

# Factors Influencing Public Service Advertising in Varanasi City: An Exploration

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## ABSTRACT

This paper is an attempt to examine the factors of Public Service Advertising affecting the attitudes of respondents, in Varanasi city. In order to figure out the attitudes towards public service advertising, an empirical study was conducted to collect the primary data by using a well-designed questionnaire as a tool. The questionnaire was distributed to (140) respondents who were randomly selected from the population. A convenience survey has executed the survey. This study was a quantitative study but the results of the study were interpreted in a qualitative way. This research was executed with the help of factor analysis. Factor analysis was used to find the determinants of public service advertising which can influence the respondents through the collected responses. Based on the data analysis, hedonic motivation, entertainment informativeness, credibility and attitudes towards public service advertising were found, to have a strong positive influence on the acceptance of advertising. Moreover, the credibility of public service advertising was the most effective and influencing determinants.

**Keywords:** Public Service Advertising, Entertainment, Informativeness, Hedonic Motivation, Credibility

## Introduction

Public service advertising (PSA), which are an imperative zone of social marketing for social change extraordinarily changing Attitude of the general population everywhere, has turned into a basic piece of world broad communications frameworks. (Andreasen, 1993). The purpose of public service advertising is to increase public awareness and possible solutions of problems perceived to be of general concern to the public at large and to affect public beliefs, attitudes, and behavior regarding them (O'Keefe & Reid, 1990). Most of PSAs come from not-for-profit or governmental organizations. Advertising includes paid company or product messages delivered to a target audience through mass media. Advertising is also being used to propagate the messages by NGO and Government of that country to create the awareness on the issues of public interest, which are being avoided by the citizens of the country.

Today Public Service Advertising has turned out to be extremely mainstream and is thought to be a standout among the best intends to make socially aware and realize a change in the attitudes of individuals. Mass media audiences seem to be attentive to PSAs and have generally positive perceptions toward them (O'Keefe & Reid, 1990). Researches conducted so far indicates that generally, women, younger adults, and people with children are more attentive to PSAs and to perceive them as more favorable. The attitudes of audiences toward PSAs are influenced by the source, messages, and receiver characteristics (Evans, 1978). In regards to the impact of public service advertising, it is suggested empirically evaluate the public service advertisements to determine whether a campaign was successful or not, and more importantly, identify which factors contributed or hindered the advertisements' success.

Though the work to develop the Public service advertisements are done by professionals after studying different issues related to demography and conditions of the place, but more or less public service

advertisements are not able to create the proper influence according to the objectives of the PSA in India. Many, past pieces of research have shown the positive effect on the people attitude but not up to the expected extent. The good number of times PSA's are not able to create awareness among the public, due to which community has to suffer and the Government have to spend huge money to minimize the after effects (Rajagopal, 2001). In other words, it is said that the PSA failed. Sometimes the premature conclusion is given that due to improper understanding of the factors by the expert, which can create influence were not explore properly and the PSA was not able to create the influence.

Taking this problem in the background, this study is an attempt to identify the important factors which makes the public service advertising effective that can finally lead to change the attitude of the people towards these social and other issues.

### **Literature Review:**

The objective of public service advertising is to create awareness among the people about the many important issues. The public service advertisement is found as the most effective tool due to its reach and mass appealing capacity. Most of the time, it is found that public service advertising has the powerful impact on the people mindset. Having gone through the various literature and studies of public service advertising aimed to understand the factors having the impact on attitude. Taylor et al. (.2011) found that hedonic motivation, informativeness, entertainment and credibility are the most important element of public service advertising. It is also observed through various studies that any public service advertising which is containing these elements is able to affect the attitude of the people at large (Isen, 2001). That is the reason why researchers have taken these four factors to validate their effect on public service advertising.

### **Hedonic Motivation**

Hedonic Motivation is the willingness to initiate behaviours that enhance the positive experience (pleasant or good) and behaviours that decrease negative experience"(Boissy et al.,2007). Hedonic motivated public service advertising most of the time receives good responses from the people. Advertising play a significant role in creating hedonic as it directly relates to peoples' emotions. Essentially, the level of people's response towards information related to issues depends on the level of peoples' hedonic motivation. Hedonic motivation can be used to assess how much individuals are demonstrating enthusiasm for public service advertising. If the people find it more informative and valuable, it will influence the attitude of the people (Frith & Mueller 2010).

Ling et al. (2010) implied that hedonic advertising always receives good feedback from peoples. Advertising has a significant role in creating hedonic, as it directly relates to peoples' emotions. Essentially, the level response towards information related to issues depends on the level of peoples' hedonic motivation. Bauer et al. (1968) stated that hedonic value can be utilized to evaluate how much people are interested in public service advertising. Moreover, if the people see more informative and valuable advertising, it will influence the mindset of the people. Furthermore, hedonic motivation is one important element of public service advertising. Kuikka and Laukkanen (2012) defined hedonic motivation as a stimulated emotion from PSA.

### **Entertainment**

Entertainment consists of "performances of plays and films, and activities such and watching television, that gives people pleasure"(Sayre & King, 2010). Entertainment regularly supports public service advertising to be pleasurable (Moorman et al., 2002). Entertaining advertising has a positive impact on peoples' attitudes. Engaging promoting is altogether connected with peoples' feelings and emotions, as engaging public service advertising gets people' considerations adequately (Xu, 2007). Consequently, people generally focus on responding to entertaining advertising.

Parreno et al. (2013) examined that entertainment in advertising effect the people's emotions, that directly related to physical behavior. At the same time, effective public service advertising also can be measured by the overall attitude towards people (Shavitt et al, 1998). Xu (2007) explained that entertainment is a use of pleasure and it involves people's interactions. Entertainment typically shows the differentiation of people's attitudes usefulness normally results in peoples' willingness to acquire information. People give greater attention to public service advertising with more entertaining value (Bauer and Greyser, 1968). Alwitt and Prabhaker (1992) implied that pleasurable advertising messages were more accepted by people. Moorman et al. (2002) concluded that entertainment regularly supports public service advertising to be pleasurable. Entertaining advertising has a positive effect on peoples' mind and attitudes. Entertaining advertising is significantly associated with peoples' feels as entertaining public service advertising grabs peoples' attention effectively and positively (Xu, 2007).

### **Informativeness**

Informativeness in advertising, most of the time create a positive impact on the attitude of the people (Ling et al., 2010). It is because most of the people get information from an advertisement that is the main source of becoming aware of the things which are socially important to them. According to Rubin (2000), advertising message which has valuable and relevant information always grab the attention of the people, that finally lead to the attitudinal change. Waldt et al (2009) define that informativeness is "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made".

Literature shows that, there exists a significant positive influence relationship between informativeness of the advertising and attitude. Ling et al. (2010) implied that informative can create positive or negative attitudes towards the public service advertising. Information related to social and health issues generally is very important in public service advertising because it always sends messages to grab peoples' attention (Rubin, 2002). It is undeniable and informative of public service advertising affects peoples' attitudes to generate their decisions (Schlosser et al., 1999). For that reason, informativeness is a valuable marketing tool to make people feel positive when they are stimulated by advertisers (Varshney, 2003).

### **Credibility**

Credibility rate is affected by advertising sponsors (Goldsmith et al., 2000). Attitude and behavioral decision often occur from a credible source of information (Lafferty and Goldsmith, 1999). Therefore, credibility towards the public service advertising involves the fundamental elements such as truthfulness, reliability, and believability. For that reason, when People believe that advertising information which has enough credibility for them. Credibility has been defined as "the extent to which the consumer perceives claims made about the brand in the ad to be truthful and believable, and perceive the source to have knowledge and skills and to give truthful and unbiased information" (Ohanian R., 1990).

Xu (2007) stated that credibility is beliefs or trusts of people toward specific information of public service advertising. Moreover, a positive and appropriate issue related information generally fulfils an agreement between peoples and a source of public service advertising to build credibility and it also requires technological supports as a result of systematic reliability. Mackenzie and Lutz (1989) designated credibility consists of several variables and one of them is the messenger who sends messages to people, which has significant potential to generate credibility in the mind of the people. The attributes of public service advertising also affect credibility, such as print advertising in newspapers are accepted more than others. However, television advertising grabs people's attention greater than print advertising and it is memorable (Ling et al, 2010). Credibility is believed to be achieved in numerous ways; for instance, listing key features and communicating to the people in a trustworthiness manner; Hence, creating a well-established basis of trust for public service advertising, has to be a key objective for all advertising companies. (Solomon

M,2010). Moreover, credibility can be perceived positively if a spokesperson like a celebrity is employed to sponsor a public service advertisement, but only if done correctly.

### Research Gap

On the basis of available literature on public service advertising, we can reach the conclusion that very few studies are focused on the influence of factors on an attitude of respondents in India. It seems clear that the subject of public service advertising fails to grab much attention of researchers. Whichever studies are found so far in relation to public service advertising effectiveness in the Indian context are not so clear in their approach. Enrolling of elements and its impact is additionally hazy and seen by shifted specialists in various ways which are the enormous hole in the accessible explores of the area.

On the basis of various studies, the determinants influencing the attitude of the respondents for public service advertising are enlisted and on the basis of the commonness of the factors, four factors are being considered for the study.

### Problem Statement

Public Service Advertisements intends to create and perpetuate attitudes and behaviour of selected social groups. The factors of PSA which influences the attitude and behaviour of social group are according to the issue in consideration. The public service advertisements are developed after considering the factors, which can influence, but many a times they are not able to influence the selected social group. Even after spending huge money on developing and disseminating the information through PSA, the PSA are not able to influence the attitude and behaviour of selected social groups. And in result selected social group suffers. In other words, it is said that the PSA failed. Sometime the hasty conclusion is drawn that due to wrong assessment of influencing factors of PSA, the PSA was not able to create the influence. In absence of the required factor to be considered in PSA, the habits of selected social groups are not changing. Therefore, the need was felt to investigate the factors of public service advertising, which can change the mindset of the selected social groups.

### Objectives of the study

- To explore the factors of Public Service Advertising influencing the attitude of respondents.

### Research Methodology

The study started with the review of the available literature. On the basis of exploring the factors from available studies, few factors were taken into consideration. Afterwards, a close-ended questionnaire was created for the survey. The questionnaire was measured on a 5-point Likert scale with the help of professional survey-design software and a link to the questionnaire was sent to the study sample by email to the 30 responded for the pilot study. A convenience sampling method was used in the study. Finally, 140 respondents from Varanasi City were considered for the study. The study is confined to respondents of Varanasi City only.

### Construct Measures

The factors taken for study by the researcher have been studied by the different scholars in different combinations in previous years down the line. (Mohammed Zedan&Yehia Salem, 2016, Weerapat et.al 2017). Keeping the factors in mind, the researcher has taken four constructs in his study. For the purpose, fourteen items were developed for the structuring of a questionnaire.

### Sample Profile

The population of Varanasi city is considered for the study. Respondent of 18 years and above have taken for the study those who have some idea about the public service advertising and aware about the purpose of these ads.

**Table 1: (KMO and Bartlett's Test)**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.679
Approx. Chi-Square	323.034
Bartlett's Test of Sphericity df	91
Sig.	.000

For the sample sufficiency KMO value is tested and KMO value is found 0.679 which suggests that sample which is taken for the study is adequate (Table1).

**Data Analysis**

Convergent and discriminant validity, as well as the reliability of the model, was checked in the model. Reliability of each construct was checked by applying Cronbach's a, which is the most widely, used as a measure of reliability among researchers (Nunnally 1978). Values can range between 0 and 1, with higher values indicating higher reliability among the indicators. In the study overall, Cronbach's alpha found 0.728, which indicates the model's reliability (Table 2).

**Table 2: (Reliability Statistics: Cronbach's Alpha Measurement)**

Cronbach's Alpha	N of Items
.728	14

**Results & Findings**

The relationship among the identified factors i.e. entertainment, informativeness, credibility and hedonic motivation have found strong and highly significant. The analysis shows that variance of all four factors are highly indicative and have explanatory power. In the varimax rotation, the total amount of variance is redistributed over the four extracted factors. In this analysis, it found that the credibility of PSA has more weight in comparison to other factors. The Mean score of credibility (3.9722) is higher than informativeness (3.9236), hedonic motivation (3.8854) and Entertainment (3.6615) which demonstrates that level of impact of Source Credibility have significantly more effect in comparison to other elements which have taken in this study.

**Table 3 :( Factor loading of the variables)**

Construct	Item	Factor Loading
Entertainment	I feel that watching PSAs are enjoyable and interesting	.792
	I feel watching PSA is pleasant	.892
	Watching PSA is always fun	.838
	Watching PSA makes me satisfied	.600
Informativeness	I believe that PSA are good source of bringing awareness about health issues	.745
	I always think that PSAs are helpful for me to understand the issues correctly	.606
	I always believe that PSAs are important source of information I need	.609
Credibility	PSAs are containing the message which are relevant to me	.646
	I always get information related to social issues from the PSA	.749
	Most of the time I feel that PSAs are suitable to me	.681
Hedonic Motivation	I think PSA is good source of creating awareness for social issues	.542
	I found that PSAs helps me to create awareness from threat	.692
	PSAs are providing information favourable for me	.706
	PSAs are motivating me to go away from the issue.	.684

In construct measurement factor loading value of all fourteen items is more than .5 in exploratory analysis, that indicates whichever items were taken in the study are reliable and appropriate for the further analysis.

**Table 4: Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.215	22.962	22.962	3.215	22.962	22.962	2.738	19.556	19.556
2	2.210	15.787	38.749	2.210	15.787	38.749	1.919	13.709	33.265
3	1.348	9.631	48.379	1.348	9.631	48.379	1.702	12.154	45.419
4	1.163	8.306	56.686	1.163	8.306	56.686	1.577	11.267	56.686
5	.979	6.992	63.677						
6	.899	6.422	70.099						
7	.841	6.006	76.104						
8	.695	4.962	81.066						
9	.669	4.779	85.845						
10	.584	4.171	90.016						
11	.486	3.472	93.488						
12	.398	2.843	96.331						
13	.315	2.251	98.582						
14	.198	1.418	100.000						

Extraction Method: Principal Component Analysis.

In Extraction sums of squared loading, four factors are retained, so there are four rows, one for each factor. In rotated sums of squared loading, after Varimax rotation, the total amount of variance is redistributed over the four extracted factors. So, the Weightage of Factor 1 (credibility) is higher than the Factor 2 (informativeness), Factor 3 (hedonic motivation) and factor 4 (Entertainment).

**Table 5: Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Fac_1	140	2.33	5.00	3.9722	.41511
Fac_2	140	2.67	5.00	3.9236	.44190
Fac_3	140	2.33	4.67	3.8854	.43751
Fac_4	140	1.75	4.75	3.6615	.59380
Valid N (listwise)	140				

140 respondents are included in this study. Mean score of all four-variable found for Credibility, informativeness, hedonic motivation Entertainment are, 3.9722, 3.9236, 3.8854 and 3.6615 respectively, and standard deviation of all factor are. 41511, .44190, .43751 and .59380 respectively.

**Discussion and Managerial Implications**

In this research, the mean score of credibility has maximum weightage in descriptive statistics and the total amount of variance is redistributed over the four extracted factors. So, the Weightage of Factor 1 (credibility) is higher than the Factor 2 (informativeness), Factor 3 (hedonic motivation) and factor 4 (Entertainment). In our study credibility of Public service advertising has appeared as the most important factor among the four selected factors. It was found that credibility of public service advertising increased the trustworthiness and belief among the people that helped a lot to grab the attention of people towards the issues and worked as a catalyst to change the attitude and behavior of the people. At the same time, other factors like informativeness, hedonic motivation and entertainment also have an important role in designing the PSA message which can appeal to the mass audience.

It was found that the factor, credibility has a greater influence on the people's attitude in our analysis. That's why our research suggested that all stakeholder those who are directly are indirectly involved in making a campaign for bringing awareness among the people about the social issues must focus on its credibility. If the origin of public service advertising is credible then there is a chance to be remained more effective in the public domain. So, it is the responsibility of all government departments and the sponsoring organizations of Public Service Advertisement including NGOs to ensure that, the source of these ads must be credible. Highlighting the name of the sponsor with their logo will leave a far-reaching impact on the attitude of the people.

In our findings, informativeness is a second important factor. To make information more effective in public service advertising, marketers should include some interesting and appealing slogan with the concrete and suggestive information in these ads campaign so that it can grab the attention of the people. Sponsors must put valuable and relevant information required, to leave PSA influence on the targeted society members. Ultimately good and valuable information in public service advertising will increase its effectiveness among the people.

Hedonic Motivation is also an important factor to be considered by PSA sponsors. There is a need to put emotional content in public service advertising so as to influence the people through pain and pleasure. While developing these ads campaign putting emotional elements will make the advertisement more influencing than simple one as we Indians are considered to be very emotional. There is a need for the advertisement developers to find the appropriate hedonic motivation as per the requirement of the PSA.

Study also reveals that entertainment is least important factor for the purpose of public service advertising. Apart from this, a question always remains unanswered that, how an advertisement will catch the attention of the targeted audience? Our findings suggest that entertaining content of an advertising have potential to grab the attention of the people. Therefore, Ad developers are advised, that while designing the public service advertisement campaign, there is a need to put some interesting and entertaining content to make it more attracting and effective. The elements of entertainment can come from a story, dramatization, acting, background, music etc. Paying attention to these elements will definitely make an advertisement effective.

The consequence of this examination will encourage the advertisers and scientists to comprehend the variables of public service advertising. As it was found from our investigation that the factor credibility impacts the general population as a contrast with informativeness, hedonic motivation and, entertainment, so the advertisers and analyst should pay considerably more on the credibility of commercial before planning their procedure for public service advertising. A person believes that source credibility enhances the acceptability of other factors such as trustworthiness and so it is more important for the people. Information from a credible source prompts an individual to accept the information and then try to change the attitude towards the issues.

### **Conclusion:**

An attempt is made through this research paper to identify those important factors, which leave an influence on the respondents, can be taken into consideration in making public service advertising effective. This study revealed that factors like credibility; Hedonic motivation, entertainment and informativeness are making public service advertising effective. Credibility, has a maximum mean score (3.9722), in public service advertising effectiveness analysis, is a leading factor which plays a very important role in influencing the attitude of the people more. The analytical result shows that the second important factor of public service advertising is informativeness with mean score 3.9236. The study also revealed that out of four factors, hedonic motivation is the third most important factor with mean score 3.8854 in public service advertising which influence the attitude of the people. Entertainment with mean score 3.6615 is the least influential factor

identified in this study. Finally, we can draw the conclusion that the source credibility plays the most important role in making public service advertising effective. It is observed in this study that if a well-known celebrity sponsoring advertisement, then it has the ability to influence the attitude of the people most of the time in a positive direction for change their bad habits. After that informativeness is a key factor in making PSA successful. As people get the valuable and relevant information related to social issues, health issues and other important issues from the advertising which they feel that is required for them and somehow creating awareness about the different issues. Now a day advertising has become the source of information that is why informativeness is also considered the important element of public service advertising. hedonic motivation has some emotional value in attracting the attention of the people towards the issues which are important to the people. That is why hedonic motivation has become the integral factor of effective public service advertising. Entertaining and pleasurable advertising grabs the attention of the people. People watch it and think for a positive change. Therefore, it can be said that it also has a very effective role in making public service advertising effective.

### Limitation

This exploration has a few impediments. Taking a shot at the confinements will assist the specialists with improving the up and coming exploration work. Another critical constraint of the examination is to consider the investigations directed in temporary. The serious limitation of this research is to complete the work in the limited time period, that is why the proper touch could not be maintained with the respondents. Another shortcoming of the work is no funds. The other critical restriction of the investigation is the season of directing the examination. The most imperative limitation of this exploration is the generalizability of findings.

### Scope for future research:

Future research should focus on exploring the other factors which have not been taken up in this study. Future research should collect data from the different sample in the different location. Future studies can also consider other factors which can have a significant role in public service advertising influence. Future studies can also be focused to confirm the explored factors by applying confirmatory factor analysis and finding the relationship between different variables applying regression.

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