

Impact of Social Awareness Advertising on Global market

Khusro Moin

*Research Scholar, Department of Linguistics,
Aligarh Muslim University, Aligarh, Uttar Pradesh, India*

Abstract –

Social awareness advertising is such a type of advertising which is aimed at bridging the gaps between society and social causes. There are certain social causes, issues that are needed to be tackled well in order to serve humanity and mitigate the issues that lie dormant in the society.

It's done for the greater causes that are necessary to sensitise people by shedding light about the topics that aren't discussed openly but these are the subjects that are in the greatest need to be brought to light and dealt with concern, care, and attention.

It's done through different means like – government policy making, social awareness campaigns.

There are many different types of social causes advertising – which is done through print media– print ads, electronic media– TV commercials, nowadays it's done widely through social media. For e.g. online ads.

It aims to grasp the attention of masses by utilising different strategies, tactics, policies, campaigns that are targeted to garner the attention by the means of different social media platforms like– YouTube, Instagram, Twitter, Facebook etc.

Keywords: *Impact, Social Awareness, Social Advertising, Global Market, Word of Mouth (WOM)*

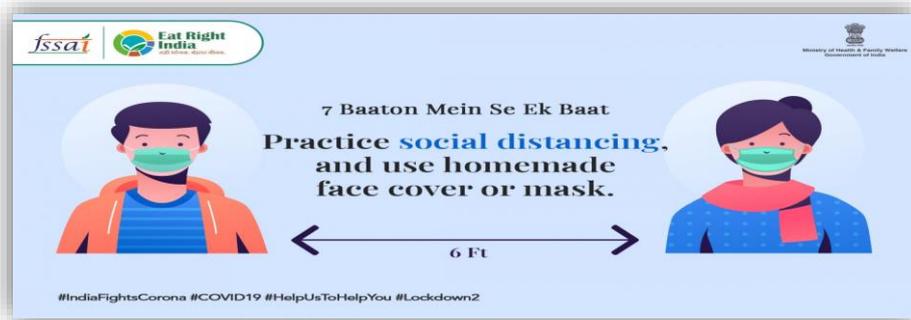
Literature Review

Advertising awareness is a marketing strategy created to improve the message conveyed by companies about the services or products offered to consumers. Advertising awareness can affect brand equity in several ways. It can create brand awareness and increase the probability that the brand exists in consumer thinking. It also defines the extent to which a brand or product advertisement is recognized by its target and the measurement of advertising awareness is the same as measuring brand awareness because it has top of mind, spontaneous and aided components

Social Awareness Advertising

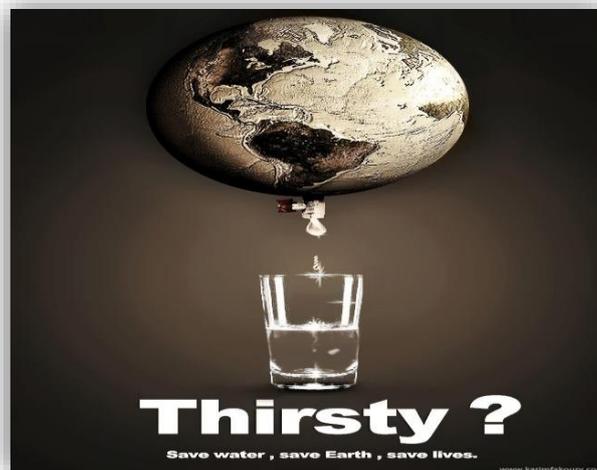
Social advertising helps to bring to light many things that are hidden from the eyes of people by providing them with in-depth knowledge about subjects that have got stigmas, stereotyping attached to them.

But social advertising helps in making people not just aware at deep level besides, it helps in breaking the molds of old, stigmatic, stereotypical mindsets, that lack a certain level of illuminations.



For Example:

Social Distancing: Covid virus has taken a massive toll on the lives during those terrible times social awareness became one of the ways to educate people. Good practices including– Maintaining social distance helped prevent the spread of viruses to others. It led to a decline in the number of rising cases. And all of this could become possible by spreading awareness among the people in the context of this virus and its preventive measures.



Save Water, Save Earth: Water is the most precious natural resource. It's crucial to save it from being wasted. The wise and judicious utilization of water and making people aware of it is very important. Every year gallons of Water gets wasted either by pollution or unnecessary use of water for different purposes. There are several methods to prevent this problem from occurring. It's important to provide people with knowledge as to how to make wise use of water.

For e.g., Use of micro irrigation methods and rainwater harvesting techniques. Turn off the taps after using it.



Impact of Social Awareness Advertising

Social awareness advertising is a form of advertising which is done with the sole purpose of bringing out awareness in context to various types of social issues, causes that are prevalent in the society at large. Now the bigger question that comes to mind is – Why social awareness advertising? What is the need for social awareness advertising? The simplest answer to this problem lies in the impact that social awareness brings into the world. It helps in bringing out the positive changes by breaking the stigmatic stereotypical mindsets. It helps in providing people with the knowledge, educating them on a very deep level bringing holistic changes into the thought processes. It helps in inspiring, encouraging and motivating people to adapt to new and enhanced mindsets and strive forward for taking the necessary initiatives, and challenges them to take essential actions that would help in bringing the changes not just for them but for the generations to come. Thus, fostering sustainable development, new mindsets, positive thought processes and belief systems.

Advantages of Social Awareness:

1. Boost in positive impact:

Social awareness enables people to gain more clarity on matters that are of utmost importance. It brings out the positive impacts. As people become more aware regarding something, they begin to feel good about it, and start holding a positive outlook on things that were once unknown. Knowledge when provided in the right way, it actually enlightens the mind to navigate the unknown more smoothly and wisely. So, social awareness brings a lot of clarity, positivity. It's actually good for the expansion and growth purpose.

2. Increased knowledge:

Social awareness gives an insightful knowledge to people about certain sensitive subjects that are being stigmatized and stereotyped for longer. The boost in knowledge helps people to come up with fresh perspective, their horizons are broaden. The comprehensive knowledge about social issues motivate people to become more solution oriented, and delve more deeply into problem-solving skills rather than remain stuck into negative mindsets, and being hopeless. Vast changes begin to take place with the elaborate knowledge that is being provided with the social awareness.

3. Sensitivity and empathy:

Social awareness helps sensitize people about issues that are stigmatized in the society. As age old stigmas are cleared out, new space is created for sensitivity, understanding and empathetic thoughtfulness to enter. People begin to be sensitive towards the sufferings of other as they no longer stay stuck in loops of close-mindedness. Social awareness sensitizes people on a larger scale as it pushes them to look beyond those self-created illusions and myths that that have been living with for so many years. Breaking free from these myths, illusions open new doors of understanding and empathy in the hearts and people begin to embrace positive changes more openly.



Advertising and Advertisements:

Heatwave: As per Drishti IAS, "Heatwaves are prolonged periods of excessively hot weather that can cause adverse impacts on human health, the environment, and the economy." There are several preventive measures that could be taken these include – Keeping oneself hydrated by consuming a lot of water especially, the use of chilled water kept in the pitcher is helpful. Drinking beverages made of Mango; tangy mango (Aam Panna) is good for health. Cutting down the excessive intake of caffeinated drinks. All of these steps could be taken by the masses to keep themselves safe from heatwaves. And, advertising and social awareness is the most helpful tool to help people learn about the do's and don'ts moreover gain an insightful understanding of how to stay protected from the harmful impacts of heatwaves.

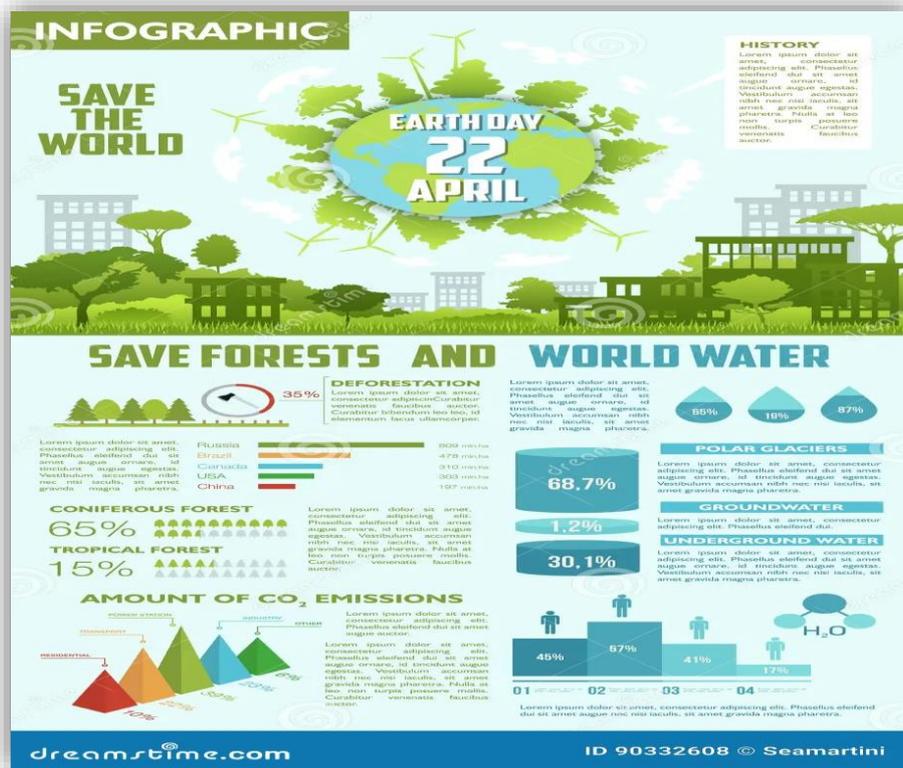


Use of single use plastic: According to a report launched during the 6th United Nations Environmental Assembly (UNEA-6), the thriving street food sector across India depends heavily on single-use plastics. Single use plastic is harmful as these contain chemicals which are fatal to health. It's important to spread awareness regarding these in order to bring a decline in the increasing cases of health related issues.



The advertisement features the Canara Bank logo at the top, with the text 'केनरा बैंक Canara Bank' and 'भारत सरकार का उपक्रम A Government of India Undertaking'. Below the logo is the slogan 'Together We Can'. The main heading is 'Beware of KYC Frauds'. The central illustration shows a person in a blue hoodie sitting on a large smartphone, using a fishing rod to lure a man in a red shirt who is holding a stack of money. The background is filled with various icons representing digital communication and security threats. To the right, a 'SAFETY TIPS' box lists four key points: 1. Never click on links or phone numbers received via SMS or email. 2. Remember, banks never send links to update KYC. 3. Refrain from sharing your personal information or KYC details. 4. Do not forward messages received from unauthorised sources. At the bottom, the website 'www.canarabank.com' and two phone numbers '1800 425 0018 | 1800 103 0018' are provided. Social media icons for Facebook, LinkedIn, Twitter, YouTube, and Instagram are also present, along with the handles 'canarabank', 'canarabankofficial', and 'canarabankinsta'.

KYC Frauds: KYC frauds are prevalent nowadays. Social awareness among people regarding Banking especially when it comes to KYC can prevent customers from being vulnerable to such frauds. There are different kinds of banking frauds – Phishing, skimming, malware, misuse of OTP are just to name a few. But these could be prevented by bringing social awareness among people.



Save Forests and World Water: Planting more and more trees is important for various reasons which includes– It helps to keep in balance the nitrogen cycle and hydrological cycle. It's important to carry out plantation drives and increase afforestation activities, which are very much necessary for maintaining equilibrium in the ecosystem. It's necessary to spread awareness among people regarding this context.

Conclusion:

It can be concluded that social awareness is the greatest mean when it comes to spreading awareness in the society, helping people to broaden their horizons, clearing out myths and illusions. It helps people become more understanding and empathising towards the sufferings of others. It leads to a growth mind set as people begin to openly embrace changes rather than fearing changes. Change isn't easy but embracing it helps people move in the positive directions rather than staying stuck in the rabbit hole of helplessness and hopelessness, which only adds more to human sufferings. Social awareness helps people with coming up not just with the preventive measures but also innovative and constructive ways to educate themselves for the better. There are so many issues that are handled very well once people have gotten sufficient knowledge. Moreover, they become more sensitive and empathetic and thoughtful towards different subjects that are once considered harmful due to not having proper knowledge in their contexts. Stereotypes are broken. Myths are busted. Illusions are cleared out.

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- The authors express their duly regards to the scholars, who denoted their ideas regarding above topic or the related subject.



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