

Impact of Societal Issue Advertising on the Mind of Common People

Prof. (Dr.) Anil Vashisht

Director: Amity Business School, Amity University Madhya Pradesh

INTRODUCTION

Social issues (also known as social problem, social evil and social conflict) refer to any undesirable condition that is opposed either by the whole society or by a section of the society. It is an unwanted social condition, often objectionable, the continuance of which is harmful for the society. India is facing a large number of social issues such as caste system, child labor, illiteracy, gender inequality, superstitions, religious conflicts and many more. It is high time to get relief of these undesirable social evils and therefore the society is made aware about these issues through advertising. Major social issues that are being highlighted through advertising are.

- **POVERTY:**

Poverty is a multi-dimensional problem social problem prevailing in the country. The major causes for poverty in India are-

1. Demographic factors (Over population and family size)
2. Economic factors (productivity, human resource etc)
3. Personal causes

- **CHILD ABUSE:**

It has very clearly emerged that across different kinds of abuse, it is young children, in the 5-12 year group, who are most at risk of abuse and exploitation. Child abuse in India is often a hidden phenomenon especially when it happens in the home or by family members. Focus with regards to abuse has generally been in the more public domain such as child labor, prostitution, marriage, etc. Intra-family abuse or abuse that takes place in institutions such as schools or government homes has received minimal attention. This may be due to the structure of family in India and the role children have in this structure.

- **ILLITERACY**

In India the literacy is still hovering around 74% on an average reaching above 90% in Kerala and below 75% in Bihar, Arunachal Pradesh, Jharkhand, etc. All efforts and success in literacy have become obliterated by huge rise in population. Illiteracy is highest amongst Scheduled Caste, Scheduled Tribe and other backward classes who are not only poor, but unaware, unconcerned and unwilling to improve and change their lot. Illiteracy deprives people not only of economic development but also of all benefits of education, reading, writing, etc. remaining within the darkness of ignorance, poverty and impoverishes.

- **DIGITALIZATION**

The government of India launched “Digital India” campaign to boost up the technology usage in the country. It is an initiative started by Indian Government to ensure that Government services are made easily available to citizens electronically by improved online infrastructure and this will be a structured process to increase Internet connectivity and making the country digitally empowered in the field of technology by reaching the masses of India and encourage them to use the technology in their daily life. The plan includes connecting the rural India with high speed internet.

- **MOLESTATION**

India is a source, goal and travel nation for women being trafficked for the utilization of constrained work and commercial sexual misuse. Women are being held under debt bondage and are exceptionally powerless against constrained work working in rice plants, block furnaces, and agribusiness and in weaving processing plants. Young women and women are trafficked inside the nation with the end goal of constrained marriage and commercial sexual abuse. They are likewise being utilized as outfitted

warriors by some terrorist groups. The misuse of women in the media has turned out to be so well-known, especially in promoting, which the vast majority neglect to try and notice it or get irritated any longer. Women's body is ceaselessly used to offer autos, cigarettes, alcohols, male fragrance and other male perceived items, and also daily papers, magazines and TV programs

- **SMOKING**

Smoking in India has been known since at least 2000 BC when cannabis was smoked and is first mentioned in the Atharvaveda, which dates back a few hundred years BC. Fumigation (dhupa) and fire offerings (homa) are prescribed in the Ayurveda for medical purposes and have been practiced for at least 3,000 years while smoking, dhumapana (literally "drinking smoke"), has been practiced for at least 2,000 years. Tobacco was introduced to India in the 17th century. It later merged with existing practices of smoking (mostly of cannabis).

Smoking in public places was prohibited nationwide from 2 October 2008. There are approximately 120 million smokers in India. According to the World Health Organization (WHO), India is home to 12% of the world's smokers. Approximately 900,000 people die every year in India due to smoking as of 2009.^[1] As of 2015, the number of men smoking tobacco in rose to 108 million, an increase of 36%, between 1998 and 2015

- **WOMEN EMPOWERMENT**

The subject of empowerment of women has become a burning issue all over the world including India since last few decades. Many agencies of United Nations in their reports have emphasized that gender issue is to be given utmost priority. It is held that women now cannot be asked to wait for any more for equality. Inequalities between men and women and discrimination against women have also been age-old issues all over the world. Thus, women's quest for equality with man is a universal phenomenon. What exists for men is demanded by women? They have demanded equality with men in matters of education, employment, inheritance, marriage, and politics and recently in the field of religion also to serve as cleric (in Hinduism and Islam). Women want to have for themselves the same strategies of change which menfolk have had

over the centuries such as equal pay for equal work. Their quest for equality has given birth to the formation of many women's associations and launching of movements.

SOCIAL ISSUE ADVERTISING

Social Advertising could be advertising with the use of a social environment to reach its target audience. It could also be advertising about social issues.

For an ad to be socially successful, it could be designed to educate or motivate target customers to undertake socially desirable actions. These are often meant for promoting any health and wellbeing issues, such as programs to educate and create awareness about drugs, diseases and other social issues

While independent ventures essentially utilize promoting to convey information on their items and administrations, publicizing strategies additionally bring issues to light of social issues. Effective pictures, thunderous music and eloquent content can inspire sentiments in watchers to advance societal changes.

The undertaking is to make mindful publicizing that positively affects society: for quite a while, it was said that promoting reflected societal change and was impacted by silver screen. Today, in any case, the publicizing business is doing spearheading work that takes advantage of experiences resulting from human conduct and changes over them into battles that interface with shoppers and pulls in a premium. No other era has ever had a much extra cash as this one. That is the reason this rising era has turned out to be sufficiently effective to have a particular designation in each advertiser's financial plan. This paper concentrates on why kids are the objective of many promoting efforts, How they respond to publicizing messages, What are the rising publicizing techniques received by the sponsors to charm more youthful era, the moral guidelines took after by the sponsors and the corporate social obligation activities taken by the sponsors.

LITERATURE REVIEW

Advertising of social issues has turned into an imperative component of social marketing. In any case, little appraisal of social advertising acceptability has been attempted. This is additionally intensified by an absence of consideration regarding

the forerunners and results of how acceptable the intended interest group see the publicized messages. This review concentrated on inspecting social promoting by get-together information on two social issues being publicized. The outcomes demonstrate that social issue association affected social advertising acceptability, and credibility and contribution impacted states of mind toward social issues. Likewise, state of mind impacted goal to agree to the social issue message.

It appears that huge numbers of the issues confronting society today include behavioral decisions that incorporate exercises, for example, drinking liquor, smoking cigarettes, taking medications and so forth. For instance, smoking and extreme drinking have huge social expenses as demonstrated by discoveries of 1998 National Drug Strategy that observed tobacco and liquor utilization to be the real reason for medication related passings in Australia. As needs be, there has been an expanding pattern by governments and non-benefit associations to utilize social promoting to address practices that outcome from such decisions especially when they move toward becoming issues at a societal level. On this, many have endeavored to address social issues through broad TV promoting efforts. In that capacity, this review looks at two social issues (i.e. hostile to smoking and against drinking) from the viewpoint of the credibility of the promotions and the predecessors influencing acceptability -, for example, an individual's association in the issue (star or positive), their state of mind towards the issue, the consideration paid to issue related advertising messages, and effect they have on an individual's aim to go along. Promoting is multidimensional and is unquestionably a type of attention. Any type of mass correspondence has a social obligation connected with it and along these lines notice is no exemption. Notwithstanding, one question in this setting should be cleared is whether ads satisfy the 'alleged obligation' or not. Notices are implied for the masses and individuals relate themselves with this medium. In this manner, for understanding its duties towards the general population, its positive and the negative perspectives needs to be caught on. It is an effective medium of mass correspondence as well as is a fundamental segment of the monetary framework, a method for financing broad communications, a fine art, a social organization, an instrument of business

administration, a calling and last however not the minimum a field of work. In straightforward terms, promoting is a declaration with respect to the dispatch of an item, administration or thought through the use of fundamentally the most well known broad communications. Medium is picked in light of its fame and the one which has most extreme reach. It might shift from varying media medium, sound medium to print medium, and so forth. As advertising is a type of mass correspondence and in this way simply like other mainstream shapes it too have some social duties related with it. Here at this stage, one central issue emerges whether promoting individuals do have a duty just towards their customers or does this circle of social obligation is significantly greater than that?

RESEARCH METHODOLOGY

The aim and objective of this report is to study the impact of social issue advertising on the mind set of people and how people reacts to the ads shown to them. Social issues are a major concern prevailing on the society today. They adversely affect the well being as well as the emotional condition of the society.

The data that has been collected in this research is secondary in nature. Various journals and research papers previously done on this topic have been studied. The facts and figures are the result of the surveys that have been conducted in this field previously.

CAN ADVERTISING AFFECT SOCIAL CHANGE?

Social change comes in many structures: travel entryways made a completely new classification where the operator moved toward becoming minimized; to such an extent, that late-participant, high-development players are concentrating on the straightforwardness and unwavering quality of their stages to develop the market significantly more. OLX urges us to dispose offused items in the house and maybe the great old "raddiwalla" will go the method for the travel specialist sometime in the future. Indeed, even organizations between brands are driving social change: when Airtel gives an information arranged with another Nokia handset or

the most recent iPhone, they are recognizing that a country which likely made the idea of missed calls now need not be urged to talk as much as peruse the Internet. Informing applications like WeChat, a non-existent classification a year back, are expansive spenders and are changing the way youth impart.

Its viewpoints like these and singular encounters shared crosswise over online networking that shape aggregate conclusions on brands. Exactly five years prior, Seth Godin expressed: "A brand is the arrangement of desires, recollections, stories and connections that, taken together, represent a buyer's choice to pick one item or administration over another. On the off chance that the customer (regardless of whether it's a business, a purchaser, a voter or a contributor) doesn't pay a top notch, make a determination or spread the news, then no brand esteem exists for that consumer." As communicators, our assignment is to make mindful advertising that positively affects society: for quite a while, it was said that advertising reflected societal change and was impacted by silver screen.

Today, in any case, the advertising business is doing spearheading work that takes advantage of bits of knowledge resulting from human conduct and changes over them into battles that interface with customers and pulls in a premium. Social change accompanies social change. Furthermore, advertising doesn't hit us just by means of TV ads or daily paper ads; the period of barraging has been supplanted with coordinated, installed discussions. India will see a greater amount of this in 2014 when the general races will drive political gatherings to publicize like never before some time recently.

In this day and age, the enrollment of advertising to aid the changing of human conduct is on the expansion. Be that as it may, how successful advertising is in affecting conduct or molding conclusions relies on upon various variables, including the degree to which it can get the intended interest group to become tied up with the message. At the least level, advertising can get the intended interest group to consent to the promotion message since they (the intended interest group) anticipate that the consistence will help them get what they need; regardless of the possibility that they don't completely acknowledge it. Value rebates and faithfulness compensates that rely on upon the client

undertaking to make some move to fit the bill for a reward are great illustrations.

A more grounded response is if the objective market can relate to the promoter or message source since they are thought to be alluring or like the intended interest group. To be viable at this level, advertising should be upheld by different calculates the showcasing procedure, for example, quality items and administrations, better get to, enhanced reasonableness, and agreeableness to the intended interest group.

A decent case of advertising that could achieve conduct change is the Balbir Pasha crusade keep running by Population Services International in India to diminish rates of risky sex and urge individuals to call the HIV/AIDS hotline. Here, advertising was upheld by various different variables that were a piece of the expansive social showcasing effort to impact conduct change.

Advertising is affected by the way of life of a general public and thus it impacts the perspectives of the general public. Promotions don't simply offer us autos, magnificence items or garments. They likewise offer us a way of life by commending a specific method for living or considering. The most recent Tanishq battle deals with the possibility of a lady's remarriage. This ad is striking likewise to touch upon another part of the Indian mind where a dim lady can stand her ground and remarry a man of her decision. Another incredible work of execution is the current Google promotion. It concentrates on the gathering of companions who had been isolated because of the segment. The Hassi Brothers' crusade for Fevikwik is Pidilite's endeavor at changing the general public's consumerist state of mind and advising them that reusing is socially capable conduct. The substance of the message should be sufficiently intense to move individuals. At the point when an interest is made to show others around us, not very many of us attempt to complete however when a similar idea is given a mass interest, an enthusiasm of social change, as on account of the Teach India battle, the outcomes are much more palatable and wide-coming to. .

A brand can connect with a social issue in two ways - either by exhibiting itself as a generous and faithful brand or something that can influence overall change. Social change incorporates numerous things - working for a greener planet, building group mindfulness, activities to make your choice, halting

debasement, destitution destruction, sexual orientation segregation and parcels more. A advertising effort that discussions of social upliftment or accomplices with individuals for another and intense India will help a brand emerge in the messiness. For instance, Havells' 'Winds of Change' promotion is a case of how advertising can be socially capable in transmitting new considering. Examine has demonstrated how advertising can hypnotize groups of onlookers and can move them to buy items. There is no motivation behind why they can't move individuals to change or achieve change.

BEST INDIAN ADS ON SOCIAL ISSUES

- **Tanishq Jewelers- The Double Knot**
This heart touching advertisement shows a mother getting married. As she is preparing for her marriage, her little girl peeps into the changing area. Later on amid the function, the little girl requests that the mother join in the "Pheras".
The ad inconspicuously shows a message of the significance of true love. It doesn't see colour or age. It is exclusively in light of feelings. Being second marriage for the woman, the notice flawlessly displays the likelihood of second chances and fresh opportunities. The social message of the skin shading being of no significance is apropos shown. Likewise, in the Indian culture, separation is looked upon as an issue of disgrace. This promotion counters and difficulties the generalizations related with separation and shows the advantages of completion a useless marriage to move towards another, beneficial one.
- **Dekh Le- For all the Gawking Men**
The world turns into an awkward place for a lady while ogling men encompass her. This is the essential topic of this commercial The notice shows four occasions where men gaze at ladies boldly. Before long, for each situation the lady, purposely or unwittingly flashes a mirror on their confronts so that the men can perceive what they look like when they gaze at. When this happens and the men encounter their genuine self, they feel humiliated and just turn away.
- **Myntra- Bold is Beautiful: "The Visit"**

Homosexual relationships are frowned upon by the society that we live in today and this beautifully crafted Myntra ad is a challenge to this stereotype. Love has no definition and surpasses the gender norms created by the society. This is exactly the idea behind this ad in which a lesbian couple gets ready to disclose their relationship to one of the partner's parents. Certainly, "Bold Is Beautiful".

- **Havells Fans- Hawa Badlegi ad**
This arrangement of advertisements is a great case of defeating the limits and generalizations made by the general public. In one occasion, a new married couple goes into the registrar's office in which the husband wishes to receive the last name of his significant other. In the second occurrence, an baby girl is conveyed to a Hindu-Muslim Couple and the father clarifies that the baby girl can receive any religion she wishes to when she grows up. At last, a domestic servant is asked to dine in with the rest of the family. This series crosses the boundaries of gender, religion and class. It depicts that it is time to move on from certain orthodox beliefs and make society a better place to live in.
- **Google Ad- Reunion**
The most shared ad of 2013, this ad captures the reunion of two friends expressively when they meet for the first time after the India-Pakistan partition of 1947. Their reunion takes place with the help of Google search. The futility and negative consequences of partition are being questioned through this ad.
- **Bell Bajao Ad Campaign**
This is an advertisement crusade which was started by Breakthrough in the year 2008. The different promotion in the Bell Bajao arrangement encourages individuals to venture forward with a specific end goal to stand firm against aggressive behavior at home. In the Bell Bajao promotion, at whatever point an instance of aggressive behavior at home is seen, the general population adjacent basically go and ring the ringer of the specific house in which this wrongdoing is being done.
- **Lifebuoy: Help a Child Reach 5**

Because of diseases from unfortunate living practices, a great many kids kick the bucket each prior year achieving the age of 5. The social message of significance of cleanliness and a solid way of life are highlighted in this ad. In the ad, a man is strolling staring him in the face, trailed by his child Muthu. Gradually, they are joined by a major crowd. The man, in the wake of strolling for miles at last achieves a sanctuary just to thank god and cleric as his child has turned 5. There are no kids in the town who have lived till the age of five.

- Vogue India: Start with the Boys
“Boys don’t cry” is the most commonly heard phrase in every part of the world. This ad will give you goosebumps when it reaches its climax. The purpose of this ad is to display a simple social message of teaching boys to be gentle and treat girls with respect. It is an effort to convey effectively the need for taking action to reduce crimes against women by changing the way boys are brought up by their parents.

IMPACT OF ADVERTISING ON SOCIETY

Advertising is the for the most part bantered about subject at this point. Like every other thing it has some positive also some negative focuses. On the off chance that it has some positive part of social and temperate effect on society then it do have some negative effect too. Advertising an open welfare program has positive social effect though uncovering lady in a promotion has negative effect on society.

Advertising is a mass marketing method. Grouped methods are utilized for advertising which induces the purchasers that why they require the item which is being publicized. They concentrate more on the advantages, which shopper will get from that item, as opposed to the item itself. Through advertising, items can be known to open effectively. They can choose which item they need and why. In this manner expanding the utilization and therefore additionally expanding the request of the item.

Advertising can likewise be utilized to create mindfulness among open what item they utilize and to which item they can state no. It can likewise be utilized to instruct individuals about specific maladies or threat (illustration: - AIDS, TB, viral sicknesses, and so forth.). Indeed, even the regressive

individuals are currently mindful of numerous illnesses and their issues. And every one of these credits goes to legitimate advertising. Ailments like Polio would never been controlled if the timings for polio drops aren't publicized frequently.

Advertising can likewise be utilized to advise open about get-togethers like shows and exhibitions. Foundations can utilize media to publicize about the ailments and energize individuals for gifts. Social associations and NGOs can utilize the mean of commercial for advancing their crusades. Looking for help through ad amid scourges or regular disasters can help a great deal.

There are additionally different accuses that advertising is bringing on negative social effect on lives. Regardless of the possibility that advertising has an unlimited decent effects on society, it can be decided out that is has awful effect too. It plays with the feelings of overall population and urges them to surmise that purchasing and draining are the exercises of life. Advertising blurbs of current movies, where sexuality is indicated much than the genuine topic of the motion picture, can redirect the general public a great deal. Realism is as a rule abundantly celebrated through promotions, which can again have risky outcomes Society is getting to be plainly insensible towards social or world issues since we are excessively fixated, making it impossible to fulfill our recently made necessities. We need to gain increasingly cash so we can purchase joy in types of items, being promoted as they can get all the bliss our lives. We are starving for material objectives, since we generally simply need to have more.

Items which are vigorously publicized are costly because of the cost spent on advertising. Without a doubt Advertising builds utilization, however its likewise genuine that the more we devour, the more we annihilate the earth, in light of the fact that if request expands generation additionally increments. In this way the need of crude materials additionally increments.

There are two promotions, demonstrated as follows. Them two are of same items, that is dessert, however with various structures. One can judge from them that which one have positive and which one can have negative effect on society.

In this way, we can state that Advertising has positive and additionally negative effect on society. The

balance of what is necessary and what truly not required ought to be centered more. Commercial can make satisfaction however can likewise all the while make uneasiness. Our general public and the showcasing of items depend so seriously on notice that even its negative effect on society can't exceed the numerous positive social and practical impacts.

DISCUSSION

The end result of the research demonstrate social issue association impacts mentality towards the issue, recommending that once an individual is included in an issue, they shape more grounded, more uplifting dispositions towards that issue. Furthermore, social issue inclusion decides how much an individual trusts the message or subject of the commercial, surrounded by the social advertising effort. In this way, the more included one is in the social issue, the more one would have a tendency to trust the message in the social promotion.

The authenticity of social notices was additionally observed to be critical in light of its beneficial outcome on consideration paid to promotions and demeanor towards the issue. Consequently, a promotion that apparently is trustworthy in its depiction of the outcomes of an abnormal social conduct ought to bring about more consideration paid to the message and a more inspirational disposition towards the social issue.

Further, no doubt social advertisers ought to consider promotion credibility when planning compelling social ads, in light of the fact that as demonstrated by the outcomes, promotion trustworthiness impacts consideration and state of mind, and mentality affects aim to go along. This recommends promotion credibility might be an imperative segment in an individual's goal to consent to a social advertising effort - and inevitable behavioral results. Subsequently, the point of a hostile to smoking advertisement ought to be to expand a smoker's conviction that 'each cigarette is doing you harm'. Such conviction ought to bring about the development of a more inspirational state of mind towards the counter smoking issue, which (ideally) ought to convert into a more prominent goal to quit smoking.

Given that social advertisers are utilizing Advertising to dishearten social issue related practices, for

example, smoking or toasting overabundance, it would appear the adequacy of the advertisements might be resolved to some degree, by such components as how much people trust the topic or message of the advertisement. Specifically, these outcomes highlight a portion of the troubles confronted by social advertisers, in light of the fact that if the promotion is just authentic to those included in the positive conduct, what reason does social Advertising serve in the choice procedure of halting atypical social practices? This seems, by all accounts, to be the essence of the contention, especially so with regards to the noteworthy development being used and cash being spent on social Advertising.

It elucidates that notices truly are a standout amongst the most effective and most grounded medium of mass correspondence and when credible and impartial messages are conveyed through this medium, the items get a moment positive reaction in the market. Everything relies on upon the promoters, who present the items or administrations with finish genuineness and without overlooking their duty towards the group. Commercials do have a social duty and it wouldn't not be right to express that individuals can be effectively made mindful of the all the concerned and pertinent social issues through this noteworthy device of mass correspondence.

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