



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor (RJIF): 8.4
IJAR 2024; 10(5): 331-336
www.allresearchjournal.com
Received: 01-02-2024
Accepted: 06-03-2024

Akriti Dhoundiyal Badola
Research Scholar, Department
of Media and Mass
Communication, Graphic Era
Hill University, Uttarakhand,
India

Dr. Subhash Gupta
Professor, Department of
Media and Mass
Communication, Graphic Era
Hill University, Uttarakhand,
India

Corresponding Author:
Akriti Dhoundiyal Badola
Research Scholar, Department
of Media and Mass
Communication, Graphic Era
Hill University, Uttarakhand,
India

Examining the effectiveness of public service advertisements in influencing youth's behavior: A study on Uttarakhand and Uttar Pradesh

Akriti Dhoundiyal Badola and Dr. Subhash Gupta

Abstract

This research represents a critical endeavor to deepen our understanding of the effectiveness of public service advertisements in influencing youth behavior. By integrating theoretical insights with empirical evidence and practical implications, this study aims to inform the development of more impactful and culturally sensitive PSA campaigns aimed at youth. Employed survey methodology of 227 youth of Uttarakhand and Uttar Pradesh, the findings of this research have the potential to contribute to positive social change by empowering young people to make informed decisions, advocate for social causes, and participate actively in shaping their communities at large.

Keywords: Public service advertisements, influence, youth, behavior

Introduction

In the realm of advertising, Public Service Advertisements (PSAs) represent a unique category aimed not at selling products, but at promoting social good and raising awareness about important issues. Advertising comes under promotion strategy which aims to promote brands and create a favorable attitude by highlighting the features and advantages that are intended to fulfil the needs of the target consumer. But the use of advertising is not only limited to commercial purposes. The persuasive nature of advertising is widely used in India as a tool for social awareness which you are familiar with the name public service advertising (Singh M. R., 2024) ^[14]. Public Service Advertisements (PSAs) unlike other mainstream commercials, work at educating public rather than convincing them to buy a product. The intention of a PSA was to create awareness among public and convince them to accept an issue in society and bring a behavior change in themselves resulting in a better society at large. Public service advertising (PSA) has long been a tool leveraged by organizations and governments globally to spark change and raise awareness on a variety of issues. However, the impact and effectiveness of these campaigns in generating actual behavior change have become a subject of rigorous study (Notice, 2024) ^[11]. Among the various target demographics for these campaigns, youth stand out as a particularly significant group due to their potential to shape the future of society. Understanding the effectiveness of PSAs in influencing youth behavior is therefore essential for crafting impactful messages that resonate with this demographic and drive meaningful change. This research endeavors to delve into the effectiveness of public service advertisements in influencing youth behavior. By examining the underlying mechanisms through which these campaigns influence attitudes, beliefs, and actions among young individuals, this study aims to shed light on the role of PSAs in shaping the behaviors and decisions of youth. We in India talk more about health, sanitation, environment and hygiene. Many social ads have been created by advertising agencies in collaboration with NGOs and government. It has been seen that consistent and long-term advertising helps to make people aware of the issue and also instills a feeling of positive action for the cause (Gupta, 2021) ^[7]. The primary objective behind Public Service Advertising is to spread social consciousness among the masses and promote important social issues that go unnoticed. Such advertisements may range from being subtle to direct, and practical to ironic (Kumar, 2019) ^[9]. The importance of targeting youth in public service advertising cannot be overstated.

Adolescence is a formative period characterized by rapid cognitive, social, and emotional development, making young people particularly receptive to external influences. Moreover, the attitudes and behaviors formed during this stage often persist into adulthood, underscoring the long-term impact of interventions aimed at youth. Despite the proliferation of public service advertisements targeting youth, there remains a need for empirical research to assess their effectiveness and identify strategies for optimization. This research paper seeks to address this gap by synthesizing existing literature, analyzing case studies, and presenting empirical findings to offer insights into the effectiveness of PSAs in influencing youth behavior. One key aspect of this research is the exploration of the evolving media landscape and its impact on youth engagement with public service advertisements. With the proliferation of digital platforms, social media, and personalized advertising technologies, understanding how youth interact with and respond to different forms of media becomes essential for designing effective PSA campaigns. Moreover, this research acknowledges the diversity within the youth demographic, including variations in age, gender, socioeconomic status, cultural background, and digital literacy. By considering these factors, advertisers can tailor their messages to resonate with specific subgroups within the youth population, thereby maximizing the relevance and impact of their campaigns.

Review of Literature

Kleemans, Vettehen *et al.* in 2019^[8] in their research article published in *Semantic Scholar* titled as “How camera changes and Information induced Affect the recognition of Public Service Announcement: A Test Outside the Lab” centered around camera points change in an advertisement and its impact, when camera changes number expands, it builds the acknowledgment of PSA just when information of data by these is little, however when information data amount increases by these camera changes, PSA acknowledgment diminishes. So, PSA producers should watch this when they are making PSA. (Kleemans, 2019)^[8] Singh & Singh in the year 2017^[15] in their research “Public Service Advertising in India: An Evaluation through Literature” they talked about history of PSA in India, various issues tended and PSA formed by Indian government, also discussed few techniques to improve effectiveness of PSA by various researchers. An endeavor is made to audit various issues on PSA. The research uncovered that the PSAs being broadcast on TV, web and different types of Public service ad have an extremely incredible effect on changing the attitude, perception and general behavior of public. Research additionally advocates that great number of times a PSA promotion positively affects society. This exploration watched the inception, preparing and utility of public service announcement talking about the underlying and more distant issues of PSAs in prior decades. Further it has been attempted right now enroll the issues considered valuable for the public service advertisement in prior decades with the goal that the maturing scientists can comprehend the excursion open help publicizing have gone in earlier decades. At long last, the specialist has arranged the suggestions of Indian scientists given in the open assistance publicizing research space. Based on the writing audit, investigation of the PSA and assemblage of the issues considered in destinations, it very

well may be said that the PSA in India have a rich inheritance and have voyage a separation in the desire for forming a changed and created Indian culture. It is additionally appropriate to make reference to that however the general public has gone right way to shape the disposition yet at the same time the nation and society need to travel miles in coming time. (Singh S. &, 2017)^[5]

Larisa S. Tikhomirova, Natalya V. Danilevskaya *et al.* in the year 2015^[10] in their research published in *The Social Sciences* titled “Role of the Structure of Public Service Advertising Text in Influencing its Recipient” explains about the various types of text structuring in the public service advertising texts, it’s all depend on communicative purpose of the person making those ads. If a text consist of two or three sentences and one communication message is successfully present the genre of advertisement. Detailed messages with various communication component aimed at influencing the target audience will and decision making. A refined planned structure of the text according to the communicative purpose, genre and target consumer will be effective and very useful for the whole society. This research also identified some communicative purposes like moral or ethical and social value etc. (Larisa S. Tikhomirova, 2015)^[10]

Jin Seong Park and Hyung Seok Lee in the year 2012 in their research article published in *SAGE Journal* by the title “Cultural orientation and the persuasive effects of fear appeals: The case of anti-smoking public service announcements” explains extent that one is individualistic or collectivistic moderates the persuasive effects of fear appeals in anti-smoking PSA. In the study test the hypothesis that individualists respond better to an anti-smoking PSA with emphasis on an individualistic fear appeal, whereas a PSA stressing a collectivistic fear appeal is more effective among collectivists. The results confirm that, fear appeals in antismoking PSAs should address the target audience’s cultural orientation also, an individual’s cultural orientation depends on particular individual internal cultural orientation not on the country of origin, and the results showed that a group-targeted threat was more effective for collectivists, while a self-targeted threat was more effective for individualists. (Lee, 2012)^[12]

Valene Bummara and Jinbong Choi in their research article published in *Advances in Journalism and Production* titled as the study “Exploring the Effectiveness of Distracted Driving PSA (Public Service Announcements)” issue of “distracted driving” has been a popular topic in research and the subject of numerous campaigns and laws. Fear appeals have commonly been utilized to prevent people, adolescents mainly, from engaging in such behavior. This paper examines the impact that a public service announcement featuring a fear appeal to discourage distracted driving has on the perceptions and intentions of a Target audience. The students viewed a thirty second PSA before completing a self-report questionnaire. Responses were analyzed to measure the effectiveness of the PSA and look for the occurrence of gender differences and the third-person effect. This study focused specifically on the distracted behavior of text messaging while driving. Overall, students expressed the opinion that the PSA was believable and somewhat useful for preventing texting while driving. In line with past literature, males and females in this sample responded differently to the message, with females being more responsive. Contrary to past research, this study did not find

support for the third-person effect. In conclusion, the present study adds to previous research on this topic by exploring three research questions and contributing useful information pertaining to Texas State University students' perceptions and intentions after having viewed a fear-arousing PSA. Over half of the students perceived the PSA as "believable" and thought it would be beneficial to air on television. Most students in the sample "somewhat agreed" that, after watching the PSA, they were less likely to text while driving and more likely to speak up when they were passengers; this finding suggests a degree of effectiveness from the fear appeal. In line with past literature, a gender discrepancy did appear in responses to the PSA. Yet, the present study did not find support for the third-person effect. (Choi, 2015) ^[1]

Lijiang Shen in her research published in Journal of Health Communications titled as "Targeting Smokers with Empathy Appeal Antismoking Public Service Announcement: A Field Experiment" explore about the effectiveness of empathy appeal antismoking messages and their Potential benefit over fear appeal messages. Information collected from various PSAs showed that smokers resist these kinds of messages and both empathy and fear appeals are uniformly effective. There was also support for moderators. Empathy messages were more effective to women than to men. Fear appeal messages were more effective to irregular smokers than were empathy messages, empathy messages were more helpful to usual smokers than were fear appeal messages. (Shen, 2015) ^[13]

Dhananjay Datta, Prasenjit Pal *et al.* in their research article published in IUJ Journal of Management titled as "Influence of observational experience of Public service advertising of Health care service" explains various public service advertising linked to the health care service sector at government hospitals and other places that the government does on a regular basis was investigated in the research. Every year, the government spends a significant amount of money to promote these charitable causes, but it is necessary to assess if these advertisements have an impact. As a result, this study aims to investigate the impact of observational experience on public service advertising in the health care sector in Tripura, India. This research relies heavily on primary and secondary data. Based on the findings, it is clear that the influence sector in Tripura, India is highly strong and effective. It is also noted that the study yielded excellent results, and that expanding field studies on a regular basis might result in more effective and efficient social welfare even during COVID – 19 (Dhananjay Datta, 2020) ^[2].

Rodney Graeme Duffett in his research paper published in BUS Journal titled as "Influence of social media marketing communications on young consumers" explains the attitudes which has conducted three self-controlled surveys with over 13,000 students between the ages of 13 and 18 at the secondary schools and the universities of South Africa. The study has discovered that web-based life exchanges on awareness issues have a positive impact on every aspect of young people's mentality on a falling scale. The outcomes indicate that the young people, who utilized online networks for more extended periods, have refreshed their profiles now and then. Among them, the Black population has displayed the most favorable attitudinal responses to social media communications on social issues. Hence, he concludes that informativeness has played a vital role in changing the attitude of people at large. (Duffett, 2017) ^[3]

A.G. Fernando, B. Sivakumaran *et al.* in their research published in Semantic Scholar titled as "Message involvement and attitude towards green advertisements", In their research the researchers have discovered the involvement of messages in influencing the attitude towards green advertisements. In the experimental study with a sample of young persons from an emerging economy, they explored the possibility of situational participation in leading positive opinions of green ads. Fear and reaction are found to be effective in promoting message participation, the major predictor of attitude toward the commercial. The findings on informativeness also suggest that the advertisers can employ these elements to promote message participation and can influence public opinion. (A. G. Fernando, 2016) ^[6]

Ekta Srivastava, Satish Sasalu Maheswarappa *et al.* in their research paper titled as Presence of nostalgic (sentimental) public service advertisement in Indian television and its execution concerning the extent of information disclosure, level of involvement, in these researchers have examined the presence of nostalgic (sentimental) public service advertisement in Indian television and its execution concerning the extent of information disclosure, level of involvement, and so on. The content study of 700 TV advertisements from the top five Indian TV networks, ranked by gross viewership in thousands and aired between January and December 2013, shows that the most prevalent emotional appeal and nostalgia advertising are inspired by humor and happiness. In India, emotional advertisements account for 12% of total television commercials, and the most common nostalgic feature refers to "prior family experiences."

Strømme H, Mosdol A *et al.*, in their article published in Europe PMC website titled as Effects of Using Social Media in Health Awareness Campaigns to Promote Healthy Lifestyle Habits, said that prevention is always better than cure so the illness prevention can be done by promoting healthy habits and promoting healthy behaviors among masses can do the wonders.

Facilitating and encouraging healthy behaviors can be done through social media health campaigns very effectively. This is study is all about that. In this research systematic review enquire about the use of social media that have the capacity to impact or influence healthy behaviors among masses in a considerable or significant way. This study is a combination of seven types of studies that includes many different kinds of interventions and their results to scrutinize the comparisons of the outcomes of those seven studies. The study is the comparison between the impact of the stuff showcased on any online social network platform about health campaign or in form of public service advertisement or information should on any other kind of platform whether electronic print etc. So, it can be said that this is the study specifically focused on online social network (OSN) and impact of health campaign interventions on other media platform on the consumers' choices of healthy lifestyles and food habits. Out of seven studies one study had shown that health campaigns or public service advertisements on online social networking websites do influence the knowledge attitude and conjunction related to food safety whether none of the other comparisons reflected any huge differences.

It was also observed that consumers are the target audience that used to watch motivational videos were more inclined to remain attentive towards measuring self-efficacy and physical activity. But there was no study was found that can

show the clear comparison between the use of social media and the traditional media like newspapers radio and television for the same. Similarly, the studies about tobacco and alcohol preventions were all so found to draw any conclusion. The data served in these researchers was also very less in amount so drawing any conclusion in favor of these data would be very difficult to justify. Hells the study cannot draw any specific and clear conclusion about the use of social media regarding public service advertising for the health promotion campaigns have any effect on health seeking behavior of the target consumer or not. However, one cannot deny the potential impact of social media on its consumers' changing lifestyle and healthy habits. Strømme H, 2023) [16]

Significance of the study

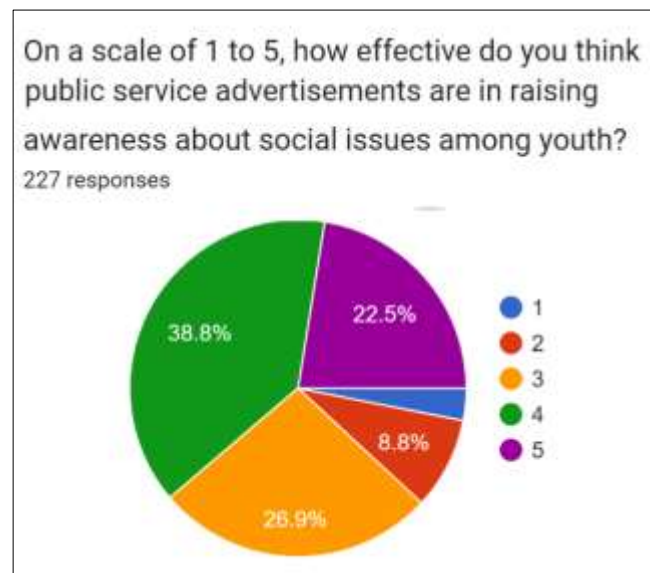
The significance of the study is a benefit to the society, institutions, community etc. as it describes the Effectiveness of Public Service Advertisements in Influencing Youth's behavior- A study on Uttarakhand and Uttar Pradesh. It creates a perception regarding Effectiveness of Public Service Advertisements among youth. The study will therefore lead us as to how Public Service Advertisements has been effective on the behavior of the youth in the state Uttarakhand and Uttar Pradesh.

Sample size: 227 Youths

Sample area: Uttarakhand (Dehradun, Haldwani, Haridwar), Uttar Pradesh (Varanasi, Lucknow, Kanpur)

Data Collection: Questionnaire sent through google forms

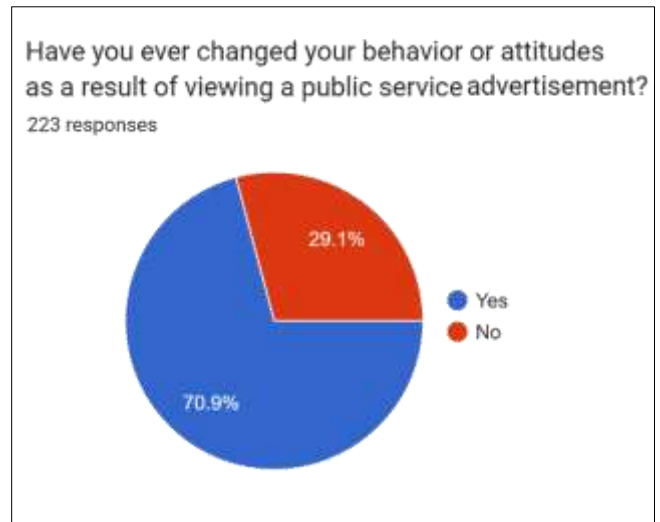
Data Analysis



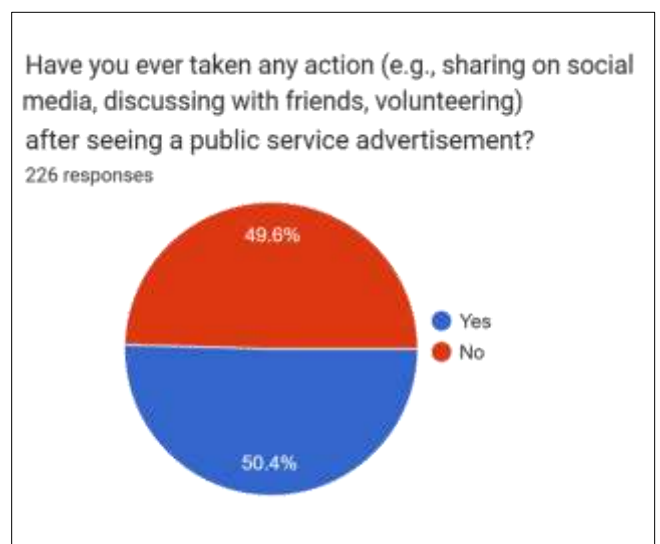
The image is a pie chart that shows the results of a survey asking people how effective they think public service advertisements are in raising awareness about social issues among youth. The survey responses were on a scale of 1 to 5, with 1 being the least effective and 5 being the most effective. Following are the largest segment of the pie chart that represents:

- i) First segment of 38.8% of the responses, which rated public service advertisements as a 4 on the scale of effectiveness.

- ii) Second largest segment of the pie chart is 26.9%, representing those who rated public service advertisements as a 3.
- iii) 22.5% of respondents rated the public service advertisements as a 5.
- iv) 8.8% rated public service advertisements as a 2.
- v) And only 3% of respondents rated the advertisements as a 1.



The above pie chart is divided into two segments, representing the proportion of respondents which answered Yes or No to the question asked. The blue segment counted 70% of the responses, indicating that the majority of the respondents have not changed their behavior or attitudes after seeing Public Service Advertisements (PSAs). The other half of the segment represents 30% of the responses, showing that the portion of the respondents have experienced a change in behavior and attitudes after seeing such advertisements.



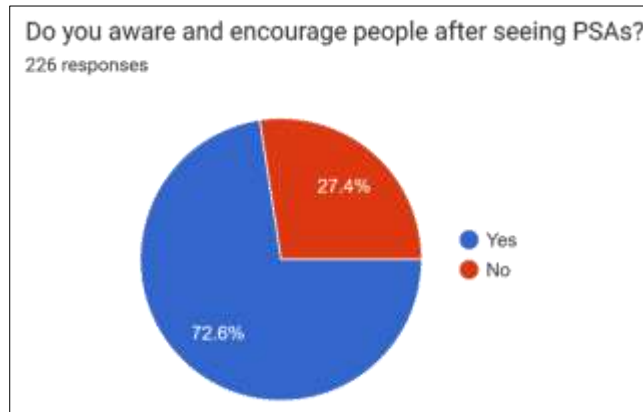
The image displays a pie chart that visualizes the responses to the question: "Have you ever taken any action (e.g., sharing on social media, discussing with friends, volunteering) after seeing a public service advertisement?" The data is based on 226 responses.

The pie chart is divided into two segments:

Yes - Represented by the blue color, accounting for 50.4% of the responses. This indicates that slightly more than half of the respondents have taken some form of action after

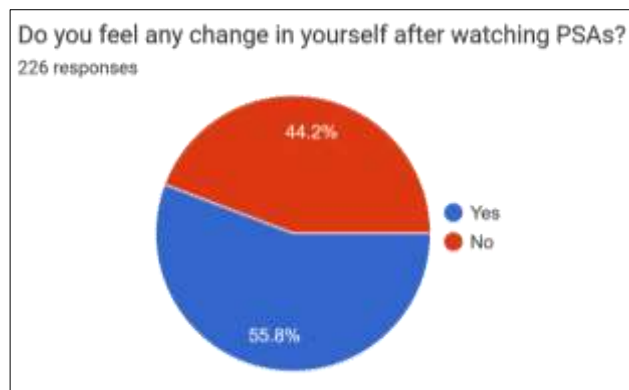
viewing a public service advertisement.

No - Represented by the red color, accounting for 49.6% of the responses. This shows that nearly half of the respondents did not take any action after seeing such advertisements.



The image displays a pie chart that visualizes the responses to the survey question "Do you aware and encourage people after seeing PSAs?" The chart indicates that out of 226 responses, a majority of 72.6% (represented by the blue slice) answered "Yes," indicating that they do become aware and encourage others after viewing Public Service

Announcements (PSAs). Meanwhile, 27.4% (represented by the red slice) answered "No," suggesting they do not take such actions after seeing PSAs. The chart effectively illustrates a significant inclination towards positive action following exposure to PSAs among the respondents.



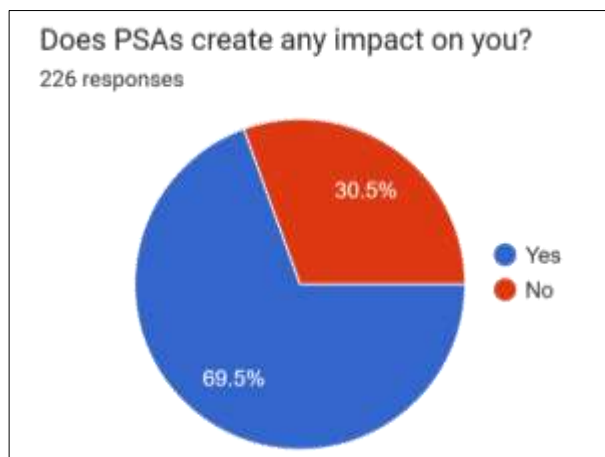
The above pie chart that visualizes the responses to the survey question "Do you feel any change in yourself after watching PSAs?" from a total of 226 respondents. The chart is divided into two segments:

Blue Segment: Represents the respondents who answered "Yes," accounting for 55.8% of the total responses.

Red Segment: Represents the respondents who answered

"No," making up 44.2% of the responses.

The chart effectively shows that a majority of the respondents feel some change in themselves after watching public service announcements (PSAs), though a significant minority do not perceive any change. The use of contrasting colors (blue and red) helps in distinguishing the two categories clearly.



The image displays a pie chart titled "Does PSAs create any impact on you?" with data from 226 responses. The chart is divided into two segments:

A blue segment representing "Yes" with 69.5% of the responses.

An orange segment representing "No" with 30.5% of the responses. The chart visually represents the proportion of respondents who believe that Public Service Announcements (PSAs) have an impact on them versus those who do not. The majority, nearly 70%, feel that PSAs do create an impact, indicating a significant influence of such announcements on this group of respondents.

Conclusion

In conclusion, the findings of study is that the Public Service Advertisements (PSAs) have a significant impact on the youth, particularly in terms of influencing their attitudes and behaviors towards various social issues advertisements. The results indicate that PSAs targeting girls who are literate have the most significant influence on their attitudes and behaviors, followed by PSAs targeting boys who are literate. In contrast, PSAs targeting girls who are illiterate and boys who are illiterate have less influence on their attitudes and behaviors. The results say that the literacy plays a crucial role in the effectiveness of PSAs. PSAs targeting literate individuals are more likely to be effective in influencing their attitudes and behaviors, as they are able to read and grasp the message being conveyed. This is particularly true for girls, who may be more likely to be influenced by PSAs that target their specific needs and concerns. The findings also suggest that there is a need for PSAs to be tailored to the specific needs and characteristics of the target audience. For example, PSAs targeting girls who are illiterate may need to use visual aids or other forms of communication that do not rely on written language. Similarly, PSAs targeting boys who are illiterate may need to use more interactive and engaging methods of communication. In terms of the specific issues addressed in the PSAs, the results suggest that PSAs targeting social issues and health issues which have more influence on the attitudes and behaviors of the youth than PSAs targeting social issues such as education and employment. This is likely due to the fact that health issues are often seen as more pressing and urgent, and therefore may be more likely to capture the attention of the youth. Overall, while PSAs have the potential to be powerful agents of social change, their effectiveness hinges on strategic planning, creativity, and collaboration. Moving forward, it is imperative for policymakers, advertisers, and advocacy groups to harness the full potential of PSAs in influencing positive behavior among youth in Uttarakhand and Uttar Pradesh, thereby contributing to the overall well-being and development of these communities. Studies have clearly found that PSAs that influence the youth more are those that are made to involve the youth in a role model or a celebrity, such a PSA is not only heard by the youth but also heard and liked by them. They are more pleasant than other PSAs. Overall, the findings of this study are that PSAs can be a powerful tool for influencing the attitudes and behaviors of the youth, particularly when they are tailored to the specific needs and characteristics of the target audience. However, it is important to note that further research is needed to fully understand the impact of PSAs on the youth and to identify effective strategies for promoting positive change.

References

1. Choi B. Exploring the Effectiveness of Distracted Driving PSA (Public Service Announcement). *Advances in Journalism and Production*; c2015. p. 71-8.
2. Datta D, Paul P. Influence of Observational Experience of Public Service Advertising of Health Care. *IJ Journal of Management*; c2020. p. 573-80.
3. Duffett RG. Influence of Social Media Marketing Communications on Young Consumers' Attitudes. *BUS Journal*; c2017. p. 19-39.
4. L. Role of the Structure of Public Service Advertising Text in Influencing its Recipient. *The Social Sciences*; c2015.
5. Singh S. Presence of Nostalgic (Sentimental) Public Service Advertisement in Indian Television and Its Execution Concerning the Extent of Information Disclosure, Level of Involvement. *Asia Pacific Journal of Marketing and Logistics*; c2017. p. 47-69.
6. Fernando. Message Involvement and Attitude towards Green Advertisements. *Semantic Scholar*; c2016. p. 863-882.
7. Gupta DA. Influence of Public Service Advertising on Youth. *The Asian Thinker*; c2021. p. 123-129.
8. Kleemans V, a. How Camera Changes and Information Induced Affect the Recognition of Public Service Announcement. *Semantic Scholar*; c2019. p. 908-925.
9. Kumar GV. Impact of Social Advertisement towards Health and Hygiene. *International Journal of Recent Technology and Engineering*; c2019. p. 7056-61.
10. Larisa. Role of the Structure of Public Service Advertising Text in Influencing its Recipient. *The Social Sciences*; c2015. p. 1371-1374.
11. Public Service Notice. The Impact and Effectiveness of Public Service Advertising Campaigns. Retrieved from: <https://publicservicenotice.com/the-impact-and-effectiveness-of-public-service-advertising-campaigns/>. 2024.
12. Park L. Cultural Orientation and the Persuasive Effects of Fear Appeals: The Case of Anti-Smoking Public Service Announcements. *SAGE Journals*. 2012, 73-80.
13. Shen. Targeting Smokers with Empathy Appeal Antismoking Public Service Announcement. *Journal of Health Communications*, 2015, 573-80.
14. Singh MR. Public Service Advertising in India. *Springer Link*. 2024, 79-117.
15. Singh S. Public Service Advertising in India: An Evaluation through Literature. *International Journal of Marketing & Financial Management*. 2017;V:53-64.
16. Strømme H, M. Effects of Using Social Media in Health Awareness Campaigns to Promote Healthy Lifestyle Habits. *Europe PMC*. Retrieved October 21, 2023, from <https://europepmc.org/article/med/29320123>. 2018 Jan.