Popularity and Perception of Youth regarding Social Marketing Campaigns like Digital India, Swatch Bharat Abhiyan and Make in India

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ABSTRACT
Social marketing is not generally used for commercial marketing purposes but rather for social good. Social marketing has two parent theories to support itself such that – “a social parent” where social science and social policy approaches is emphasized upon and the second is “Marketing parent” that includes commercial and public sector marketing approaches. Digital India, Swatch Bharat Abhiyan, Make in India is a Program to prepare India for a knowledge future and positioning India as a clean and hygienic country. Honorable Shri Narendra Modi, Prime Minister of India has laid emphasis on National e-governance plan and has given its approval for Digital India – A program to transform India into digital empowered society and knowledge economy. Digital India is an ambitious program of Government of India projected at Rs 1,13,000 crores. This will be for preparing India for knowledge based transformation and delivering good governance to citizens by synchronized and co-ordinated engagement with both central government and state government’s level. The campaigns like Digital India, Swatch Bharat Abhiyan and Make in India has been started almost one and half years back but the effectiveness of these social marketing campaign is still questionable. This study is an attempt towards exploring the popularity of different social marketing campaigns on Youths which are being run in the state of Punjab. Major focus of the study is on examining the awareness, popularity and perception of these social advertisement campaigns and to explore if these advertisement campaigns are able to achieve their advertisement objectives or not.

Keywords--- Social Marketing, Recall, Digital India, Swatch Bharat Abhiyan.

I. INTRODUCTION
Advertising has become an important medium of mass education. Social marketing means neither promotion nor selling of the product or commercial services. It does not result in money but it raises awareness about a quality of life or a social issue. It acts within the issue of public notice such as change in societal norms, political ideas, economic policies, developmental programmes etc. Social marketing campaigns could improve the pace of development and guide social change. They can uplift the tone or tenor of the society. Social marketing is an integral part of Indian public policy whether that policy relates to family welfare, education, communications, health, and environment or to national integration. The Government and social organizations have started advertising campaigns to inform, educate people in different areas of social interest. Print media is used as the major source for the communication and also performing some street plays and some celebrity endorsement advertisements in our board. Social marketing involves identifying the social problem and then designing an advertising campaign to solve the problem. The social problem may be related to some kind of behavior like smoking or taking drugs, they give out the message like anti-smoking, anti-drugs etc. in newspapers, on bill boards, and in the form of short advertisements on television. Advertising ideas, such as, reduction of traffic jams, improving public health, conserve of natural resources, family planning, educate girls, and eradicate child marriage etc. serve basic social and economic needs.

In the contemporary world, when firms are struggling to find proper exhibition to enlarge their services, social marketing or social marketing is slowly becoming more of a standard. “It is a procedure for influencing the human behavior on a big scale, by using marketing principles for the reason of societal benefit as compared to commercial profit”.

II. REVIEW OF LITERATURE
Henke (1995) concentrated on youth smoking and the need for educational programs to teach adolescents about the dangers of smoking. The research aimed to quantify the level of awareness of cigarette brand advertisements among the youth. The results of the study revealed that the rate of adolescents who are aware of cigarette brand advertisements is increasing at a rapid pace. This is a matter of concern as the research also found that the influence of advertising among young children is not as easily perceived as adults. The study concluded that adult smokers are the main target market for cigarettes.

Lantz (2002) explored the reasons behind the increase in youth smoking and found that tobacco advertising plays a significant role in influencing adolescents to start smoking. The research aimed to investigate the impact of tobacco advertising on adolescents and the influencing factors behind their decision to start smoking. The research concluded that tobacco advertising is a significant factor that influences adolescents to start smoking.

The principle target of this paper is to highlight the need for effective tobacco control programs among young people. Tobacco control programs should aim to reduce the number of adolescents who start smoking and increase the number of adolescents who quit smoking. The research also found that tobacco advertising plays a significant role in influencing adolescents to start smoking. The research concluded that tobacco advertising is a significant factor that influences adolescents to start smoking.

Roeseler and Feighery (2010) concentrated on the impact of tobacco advertising on youth smoking and found that tobacco advertising is a significant factor that influences adolescents to start smoking. The research aimed to investigate the impact of tobacco advertising on adolescents and the influencing factors behind their decision to start smoking. The research concluded that tobacco advertising is a significant factor that influences adolescents to start smoking.

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examples and looked to figure out whether there is a relationship between prominent utilization and destitution discernment taking into account depictions in well known broad communications society. The finish of the study demonstrates that couple of youthful purchasers utilization and recreation spending depends on impacts from family, companions, broad communications and performers. This might show that some youthful grown-up purchaser view of destitution and utilization might be ascribed to pop culture depictions in the broad communications.

Pauline and Migosi (2013) looked to survey the levels of mindfulness and view of condom use among auxiliary school understudies. Mindfulness and recognitions could help young people in deferring their beginning into sexual exercises or save the individuals who are as of now in sexual exercises. The goals of the study was to set up the level of impression of understudies about condom use in counteractive action of STD's and to assess the relationship between the level of mindfulness and recognition on condom use in the avoidance of STDs and the sexual conduct among understudies. The finish of the study is that there is a necessity to sharpen understudies on the perils of ahead of schedule sexual exercises. The discernment on condom use among understudies for the aversion of STDs and HIV/AIDS should be improved. The discernment on condom use can be redressed and fortified. This should be possible by improving the life-aptitudes that understudies have in order to offer them some assistance with overcoming weight and impacts that make them catch in ahead of schedule sexual exercises.

Sreegiri and Gopi (2013) conducted their study among youthful male smokers with the expect to depict the impression of youthful smokers about smoking and their felt requirements for tobacco control. The target of this study is to consider the state of mind of youthful smokers among youth towards smoking and stopping and to know their conclusion with respect to existing tobacco control activities. The study was embraced to survey the demeanors, sentiments and view of youngsters towards tobacco utilize and control. The conclusion for the study is that there is a need for start of school bases hostile to tobacco crusades and fortification of such projects amid graduation courses on the grounds that there is an absence of wholesome mindfulness on wellbeing impacts of smoking. There was high acknowledgment among smokers that the counter tobacco enactments were not entirely being executed. The group itself must screen the usage of tobacco control laws and the legislature must give bolster the group. Singh et.al (2013) concentrated on to evaluate the mindfulness, recognition and myths with respect to Swine Flu among Educated Common Public in Patiala District. The study demonstrates the effect of the mindfulness projects of media and government in Patiala areas with respect to Swine Flu. Around 88% (352) of the study populace had known about Swine influenza out of which just 36.5% respondents realize that hand washing as a method of avoidance and around 40 % of the populace has myths with respect to method of spread. TV news channels and daily paper were observed to be the real wellspring of data.

Ooi, Teh & Tam (2014) examined the practices among Malaysian urban working adults towards inactive smoking. There is a misguided judgment among the overall population that the side stream smoke is not hurtful contrasted with the standard smoke but rather prove shows that side stream smoke is more lethal than standard smoke. The conclusion for the study is that the mindfulness among urban working adults on detached smoking was reasonable however the practices were poor. Wellbeing training endeavors on smoking ought to address the strengthening of non-smokers and must incorporate socially fitting approaches to pass on their craving for smoke free environment.

III. RESEARCH METHODOLOGY

3.1 Research Design, Sampling Procedure and Participants

The research is descriptive in nature and descriptive analysis tools were being used for data analysis. The sample of this study consists of students enrolled in a large Private Indian University (Lovely Professional University, Punjab). Convenience sampling technique was used for data collection from the respondents. Data was collected from 450 students intercepted at different locations within the university using a structured questionnaire. After omitting outliers and half-filled forms, 400 were kept for further analysis with a response rate of 89%. The participation of the respondents was entirely voluntary.

3.2 Instrumentation & Measurement

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 Digital India, Swatch Bharat Abhiyan and Make in India. Section 1 of the questionnaire consists of questions about the demographic and psychographic characteristics of the participants related to participant’s gender, age, nationality, education. Filler question was also asked in this section. Section 2 was designed to measure the awareness and perception towards different social causes 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.

3.3 Demographic Profiling of Respondents
Data analysis revealed that 52.33% (47.67%) of the respondents were male (female) showing an equal (approximately) gender distribution. Bulk of the respondents were in the age group of 20-25 years (55%). In terms of the place of residence, it was found that 39% respondents were from Jalandhar district, 25% were from Hoshiarpur district and 36% were from Kapurthala district. The district wise regional break includes Kapurthala district including Mahehru, Chaheru and Domeli village where as Hoshiarpur includes Sangowal and Badowal village and Jalandhar includes Randhawa Masandand and Nakodar. Data analysis revealed that the respondents for the current study have a good educational background with 55.67% graduate respondents and 35% post-graduates.

A filler question was asked initially regarding respondents awareness of the concept of social marketing. It was found that 93% respondents were aware about social marketing and only 7% were not aware of the various social marketing campaigns like digital India, Swatch Bharat Abhiyan and Make in India. In terms of the importance of social marketing, 96% respondents reported that social marketing campaigns are important for the society whereas only 4% think that social marketing are not important. Also, 91.33% of the respondents find social marketing being telecasted attractive while 8.67% find the social marketing campaigns unattractive.

### IV. DISCUSSION OF RESULTS

<table>
<thead>
<tr>
<th>Social Ads Recall</th>
<th>Rank</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital India</td>
<td>1</td>
<td>47.67</td>
</tr>
<tr>
<td>Swatch Bharat Abhiyan</td>
<td>2</td>
<td>42.33</td>
</tr>
<tr>
<td>Make in India</td>
<td>3</td>
<td>10</td>
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</tbody>
</table>

Out of the selected social marketing campaigns mentioned in the questionnaire “Digital India” was recalled by 47.67% of the surveyed respondents which was followed by “Swatch Bharat Abhiyan” advertisements (recalled by 42.33%). At last the campaigns related to “Make in India” was recalled by 10% of the respondents. It clearly gives us an indication that Digital India Campaigns is the most popular campaigns followed by Swatch Bharat Abhiyan. Digital India campaign is the least popular campaign amongst youths.

The Government of India has started these three campaigns in the last one and the half years and these campaigns have created a very good image in the mindset of the people of our country and specially youth. Youths have started to take these issues started by Government of India seriously and they feel very much emotionally attached with these campaigns. As per our study Digital India and Swatch Bharat Abhiyan is doing well specially amongst youth but as compared to these two campaigns Make in India was found to be least popular.

The primary reason for the success of these two campaigns is because of governments focus on excessive promotion for these two campaigns. The campaigns of Digital India and Swatch Bharat Abhiyan could be seen almost in every media. Be it print media, out of home media, broadcast media or social media.

It was also found that because of excessive promotion youth’s have positive perception towards social marketing campaigns. 93% of the respondents feel that it is important for the society. The most important factor that attracts youth towards social marketing campaigns are (31%), the message (26%), the cause (20%) and celebrity endorsement (20%). The respondents also felt some behavioral changes in them after watching these campaigns such as to aware other for the cause (34%) and have the desire to explore more regarding the cause (21%) after getting familiar with the social marketing campaigns like digital India, Swatch Bharat Abhiyan and Make in India.

### V. CONCLUSION

**Digital India Campaign:**

It has been found out from the analysis and interpretation that the youth forms the majority of our respondents. They are majorly graduates and post graduates. It was found that 93% of the respondents are aware about Digital India campaign and consider them attractive and important to create awareness. The Digital India campaign telecasted on television is the most recalled and popular amongst the youth, followed by Swatch Bharat Abhiyan. It has been observed that Digital India campaigns create a reasonable social impact and force the youth to think about the issue. Digital India campaigns leave a positive impression on the mind of the youth, leave them with a desire to explore and inculcate an interest towards the social ads. The respondents feel that social marketing campaigns depicting a scene/story make
it more attractive, moving action oriented ads are attractive too. Also, words with the visuals make the social marketing campaign attractive.

**Swatch Bharat Abhiyan:**

While analyzing the data regarding the Swatch Bharat Abhiyan campaign it was found that almost 100 percent of the respondents were aware about Swatch Bharat Abhiyan campaign. This ad campaign is identified on different tools and it contains the information of the respondents which perceive that this ad campaign is strongly effective and having the strong social message.

The youth perceives that the excessive promotion of this campaign has created a strong image in the mindset of people and people are getting conscious about keeping their city and work place clean. The Swatch Bharat Abhiyan campaign also leaves a positive impression on the mind of the youth and leaves them with a desire to explore and inculcate an interest towards the social advertisements.

**Make in India:**

Out of all the selected set of social marketing campaigns i.e. Digital India, Swatch Bharat Abhiyan and Make in India, Make in India has been regarded as the least recalled and least popular advertisement. Only 52 percent of the respondents were aware about the Make in India campaign. One of the prime reasons for the lack of awareness for the Make in India campaign is that the campaign has very less visibility and the youth primarily could not connect the campaign with him or her. The youth feels that the campaign is primarily directed towards the existing or new age entrepreneurs because of which the campaign is still not able to create that sort of awareness which the other two contemporary advertisements have created.

In any social marketing campaign, media convey the knowledge or message through different mediums such as TV, Radio, News Papers/ Magazine, Out of home media etc. Each organization or government tries to convey their message uniquely. For that they hire agencies which does all the activity from preparing concept for campaign to execute the campaign, because each people cannot perceive the same message or knowledge in same manner. For example the Pulse Polio Campaign was run in rural are mainly by support of Government Schools and traditional media like wall painting and announcement by Panchayat on the other side in urban area the same campaign was run on electronic media like TV and Internet. To reach and educate the maximum people, each agency uses different tools like celebrity endorsement, strong social message, creativity etc.

Through our study we found that social marketing campaigns are lacking in some aspects such as entertainment and creativity. Specially, “Make in India “campaign failed to deliver various aspects such as entertainment and creativity. The respondents were of the view that Make in India campaign is neither entertaining nor creative. Youth regarding the Make in India campaign is yet not able to connect the campaign with him or her. The youth considers Make in India campaign is directed towards entrepreneurs and feels somewhat detached with the campaign because of which the campaign is yet to create that sort of acceptance which Digital India and Swatch Bharat Abhiyan have created. Moreover it was found that the Make in India campaigns are also not that much visible as compared to the other two campaigns which add wounds to the cause.

Thus the Government should focus on increasing the visibility of its Make in India campaign and should try to make it more entertaining and creative so that the social marketing campaigns started by Government of India achieves its target and in turn helps branding India as a clean, hygienic and advanced market in the near future.

**REFERENCES**


