diabetic problem in India and by 2035 it is expected that this number will be doubled. For fighting this problem, it is required to launch the powerful campaign with the help of well-known person like Sachin to make these campaigns more effective. So that this diabetic problem can be curb efficiently and give a healthy life style to people of India. (D'souza Melvin Oscar 2016)

7.2.4. Good Hygiene Habits:

The goal of this campaign is to reach more than 74 million people in India over the next few months, through different media channels. In order to promote health and hygiene and raise awareness about good hygiene habits such as washing hands four times in a day, encourage the use of a toilet for defecation and accepting safe drinking water practices, a campaign has been launched recently .Launched by Hindustan Unilever Limited , the 'Swachh Aadat Swachh Bharat' is in line with the government's Swachh Bharat Abhiyan .Our campaign will affect people by encouraging them to adopt simple healthy habits that can avoid illnesses. The goal of this campaign is to change the age-old habits and practices. (Appleton, B., & Sijbesma, C.,2005).

7.2.5. Eye Donation Campaigns:

More than 50 lakh people in India suffering from corneal blindness and that is a curable disease. It can be successfully treated in India but just because of unawareness people force to live in darkness. For tackling this

problem there is a need to create understanding and awareness that after death people can donate their eyes only by filling simple form and can give a light to many of them (C Priyadarshini, et.al.2003).

7.2.6. Save Water/ Oil/ Electricity:

It is the responsibility of every one to save the valuable resources of planet so that we can give a beautiful planet to our next generation. For fighting this problem worldwide campaigns are running. India is also making efforts to save its precious resources. Creating awareness for water conservation, how to save water, how use it sincerely for this purpose a number campaigns are being portrayed. Saving electricity also an also a major concern in India. So it is the need of hour to make understand the people for conservation of water, electricity, oil and other resources and many serious efforts are needed in this direction. To save the water, oil and electricity many public service advertisements were aired on television in past one and a half decade (Balzani, V., & Armaroli, N. 2010).

7.2.7. Girl Child Education:

Gender biasness in our country is most alarming issue to be tackled. Boys in the home getting more importance over the girl child. It is a prestigious issue to have a boy in home. That is why it is a major issue for concern of gender equality in India. Girls have been under privileged of education and from freedom as boys have. So, efforts are needed to change the mindset of people towards girl's education and for equal rights in society. Many Public Service Ads have enforced this thought and one can see them propagating the idea of girl-child education for their better (Alfano, et.al.,2011).

7.2.8. Against Drunken Driving:

Drunken driving is also a major concern for Indian government. It is also reported that many people end their lives in road accidents and the main reason of these accidents are careless driving. Most of the time drivers are not following the traffic rules though they are carrying the driving license but still they are not aware about the traffic rules. Driving can prove more dangerous with alcohol. For this purpose, time to time government is taking initiative to make people aware about traffic rules by issuing the traffic guidelines. Public service advertisements are also playing very important roles to convince people for safe driving. Only government initiative is not sufficient to tackle this problem. Sensible behavior of the people is also expected in this regard (Åkerstedt, T, et., al.2008).

7.2.9. Family Planning:

India is facing numerous problems like, poverty, unemployment, illiteracy, disease, malnutrition and other environmental issues. The basic reason behind these problems is over population in the country. Controlling the population of the country was the main concern in front of the Indian government. Being a democratic country, it was not possible for the Indian government to adopt one child policy like china. Therefore, to combat this serious issue Indian government launched family planning program. public service advertisements played very important role in creating awareness in general public. This campaign was very successful to control the population. Still some effective initiative is also required in this regard. (Chhetri 2011).

7.2.10. Breast Feeding:

India's escalating population and high birth rate proves to be a lucrative opportunity for many MNCs for establishing a sound market for Formula milk for infants. The illiteracy proves to be a bane for many Indians as they cannot read the instructions on the boxes and fail to make the milk according to the given instructions. Using dirty water to make the milk or using wrong proportions of the powder and milk gives rise to many health-related problems like malnutrition and weak immunity. Hence the Government is more concerned for the promotion of breast milk and its wonderful properties. Public service advertising is the best way for the promotion of breast milk feeding for the better healthy life of the infant and same was done in past (Garcia, et.al. 2011).

7.2.11. Female Feticides:

Preference for the male child has been one of India's most longstanding problems. The preference for the male child goes to the extreme, resulting in female feticide. This practice is rampant in states like Punjab and Haryana where education and awareness is not as widespread as desired. This has led to a skewed sex ratio. In 1991, the figure was 947 girls to 1000 boys. Ten years later it had fallen to 927 for 1000 girls (census, 2011). Many agencies have come forward to diminish and ultimately remove this unbalanced view from the lives of all. Many slogan, PSA campaigns have been developed to stop this heinous practice (Fatma, H. 2009).

7.3. Researcher's recommendations in public service advertising domain:

- Why Public Service Advertising is the wrong environment for Public Service Advertising Campaigns

The above-mentioned research shows that advertising efforts to promote social cause rarely reach meaningful level of effectiveness. It points out that the media provides the right platform to the advertiser to disseminate the advertising message of PSA. It further advocates that media also provides the environment to discourage the behavior through public service advertising messages.

The major recommendation of this paper is to provide right emotional climate for advertising messages, which can encourage behavior of the public (Wolburg, J. M.,2001).

- Analysis of celebrities endorsed public service advertising

Analysis in this paper shows that celebrity advertisements focused on social and health issues have very powerful impact on the behavior of the people because celebrities work as source for advertising and the responsibility to attract to change the mind-sets of people through social advertising (Chanchal Sachdeva,2015).

The important recommendation in paper this were given by authors are that the 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 by the author that when an advertising of health-related issues is done by any sport celebrity it creates more impact on the mind of people (Chanchal Sachdeva,2015).

- Attitude towards Public Service Advertisements among the Rural Youth in Chengalpat Taluk Kanchipuram District

The study describes the factors responsible for the effectiveness of social advertisements. Social advertisements play an important role in the current scenario where people try to outbreak the culture because of the influence of various factors. In countries like India, without social advertisements it is difficult to channelize the people in a path for development of the individual and the society.

The Author recommended that, the people give more importance to the other categories of advertisement rather than social advertisement. He further said that the public service advertisement seems to be waste which no body wishes to see. There is a need to develop some sort of attractiveness to attract the people towards social advertisements. To make public service advertising more effective author felt that PSA should be attractive for the people so that they become more responsive towards these ads (S. Gangadharan, Dr. P. S. Nagarajan,2013).

- Awareness of Health-related advertisement: A comparative study of Mysore and Chamaraj nagar District

In this research, the researcher was of the opinion that the awareness of respondents chosen for the study, about health-related social advertisements were found to be significantly high. To support this view Manickavelan (2013) in her article "A study on the effect of public service announcement in television" found that the respondents who were exposed to the television ads had higher recalling ability of the social issues and increased awareness regarding the same than the respondents who weren't. In this paper researcher has recommended that public service advertisement should be designed differently for men and women. Other things which he has suggested that Government and policy makers can design schemes separately for urban and rural populations and different schemes for different districts depending upon the conditions prevailing in the

concerned area, which would help further strengthen the awareness of the people (Harshavardhana. B Dr. C. Sumangala,2015).

- Maggie S.K. Fung, (2017), have examine that Results revealed that celebrity endorsers had the most effective Cervical Cancer Prevention (CCP) advertisement appeal among young consumers regardless of advertising appeal in Hong Kong. The findings suggested that highly self-health conscious young people are motivated to learn more information about Cervical Cancer Prevention (CCP) and have a more positive attitude and effectiveness towards the Cervical Cancer Prevention (CCP) advertisement. Furthermore, he recommended that if celebrities are the part of any health campaign they make it more effective advertisement predicts higher motivation and behavioural intention, whereas higher “self-health consciousness” and “motivation to learn more information” predicts more positive advertisement attitude.
- Kara Chan & Hao- Chieh Chang, (2013) have given their Findings – The interviewees described government publicity in general as credible and practical. Some liked the green living ads for their creativity but others disliked them as boring, unrealistic, irrelevant and uninformative. Recommendations are presented for designing public service campaigns that target that are more suitable to the audiences. That means campaign should be designed in such a way that they are more interesting, appealing and attractive for the people.
- Matthew Wood, (2016), Examine in his research that in health care service the attitude and approach of service provider towards their customers are very important. For this purpose, it the responsibility of service prodder to ensure the people that whatever they are doing that is basically for their wellbeing. Finally, he recommended that the integration and conversations of relationships, values, services and midstream social marketing into a model for co-creation offers a valuable tool for social marketing and health, welfare service professionals.
- Alan Tapp et.al., (2013), Examine that, health benefits of breastfeeding were not disputed, but neither were they found to be a strong motivator for this age group. Personal benefits oriented to the mother were explored, some of which seem more promising in maintaining breastfeeding and the quality of ante- and postnatal service was critical. Finally, the “public” image of breastfeeding was often a negative, with the perceived lack of social acceptance of breastfeeding in public places acting as a barrier to continued practice. Finally, they recommended that to overcome these barriers creating awareness for breast feeding is very important and public service advertisement can prove very effective tool to fight this problem.

8. Conclusion

An attempt is made through this research paper to review various issues on public service advertisement. The studies revealed that the public service advertisement being aired on television, internet and other forms of public service advertisement have a very powerful impact on changing the perception, attitude and behaviour of the society. Further, it can be said that advertisements play an important role in influencing the behaviour and decision of the societal member. Research also advocates that good number of times a public service advertisement has a positive impact on society. This research observed the initiation, processing and utility of public service advertising discussing the initial and farther issues of public service advertising in earlier decades. Further it has been tried in this research to enlist the issues considered useful for the public service advertising in earlier decades so that the budding researchers can understand the journey public service advertising have travelled in previous decades. Finally, the researcher has compiled the recommendations of Indian researchers given in the public service advertising research domain. On the basis of the literature review, exploration of the

public service advertising and compilation of the issues considered in objectives, it can be said that the public service advertising in India have a rich legacy and have travelled a distance in the hope of shaping a changed and developed Indian society. It is also pertinent to mention that though the society have travelled in right direction to shape the attitude but still the country and society have to travel miles in coming time. This clearly highlights the need to work on public service issues, public service advertising and the measurement.

9. Limitations:

This research has several limitations. Working on the limitations will help the researchers to improve the upcoming research work. Another important limitation of the study is to consider the studies conducted in Indian context and we know that very less work is done in this area. The other important limitation of the study is the time of conducting the research. The most important constraint of this research is the generalizability of findings.

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