

# Non-commercial Advertisements: A Study of Awareness & Preference among Rural Women

\*Dr. Khushboo Sharma, Associate Professor, School of Management Studies, Sangam University, Bhilwara

\*\*Dr. Pallavi Mehta, Associate Professor, Faculty of Management, Pacific University, Udaipur

\*\*\*Alka Gupta, Research Scholar, Sangam University, Bhilwara

**Abstract -** In today's competitive business environment every organization is dependent on environmental forces for meeting the organizational objectives and publicity through advertisements offers an opportunity for the commercial as well as non-commercial organizations to cope up with the fast changes and spread relevant information. The changing technological advancement and increasing diversity in lifestyle has posed many opportunities and challenges for companies as well as society. Non-commercial advertising persuades people to behave in a desired manner or to stimulate them towards social issues as well as bring their attention to social causes and crimes which can hamper their life. It also proposed a change in activities or habits of people like an energy conservation program may be broadcasted to make people aware about the methods to save light by turning off the switches. Thus, it delivers a message for better living conditions and optimum utilisation of resources. Such examples can be noted to specify the objectives of non-commercial advertisers. This paper is aimed to study the awareness and preference of non-commercial advertising among rural women and whether it affects their socio-economic life.

**Keywords:** Non-commercial advertisements, Socio economic, Awareness

## I. INTRODUCTION

Non-commercial advertising has promotion of desirable activities which are non-controversial on social front and develops a consensus for benefit of the society (2017). Thus, its scope is defined and limited to undefined and unlimited problems dealing with cultural norms, social attitude and economic problems affecting the entire human species with specific postulates or attitudinal coverage of benefits related to existence and co-existence of human species. The ethical dilemma and discriminative social policies hampered the growth and development of any society at large. The well-being of population is the main aim of the ruling authority. For a country like India non-commercial tv advertisements emerge to develop attitudes for socio cultural behaviour of people as desired by the social environment and cultural scenario (Charly Jaffe, 2015). Thus, the researcher tries to define the scope of non-commercial advertisements which is invariably proportionate to the use of social advertising for disseminating information for unlimited problems related to social as well as cultural issues like gender disparity, child labour, adult education, sexual harassment, domestic violence, dowry system and diseases like cancer, tuberculosis, polio and social evils like dowry system, child marriage. The scope is thus decided by the need of the situation and it may include all those issues and problems related with the social benefit of residents of a particular society.

In today's competitive business environment every organization is dependent on environmental forces for meeting the organizational objectives and publicity through advertisements offers an opportunity for the commercial as well as non-commercial organizations to cope up with the fast changes and spread relevant information. The changing technological advancement and increasing diversity in lifestyle has posed many opportunities and challenges for companies as well as society. The main features of non-commercial advertisements are:

- They are considered as social advertisements as they deal with social causes
- They are formed to create awareness and publicity about social concerns
- They inform and educate population about socially relevant issues
- Indigenous advertising raises socio economic problems for eradication of social evils
- They create a literacy program for communal harmony
- Awareness about emergencies, medical contingencies, epidemic, natural calamities, etc. are broadcasted for informational purpose

## II. REVIEW OF LITERATURE

Sanwalka (2018) in the research paper “Representation of Woman in Indian Advertisements” tries to highlight the representation of women in Indian advertisements through electronic mode in this liberalized era. After globalization, the role of media has expanded in terms of an important mode to disseminate information to the masses under IT revolution. People are now more exposed to media than ever before and this IT revolution has created a buzz of information slow across the nation. Media has been one of the most efficient way in promoting socio economic development of the society and highlighting women as the key player to change the societal norms. The portrayal of women in advertisements was considered to be a stereotype and she was generally displayed as a set object. But the phenomenon drastically changed after expansion of women education and aggression of the concept of women empowerment. The media is exposed to more commercial advertisements where products are focused to target users to create awareness and disclose its benefits to the society. The beautiful faces of women and her sexuality helps the advertisers in making attractive advertisements. The impact on the users is not judged as the motto of the advertising agency is to launch the product as a symbol of best in the category sometimes going against the marketing ethics. Indian culture also does not support the idea of such imitations and portrayal of women for inauspicious purpose, so it can be rightly said that media has a dual role, one in enhancing women’s position in the Indian society and secondly, using her as an attractive object.

Francis & Vayshnavi (2017) in the research paper “Changing Perception of Women in Advertisements: A New Socio –Economic Prospect” helps to depict the changing status of women from uneducated to educated society. Advertisements are powerful mode to influence young generation both through commercial and non-commercial forms. They are the catalyst to change the attitude and also contribute in transforming social and economic fabrics of orthodox societies. Women’s biological, social and cultural status helps in defining her role as an individual in family and in society. She is now considered to be an important factor in the social economic development of the country. This paper highlights the role of advertisements in reviving the change which can be brought in the society in socio economic perspective through the changing role of and mindset of both men and women for societal benefit. Gender empowerment has given an insight to reinforce the socio-economic impact of women empowerment for cherished family life. The perception of empowering women through various dynamic means helps in constituting a positive attitude in the social behaviour. We can say that the perceptions are converted into attitudes which forms habits and are displayed through individual behaviour. The major highlights of the paper expect to examine the changing perception of women in advertisements and how they can lead to the development of social values for cultural enrichment. The non-traditional roles are now converted to modern perceptions but the cultural attitude towards women is still a stereotype that women cannot lead the role for socio economic development of the society. It should be understood that no nation can progress unless its women is empowered and given equal access to opportunities with an open mindset and social security in order to contribute for the social welfare of the country and media advertisements can play an important role in changing these misconceptions and constructing a better image of women in a dignified manner so that her role is ensured to bring a change in the society and induce moral values and cultural righteousness for developing a better socio economic infrastructure where the role portrayal of women in economic activities helps to inculcate a modern society with equality to gender.

Kumar (2017) in the research paper “Representation of Women in Advertisements”. Main objective of the paper is to study the perception of society regarding women as a sex object in advertisements and trending advertisements to see the generation gap and understanding related to branding of women in advertisements through representation of women as a powerless entity to a changing dynamic powerful individual who is breaking all the stereotypes and moving towards a socially competent and economically independent gender. The focus of advertisements with a shift from objectification of women to empowerment of women has created a shift in the mental state of society in terms of portraying negative image of women and using her integrity for unusual thing where is sanity and freedom was questionable by the male dominant society and she was considered to be a weaker part who couldn’t fight for her freedom. The current research used qualitative technique with focused interviews for studying the differences and shift in women’s life through the changing role of media and advertisement.

Subramaniam (2017) in the research paper “Impact of Social Changes on the Role of Advertising” discusses the environmental changes which are resulted in changing role of media and advertisements. The study supports the change which is irreversible and give a message to the society to change with the changing pace for social

upliftment. The study focuses on social changes which are continuous and affects everybody in one or another manner from individual to groups to community and nation at a large. This paper tries to highlight the impact of social change on advertisements and products as well as services offered in the current business environment which is dynamic and unpredictable. The advertisements are considered to change the social trend and create an interacting and informative tool to support this change. Tv commercials and non- commercials are an important source of knowledge and information wherein electronic media is considered to be most effective with increasing no. of viewers and having high reception to change the attitude and perception of people. The commercials of tv have high cost and short time but still the viewers receive them but the advertisers are able to capture the attention of audience through innovative and attractive campaigns. The social change has geared up such campaigns overcoming the challenges and marketing the products for floating information and sharing important messages with a reaching impact.

### III. OBJECTIVES OF THE RESEARCH

- To study the awareness and preference of messages delivered through non-commercial advertising
- To study the effect of non-commercial advertisements on their socio-economic life and its relationship with age group of respondents

### Sample

100 rural females were selected randomly from the rural areas of Bhilwara district.

### Sample Profile

The respondents were of different age groups grouped into these less than 18 years, 18-22 years, 22-26 years and more than 26 years groups. They were all having a smart phone and they watch TV regularly.

### IV. DATA ANALYSIS AND FINDINGS

Table 1: Awareness about messages delivered through Non- commercial advertisements

Awareness	Frequency	Percent
Yes	90	90%
No	10	10%
Total	100	

Graph: Awareness about Non- commercial advertisements

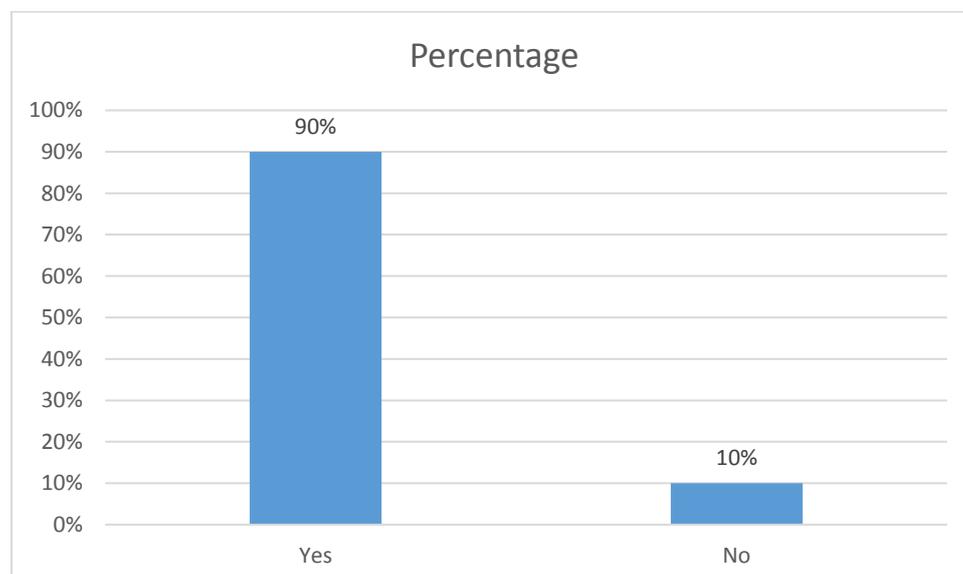


Table 2: Age Group &amp; Awareness

Cross Tabulation				
*Age Group & Awareness		Awareness		Total
		Yes	No	
Age Group	Less than 18 Years	26	2	28
	18-22 Years	42	4	46
	22-26 Years	12	2	14
	More than 26 Years	10	2	12
Total		90	10	100

**Interpretation:** The respondents are from rural areas of Bhilwara district and so it was necessary to ask about their awareness related to non-commercial advertisements which are broadcasted on TV. It was surprising to observe that 90% i.e. almost the respondents gave the answer 'yes' that means even in rural area people are now changing with the changing pace of time and are aware about the messages floated or information revealed through non-commercial TV advertisements regarding issues related to social or economic concern and helping them to change their attitude to be a part of the sustainable development goal.

**Null Hypothesis:** There is no significant relationship between age group and awareness about messages delivered through Non- commercial advertisements

#### Chi square result

Calculated Value	Tabular Value	Degree of Freedom	Hypothesis (Ho)
1.211		3	

**Inference:** The hypothesis is tested by applying chi square and the result is shown in the above table. The calculated value of chi square is 1.211 and the tabular value of chi square at 3 degree of freedom and 95% level of significance comes to be.

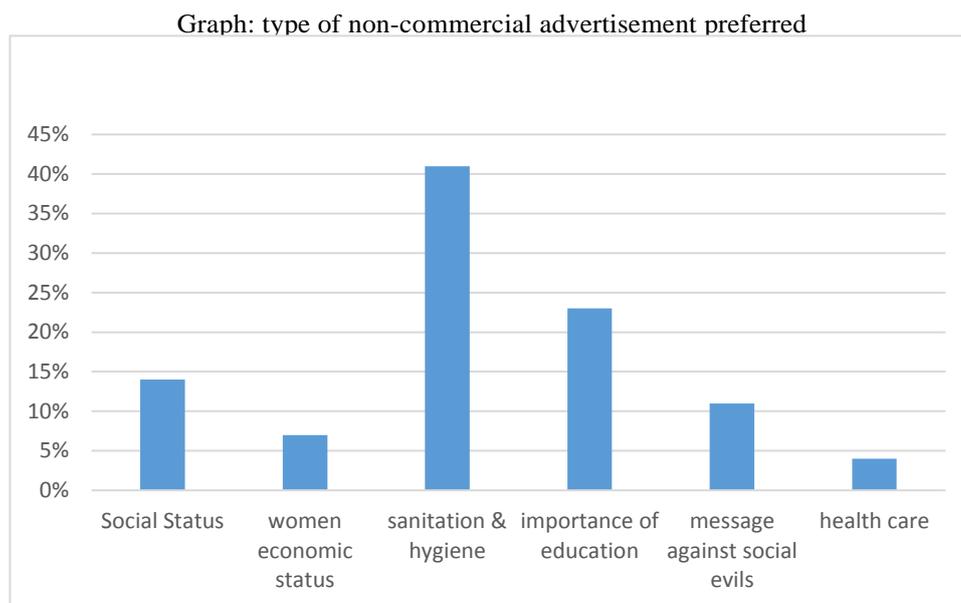
Since the calculated value of chi square is less than the tabular value the null hypothesis is accepted and we can infer that there is no significant relationship between age group and awareness about messages delivered through non- commercial advertisements.

#### Type of non-commercial advertisements

When the respondents were asked about what type of non-commercials are preferred by them, many responses were revealed and on that basis we grouped them into six broad categories.

Table: Type of non-commercial advertisement preferred by respondents

Type of non-commercial advertisement preferred by respondents	Percent
Social Status	14%
women economic status	7%
sanitation & hygiene	41%
importance of education	23%
message against social evils	11%
health care	4%
Total	100%



**Interpretation:** It was clearly observed through the data collected in the survey that maximum respondents 41% are more keen to view messages related to their health and so non-commercials focusing information regarding sanitation, hygiene and other medical aspects of well-being are the most preferred by them. Another important area where they wanted to be aware about the recent changes in policies or schemes or what are the benefits is education. We know that a society develops if its people are educated and so advertisements related to child education, girl education, adult education, scholarship schemes and other patterns are preferred to be viewed by the respondents.

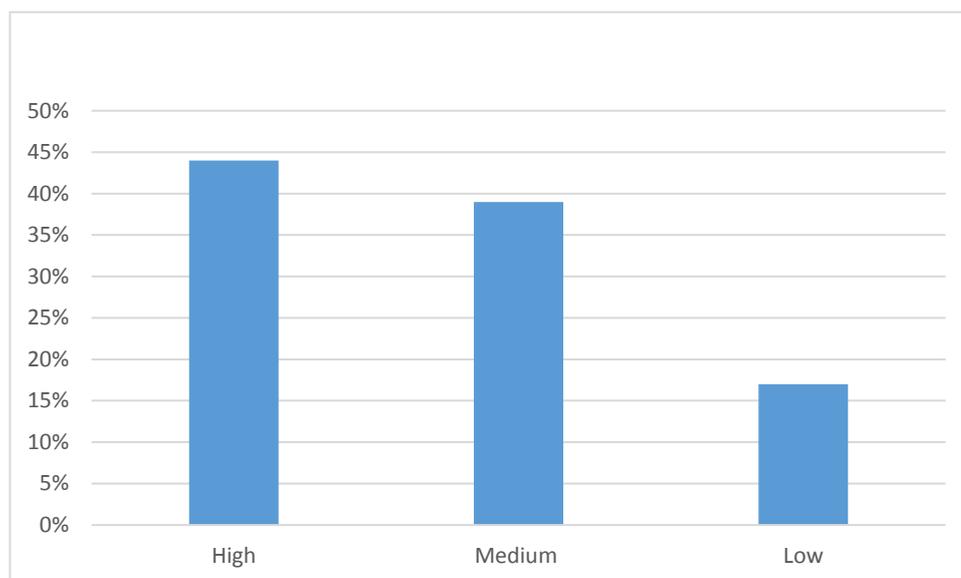
The next preferred area of concern is social status and information required to increase their standard of living and make them more powerful at societal level in terms of getting rights to live a better life and take part in socio economic development of people. Least responses was collected on health care which shows that people in rural background are still not concerned much about their health and so they don't think how important it is to safeguard oneself from various diseases.

Another preferred area was women economic status which means messages showing information about opportunities for women like training, skill development, jobs or entrepreneurship schemes are also viewed with preference.

Table: Effect of non-commercial advertisements on the socio- economic life

Effect of non-commercial advertisements on their socio- economic life	Percent
High	44%
Medium	39%
Low	17%
Total	100%

Graph: Effect of non-commercial advertisements on the socio- economic life



**Interpretation:** When it was asked about whether these non-commercial TV advertisements and the important messages or information given to them help them in their social or economic life, it was found that 44% respondents said it had high effect on their socio economic life and helped them to make their life better both socially as well as economically but 39% respondents said that it does effect but to a medium extent and 17% said that the effect is very low.

#### Level of effect of messages of non –commercial advertisements

Table: Age group &amp; Level of Effect

Age Group * Level of Effect					
Age Group		Level of Effect			Total
		High	Medium	Low	
Age Group	Less than 18 years	13	12	3	28
	18-22 Years	18	19	9	46
	22-26 Years	8	4	2	14
	More than 26 Years	5	4	3	12
Total		44	39	17	100

**Interpretation:** The cross tabulation data reveals that 44 respondents have high level of effect of the social messages disseminated through non commercial advertisements and out of them maximum respondents (18) are in the age group 18-22 years followed by (13) in less than 18 years. Medium level of effect is shown by 39 respondents in which again maximum (19) fall in the age group of 18-22 years followed by 12 in less than 18 years and 17 respondents show a low level of effect

#### Hypothesis Testing

Ho: there is no significant association between age group and Level of Effect of message delivered through non-commercial advertisements on their socio-economic life

**Chi square**

Calculated Value	Tabular Value	Degree of Freedom	Hypothesis (Ho)
2.842	12.6	6	Accepted

Chi Square Results: The hypothesis is tested by applying chi square and the result is shown in the above table. The calculated value of chi square is 2.842 and the tabular value of chi square at 6 degree of freedom and 95% level of significance comes to be 12.6.

Since the calculated value of chi square is less than the tabular value the null hypothesis is accepted and we can infer that there is no association between age group and Level of Effect of message delivered through non-commercial advertisements on their socio-economic life.

Table: educational qualification & Level of Effect of message delivered through non-commercial advertisements on their socio economic life

Educational Qualification * Level of Effect					
Educational Qualification		Level of Effect			Total
		High	Medium	Low	
Educational Qualification	Illiterate	28	16	8	52
	Primary	3	3	2	8
	Below Metric	4	7	2	13
	Metric	4	8	3	15
	Graduate	3	1	1	5
	Post Graduate	2	4	1	7
Total		44	39	17	100

The maximum respondents (44) are having high level of effect and out of these 28 are illiterate, out of 39 showing medium level of effect, maximum 16 are illiterates, this shows that level of effect has no association with level of effect. This is tested statistically by applying chi –square test

**Hypothesis testing**

Ho: there is no significant association between educational qualification and Level of Effect of message delivered through non-commercial advertisements on their socio-economic life

**Chi square**

Calculated Value	Tabular Value	Degree of Freedom	Hypothesis (Ho)
7.447		10	

Chi Square Results: The hypothesis is tested by applying chi square and the result is shown in the above table. The calculated value of chi square is 7.447 and the tabular value of chi square at 10 degree of freedom and 95% level of significance comes to be

Since the calculated value of chi square is less than the tabular value the null hypothesis is accepted and we can infer that there is no significant association between educational qualification and Level of Effect of message delivered through non-commercial advertisements on their socio-economic life

## V. CONCLUSION

The study reveals that non-commercial advertisements are the source of information dissemination and provides a clear reflection of our society, its norms, its values, attitude of residents and cultural snap. Without taking any risk they are portraying the social issues in a powerful manner and is one of the most important resource which can be a part in the phenomenal growth of the society. The approach of the viewers and their preference is also changing and it has been proved statistically that the effect of messages delivered in such advertisements can become a trap to change the socioeconomic status and orthodox mentality of the people. The modern society is having exposure to smart phones and television and thus even in rural India the change from traditional to an open society can be visualized and non-commercial advertisements can play an effective role in this direction.

## REFERENCES

- Aruna, Kotwal & Sahni (2008). Perception of Adolescents Regarding Portrayal of Women in Commercial Advertisements on T.V. *Journal of Social Sciences*, Vol. 17 (2), 121-126
- Das (2016). Portrayal of Women in Indian Television Advertisements: An Exploratory Study. File Retrieved from [https://shodhganga.inflibnet.ac.in/bitstream/10603/124436/2/thesis\\_msd%20%20final%20f.pdf](https://shodhganga.inflibnet.ac.in/bitstream/10603/124436/2/thesis_msd%20%20final%20f.pdf)
- Ebren & Celik (2011). Television Advertisements: A Reception Study. *Turkish Online Journal of Qualitative Inquiry*, Vol. 2 (3), 40- 66
- Kumar (2017). Representation of Women in Advertisements. *International Journal of Advanced Scientific Technologies in Engineering & Management Sciences*, Vol. 3 (1), 25-28
- Shahwar (2013). A Study of Audience Perception about the Portrayal of Women in Advertisements of Pakistani Electronic Media. *Journal of Global & Scientific Issues*, Vol. 1 (2), 15-26
- Sheikh, Meraj & Sadaqat (2016). Gender Equality and Socio- Economic Development through Women's Empowerment in Pakistan. *Ritsumeikan Journal of Asia Pacific Studies*, Vol. 34, 142-160
- Subramanian (2017). Impact of Social Changes on the role of Advertising. *International Journal of Trend in Research and Development*, Volume 4 (3), 26-30
- Thanikaivel & Priya (2018). Economic Empowerment of Women in India. *International Journal of Technical Research & Science*, Vol. 3 (7), 251-253
- Voorveld, Noort, Muntinga & Bronner (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, Vo. 47 (1), 38-54
- Wang (2018). Empowering Women through Advertising: A Content Analysis on Femvertising. File Retrieved from [https://pdfs.semanticscholar.org/09bf/8653133c39132f3fcb256a7b887d6654f46.pdf?\\_ga=2.245277955.744890897.1587825628-1012947183.1585756794](https://pdfs.semanticscholar.org/09bf/8653133c39132f3fcb256a7b887d6654f46.pdf?_ga=2.245277955.744890897.1587825628-1012947183.1585756794)
- Yasaswini, Tharaka & Bhagavanulu (2017). Socio-economic conditions of rural women- A Case Study. *International Journal of Research & Scientific Innovation*. Vol. 4 (8), 52-53
- Zeng, Tao, Yang & Xie (2017). How Social Communications Influence Advertising, Perception and Response in Online Communities? *Frontiers in Psychology*, Vol. 8, 1-12  
<http://www.lisbdnet.com/social-advertisements/>  
<https://medium.com/@moonstorming/how-advertising-has-become-an-agent-of-social-change-148aa0ef303a>