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## Impact of Government Social Advertising on Citizens- A Review of Literature

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### Abstract

Government social advertising has emerged as an important communication tool for promoting public welfare schemes, social awareness, and behavioral change among citizens. The Government of Karnataka extensively utilizes traditional and digital media platforms to disseminate information related to health, education, sanitation, women empowerment, environmental protection, and social welfare programmes. Understanding the effectiveness of these advertisements is essential for evaluating their contribution to public awareness and citizen engagement.

**Purpose:** The purpose of this study is to review existing literature on the impact of government social advertising on citizens in Karnataka and to identify the major factors influencing the effectiveness of such advertisements in creating awareness, shaping attitudes, and encouraging behavioral change.

**Approach/Methodology:** This study adopts a qualitative review-based approach. Secondary data were collected from research articles, journals, government reports, conference papers, and scholarly publications related to government social advertising, public communication, and welfare programme promotion. Relevant literature was systematically analyzed to identify common themes, findings, and research gaps concerning the impact of government social advertising in Karnataka.

**Results/Findings:** The review reveals that government social advertising plays a significant role in increasing citizens' awareness of welfare schemes and social issues. Television, newspapers, radio, and social media platforms were found to be the most effective communication channels. The findings indicate that advertisements featuring emotional appeal, culturally relevant content, and regional language communication generate greater public engagement. The study also highlights that digital media has enhanced the reach and effectiveness of government campaigns, particularly among younger audiences. However, challenges such as the digital divide, low media literacy, and uneven access to information in rural areas continue to affect campaign effectiveness.

**Conclusion:** The study concludes that government social advertising significantly contributes to public awareness, citizen participation, and social development in Karnataka. Effective communication strategies and the integration of traditional and digital media can further improve the impact of government campaigns. The review also identifies the need for more empirical research focusing on citizen perceptions, behavioral outcomes, and the effectiveness of Karnataka-specific social advertising initiatives.

**Keywords:** Government Social Advertising, Citizens, Karnataka, Public Awareness, Welfare Schemes, Social Media, Communication Effectiveness, Behavioral Change.

## Introduction

Over the years, many debates have been held in a bid to answer the crucial and all-pervasive question- Is Advertising Essential? Despite conflicting views on the same, if there is generally a mass acceptance of a certain kind of advertising, it has to be Public Service Advertising or Social Advertising.

"Advertising justifies its existence when used in the public interest—it is much too powerful a tool to use solely for commercial purposes.

Government social advertising refers to communication campaigns sponsored by governments to influence public awareness, attitudes, and behavior for social welfare objectives. These advertisements are commonly used in areas such as health, education, sanitation, environmental protection, women empowerment, road safety, vaccination, and welfare schemes. Researchers across the world have examined how such advertisements affect citizens' knowledge, trust, participation, and behavioral change.

Social advertising refers to non-commercial advertisements designed to create awareness and influence public behavior for social welfare. In Karnataka, government social advertising plays a major role in promoting schemes such as Swachh Bharat Abhiyan, health awareness campaigns, women empowerment initiatives, Digital Karnataka programmes, and rural development schemes. Researchers have studied the communication effectiveness, audience response, media strategies, and social impact of these campaigns.

Public Awareness Advertising, Social Service Advertising and Social Awareness Advertising, Public Service Advertising refers to those advertising efforts which are done as a part of social responsibility by such entities as advertising agencies, Government, NGO's as well as other business organizations.

Today, Social Advertising has become very popular and is considered to be one of the most effective means to create social awareness and bring about a change/shift in the mindsets of people.

In the 21<sup>st</sup> century and the population crossed 120 billion in the country and the majority of Indian population resides in rural areas about 65% approximately and majority of them are illiterates and knows communication of normally one language of mother tongue this creates a major problem to the Government and advertising agencies to deliver / communicate the information and messages to the entire population of the country.

Advertising agencies and Government information departments has to work together to reach out rural audience to inform the messages of schemes and facilities provided by the Government to reach out the public.

When it comes to effective Social Advertising, it is essential to keep the target audience in mind while creating the social message. A thorough understanding of the target group further improves the impact of the message being delivered.

Social Advertisements should carry a short message which is to the point. Such messages can be dramatic and should ideally stand out from the clutter of all other advertisements.

However the modernisation has put its foot in the life’s of public it has become necessary for the Government and non-Government agencies to inform them the harms and drawbacks of the life style of public and health hazards and not only health and safety hazards but also numerous public beneficial schemes provided by the Government.

**Some of the issues discussed through Social Advertising campaigns over the years include •**

• Female Feticide	• Blood Donation
• Importance of Going to School	• AIDS Awareness •
Use of Condoms	• Right To Vote
• Save Electricity, Save the Planet for Our Children	• Polio Eradication
• Eve Teasing	• Anti Smoking Campaign
• Respect for National Anthem	• Family Planning
• National Integration	• Constitution Awareness Campaign
• COVID-19 Advertisements- <input type="checkbox"/> Mask wearing <input type="checkbox"/> Social distancing <input type="checkbox"/> Vaccination <input type="checkbox"/> Hand hygiene <input type="checkbox"/> Public health guidelines	• Swachh Karnataka / Clean Karnataka Campaigns <input type="checkbox"/> Proper waste disposal <input type="checkbox"/> Clean streets and villages <input type="checkbox"/> Plastic reduction <input type="checkbox"/> Public sanitation practices
• Constitution Awareness Campaign	Anti-Tobacco and Public Health Campaigns
• Road Safety Awareness Campaigns <input type="checkbox"/> Helmet use <input type="checkbox"/> Seat belt use <input type="checkbox"/> Safe driving <input type="checkbox"/> Prevention of drunk driving <input type="checkbox"/> Traffic rule compliance	• Government Welfare Scheme Advertisements <input type="checkbox"/> Gruha Lakshmi <input type="checkbox"/> Shakti Scheme <input type="checkbox"/> Anna Bhagya <input type="checkbox"/> Gruha Jyothi <input type="checkbox"/> Yuva Nidhi

**Background**

Government social advertising shapes civic behavior and public welfare by promoting health, safety, and social cohesion. It is crucial for driving large-scale behavioral shifts, such as increasing vaccination rates , improving road safety, and encouraging environmental conservation, ultimately protecting public well-being and reducing systemic societal costs.

- **Behavioral Economics:** Grounded in models like the "nudge theory," campaigns use psychological and economic incentives to subtly guide citizens toward beneficial choices without restricting freedom of choice.
- **Media Evolution:** Historically rooted in public service announcements (PSAs) on television and radio, modern efforts span targeted digital channels, social media algorithms, and mobile alerts.
- **Core Objectives:** Designed to address market failures, correct information asymmetry, and promote civic duty without commercial intent.

### Key Areas of Importance

- **Public Health & Safety:** Essential for disease prevention, promoting mental health resources, and highlighting emergency preparedness (e.g., disaster response).
- **Civic Engagement & Compliance:** Encourages participation in vital civic duties like the census, voting, and tax compliance.
- **Social Cohesion & Equity:** Fosters inclusivity, combats discrimination, and champions initiatives like minority rights or gender equality.
- **Crisis Management:** Serves as a direct, authoritative line of communication during emergencies to mitigate panic and share vital survival instructions.

### OBJECTIVES OF THE PROPOSED WORK WITH JUSTIFICATION:

The following objectives are framed for the study,

1. To study the awareness level of rural and urban masses, with the present social advertising methods used by Government for creating social awareness.
2. To study the factors influencing the effectiveness of different Medias. Understanding the advertising effectiveness in the rural areas is tougher because of its complexity, the study will provide the basis for it.
3. To understand the best media mix for the creation of social awareness for Government schemes and facilities.
4. To study the factors affecting social advertising which are different between urban and rural masses.
5. To suggest alternative strategies for selecting different advertising Medias for social advertisements of Governments to reach the masses more effectively
6. To study the concept and importance of government social advertising.
7. To examine the awareness level of citizens regarding government social advertisements in Karnataka.
8. To analyze the impact of government social advertising on public attitudes and behavior.
9. To identify the effectiveness of various media channels used in government social advertising.
10. To compare rural and urban responses toward government social advertisements.
11. To identify factors influencing public perception of government social advertising.

12. To suggest measures for improving the effectiveness of government social advertising campaigns.

### Conceptual Framework

Government Social Advertising



Advertisement Characteristics

(Message Clarity, Credibility,  
Frequency, Emotional Appeal,  
Language Used)



Citizen Awareness

(Knowledge and Understanding)



Citizen Attitude

(Perception, Trust, Acceptance)



Citizen Behaviour

(Action, Participation,  
Compliance, Adoption)



Social Outcomes

(Public Welfare, Social Change,  
Citizen Engagement)



**Variables in the Framework**

Independent Variable	Mediating Variables	Dependent Variable	Outcome Variable
<p><b>Government Advertising</b></p> <ul style="list-style-type: none"> <li>• Television advertisements</li> <li>• Radio advertisements</li> <li>• Newspaper advertisements</li> <li>• Social media campaigns</li> <li>• Outdoor publicity</li> </ul>	<p><b>Citizen Awareness</b></p> <ul style="list-style-type: none"> <li>• Knowledge of government schemes</li> <li>• Awareness of social issues</li> <li>• Information retention</li> </ul> <p><b>Citizen Attitude</b></p> <ul style="list-style-type: none"> <li>• Trust in government</li> <li>• Perceived usefulness</li> <li>• Positive perception of campaigns</li> </ul>	<p><b>Citizen Behaviour</b></p> <ul style="list-style-type: none"> <li>• Participation in government programs</li> <li>• Adoption of recommended practices</li> <li>• Behavioural change</li> </ul>	<p><b>Social Outcomes</b></p> <ul style="list-style-type: none"> <li>• Improved public health</li> <li>• Environmental protection</li> <li>• Educational participation</li> <li>• Financial inclusion</li> <li>• Community engagement</li> </ul>

**Review of Literature on the Impact of Government Social Advertising on Citizens**

Government social advertising is an important communication tool used to create awareness, influence public attitudes, and encourage socially desirable behavior among citizens. Governments use advertisements through television, radio, newspapers, social media, hoardings, and digital platforms to com

municate welfare schemes, health initiatives, environmental campaigns, educational programs, and public safety measures. Researchers have extensively studied how such advertisements affect citizens’ awareness, perceptions, participation, trust, and behavioral change.

**Introduction to Government Social Advertising**

Social advertising refers to non-commercial advertisements designed to promote social welfare and public interest rather than profit. Government social advertising aims to educate citizens, improve public participation in welfare programs, and encourage behavioral change.

According to Suhail Ahmad Bhat, Mushtaq Ahmad Darzi, and Iqbal Ahmad Hakim, social marketing and social advertising are closely connected with public well-being because they attempt to influence citizens toward positive social behavior. Their systematic review of 94 studies concluded that social advertising contributes to social development by addressing public issues such as health, sanitation, education, and poverty reduction.

## Impact on Citizen Awareness

One of the major findings in the literature is that government social advertising significantly increases public awareness about government schemes and social issues.

Partha Pratim Ghosh and Hima Gupta conducted a literature review on communication of government schemes through social media. The study found that social media platforms help governments disseminate information quickly and effectively among citizens. Citizens become more aware of welfare schemes, developmental programs, and public services when governments use interactive digital communication strategies. However, the researchers also emphasized that traditional media remains important for rural populations and digitally excluded groups.

Research on the “Mann Ki Baat” program also demonstrated that government communication campaigns can successfully create awareness about developmental and social issues. The study found that repeated communication through multiple media channels increased citizens’ understanding of national initiatives and social responsibilities.

Similarly, Abhishek Nirjar, Manaswini Acharya, and Dharendra Ojha examined integrated marketing communication in Indian government programs. Their study highlighted that coordinated use of advertising, public relations, and media campaigns improves citizens’ awareness and strengthens government-citizen relationships.

## Influence on Citizen Attitudes and Perceptions

Several studies reveal that government social advertising shapes public attitudes and perceptions toward social issues and government initiatives.

Roktim Sarmah and Aayushi Singh studied the effectiveness of social advertisement campaigns in India. The study measured awareness, perception, and attitude among youth regarding government social advertisements. Findings indicated that social campaigns positively influenced citizens’ attitudes toward social welfare initiatives and encouraged acceptance of government programs.

Another study by Mallika Srivastava and Shubhanshu Naik examined emotional reactions of rural and urban citizens toward government campaign commercials in Maharashtra. The study found that government advertisements generate emotional engagement and influence viewers’ perceptions differently depending on demographic and regional factors. Rural and urban audiences responded differently to campaign messages due to differences in literacy, exposure, and cultural background.

Research by Anjuman Antil and colleagues on digitization campaigns found that persuasive and metaphorical communication significantly influences citizens’ attitudes toward digital services. Emotional attachment created through campaign slogans and logos positively affected citizens’ intention to adopt government digital initiatives.

## Impact on Citizen Behavior

Behavioral change is considered one of the primary objectives of government social advertising. Literature suggests that effective campaigns can influence citizens to adopt socially beneficial practices.

Studies on social marketing indicate that campaigns related to sanitation, vaccination, road safety, family planning, and environmental protection successfully motivate citizens toward behavioral change when advertisements are audience-oriented and culturally relevant.

Valentina Burksiene and colleagues studied social marketing in mobile government implementation and found that government communication campaigns encourage citizens to adopt digital governance services. Citizens were more willing to use e-governance platforms when campaigns emphasized convenience, transparency, and trustworthiness.

Research on social influence in advertising also suggests that citizens are more likely to respond positively to campaigns when advertisements include social connections, peer influence, and community-oriented messaging.

### **Government Social Media Advertising and Citizen Engagement**

Modern literature increasingly focuses on digital and social media advertising by governments. Social media platforms enable two-way interaction between governments and citizens, improving participation and engagement.

Swati Bagadia, Deepali Malhotra, and Rajan Yadav reviewed citizen-government engagement on social media during crises. Their study found that timely communication through digital platforms improves citizen participation, trust, and cooperation during emergencies. Social media allows governments to interact directly with citizens and respond quickly to public concerns.

Studies on political and social communication also reveal that social media campaigns strongly influence public opinion, especially among younger citizens. Digital advertising creates greater engagement because citizens can interact, comment, and share information instantly.

### **Challenges in Government Social Advertising**

Although literature highlights many positive outcomes, researchers also identify several limitations and challenges.

#### **1. Digital Divide**

Many citizens, especially in rural areas, lack internet access and digital literacy. This limits the effectiveness of online government campaigns.

#### **2. One-Way Communication**

Some studies criticize traditional government advertisements for focusing only on information dissemination without encouraging citizen feedback or participation.

#### **3. Lack of Regional Language Content**

Researchers note that campaigns often fail to reach diverse linguistic populations effectively due to insufficient local language communication.

#### 4. Political Bias and Credibility Issues

Certain studies argue that excessive political branding in government advertisements may reduce public trust and create perceptions of propaganda rather than public welfare communication.

#### 5. Variations in Audience Response

Citizens from different socio-economic backgrounds interpret government advertisements differently. Urban audiences may respond more positively to digital campaigns, while rural citizens may prefer traditional media communication.

Philip Kotler emphasized that social advertising is an important tool for influencing public behavior and achieving social welfare objectives. The study highlighted the significance of communication strategies in changing social attitudes.

Gerald Zaltman observed that public service advertisements can effectively shape citizens' attitudes when emotional and informative appeals are properly integrated.

Andreas Kaplan explained that digital media platforms have significantly enhanced the reach and effectiveness of government communication campaigns.

Research conducted by Everett Rogers stated that mass communication campaigns play a major role in spreading awareness and encouraging adoption of socially desirable behaviors.

A study by Sanjay Kumar found that government advertisements related to health and sanitation positively influenced public awareness in rural India.

Shalini Verma examined the effectiveness of public service advertisements and concluded that message credibility and repetition significantly affect audience response.

Studies related to COVID-19 awareness campaigns in India revealed that government advertisements through television and social media increased awareness regarding preventive measures and vaccination programs.

Research on social advertising effectiveness also indicates that language, cultural relevance, emotional appeal, celebrity endorsement, and visual presentation influence public attention and message retention.

Several studies have focused on social media-based government communication. Researchers found that younger audiences are more responsive to digital campaigns compared to traditional media advertisements.

Studies conducted in Karnataka related to public awareness campaigns highlighted that urban populations generally have higher exposure to government advertisements than rural populations due to better access to digital and mass media.

Some researchers also identified challenges in government social advertising, including lack of audience trust, political influence, inadequate targeting, message overload, and limited behavioral impact.

Although substantial research exists on advertising and public communication, limited studies specifically analyze the impact of government social advertising in Karnataka State. Therefore, the present study attempts

to fill this gap by conducting a comprehensive analysis of public perception and effectiveness of government social advertising campaigns in Karnataka.

Sarmah and Maharishi (2016) studied that there is no enjoyment creating factors used during the social advertising campaigns. “Make in India campaign” has not reached to its success as it has not been able to conduct the elements like enjoyment and creative activity. In the opinion of the public, there was no entertainment and creative activity in the awareness programme of Make in India. Since there was no divertissement and creative activity the young generation whether male or a female, failed to link up with the make in India campaign. According to the young generation the “make in India” campaign was purely linked with the one who had their own business they were not able to associate themselves with the drive. Make in India has not reached to the heights, the heights which were attained by the campaigns like Digital India and Swatch Bharat Abhiyan. The visibility of Make in India was also very less in comparison to these campaigns which was very disappointing campaign.

Maheshwari and Suresh (2013) studied that the majority of the young generation is attracted and influenced by the social advertisements. Most probably it is due to the customs and morals of our country, India. At present, the young generation of the country do not want to compromise in the system of customs and morals and at the same time they want something different from the marketing world. Social advertising campaigns are making their efforts to bring in some changes in the viewpoints of every individual which in turn is able to bring in a large change in the community.

Singh (2014) studied that the campaign “Jago Grahak Jago” had increased the alertness and awareness in the consumers. Although, no significant change is there in attitude and behaviour in terms of their shopping practices. The research says that more efforts should be made so as to bring in some changes in the nature and opinion of the customers. For the growth of the country it is very essential to make the community more aware about their rights as a consumer which they had.

Digital platform is the best mode to reach the maximum number of the general public and expand the awareness programmes to a great extent as majority of the population and the young generation are making use of the digital platforms to get the information. This mode of communication is the fastest and cheapest as compared to any other medium. It is seen that the whole process of campaign has left a great impact on the people and it had increased the level of awareness among the public also but the number of evidences of the changed opinion and nature was very less especially in the countries which had the population where the earnings are little and medium.

Joseph et al. (2013) studied that there were some serious misapprehensions related to the polio and pulse polio initiative in the general public. These misapprehensions should be handled so that the purpose of the campaign reaches to its success. To eradicate the polio from the country in future it is very important to clear all the misunderstandings about the polio and pulse polio initiatives in the society.

Gautam (2017) revealed that to eradicate the polio from the society it is necessary to handle it by the consensual methods to make it a success. The advertisements and slogans done by the famous personalities should be displayed very frequently on all the communication modes, psychological and emotional fears need to be developed in the society which forces the public to get their children vaccinated from the centres arranged for this process. It is important to follow those procedures which are capable of handling the other health risks such as HIV- AIDS, Cancer, Tuberculosis and Encephalitis also so as change the opinion and attitude of the public.

Sarkar and Adiyannarayan (2016) revealed that the awareness programmes related to the palliative care has influenced the public to a great extent and it has spread in awareness among the people. To change the attitude of the society more continuous endeavours are needed so as to convince the people in a better way. This drive can be more effective when the society and the members of the campaigning drill will come in the front line and provide these palliative care services to the people personally.

Seymour (2018) explored that the advertisements and campaigns for the awareness of the public related to the palliative care had definitely influenced the society and also had improved the quality of the services. But at the same time the evidences of the quality care are very less.

V, Nanjaiah & Karinagannanavar (2017) revealed that the awareness programmes and campaigns related to blood donation had made the young generation much aware, committed and inspired at the same time. The blood donation campaigns and awareness programmes needs to be linked with the other preventive strategies of the health hazards related to the blood. In majority the males of the young generation are more influenced by these campaigns and awareness programmes and became the promising blood donors of the future.

Shidam et al. (2015) studied that in spite of knowing the benefits and having all the knowledge regarding the blood donation through the awareness programmes and the blood donation campaigns, the number of blood donors is very less in past years. Through the studies it is seen that the level of education plays an important role in determining the awareness and behaviour of the people. It is also seen that the class of education of the person also influence the real blood donation practices. Awareness and advertisements related to the health on donating the blood is necessary especially in the non urban areas. Misconceptions and beliefs related to blood donation need to be eliminated from the society in order to bring in the positive behaviour, different modes of communication should be used to educate and motivate the general public.

Vanaja et al. (2016) revealed that a very small health care related class about the disease tuberculosis leaves a great impact on the students. The programme was very effective due to the use of power point presentation. This awareness programme had influenced the society and changed their behaviour and attitude towards their cooperation and association in the advertising campaigns to control the tuberculosis disease.

Chauhan & Sharma (2017) studied that anti smoking campaign was more effective as it has used the very common and most marketable place for its advertisement and the entertainment media is the most impactful mode at the same time. It has helped to change the behaviour and mindset of many the smokers.

Ingavale (2013) explored that there is an important relation betwixt the thinking about the advertisement and its exposure on the platforms of communication while purchasing. With the help of these marketing process consumer is able to collect all the necessary details about a particular product. These advertisements have the ability to alter the attitude and behaviour of the consumers in making their decisions while purchasing. Therefore it is concluded that there is a great impact of the advertisement on decision making process of the customer.

Goswami et al. (2019) studied that the awareness of social welfare policies in the old aged people was good but if it is utilized in a better way it has the scope to get better. In the total number of participants of the survey there are forty two percents of them are making good use of the social welfare policies. The financial advantage which they get from these social welfare policies are great help for them in their expenses related to health and care and in other households also. The advertisement of these social welfare schemes had a great influence on the people who are not very educated and on those who are financially depend on others.

These schemes reach to those who are really in need of these and they are making use of them very effectively. There is a need to improve the use of these schemes in the males of older age and of below 75 years of age group. When these people of older age have some sort of financial support their health is also improved. Therefore it is important for these awareness programmes related to the social welfare schemes to reach to the different parts and to the maximum number of elderly people who are need of these schemes.

Kher, Chandak, Kothari & Desai (2018) studied that majority of the population knows about the Digital India campaign and about its services but they are unaware about the detailed information of this campaign. If the campaigning is done in proper manner to spread the awareness and knowledge about the Digital India scheme among the young generation of India, it has a huge potential to reach to its height. Singh (2014) studied that the campaign and advertisement of “use helmet” has a great influence on the general public. It has effectively stimulated the two wheeler drivers to use the helmets while driving their vehicles. But at the same time it cannot be the only method to lower down the head injuries and the number of deaths in the road accidents. It is analysed throughout the study that terror of traffic police, punishment and strictness of the elderly people had an effective and important impact on the people to wear the helmet. The communication campaign needs to be there so as to make maximum number of people to wear the helmet.

Singh and Singh (2017) studied that the advertisements which are related to the social services when telecasted on the television or posted on the internet and reached to the public by any other mode of communication, it shows a strong influence on the population. It changes the opinion, thinking and nature of the general public. Moreover, it is proved that the marketing and publicity of the social welfare and the services had a very significant part in making changes in the nature and many times the decision of the members of the society. Studies also say that the more frequent advertisement is displayed the more influence it has on the general public.

## **RESEARCH GAP IDENTIFY:**

### **Research Gaps**

#### **Gap 1: Limited Focus on Rural Citizens**

Many studies have examined government social advertising in urban areas, but there is limited research on how rural citizens perceive and respond to government social advertisements, particularly in Karnataka.

#### **Gap 2: Lack of Regional-Level Studies**

Most research has been conducted at the national level. Few studies have investigated the effectiveness of government social advertising in specific states such as Karnataka.

#### **Gap 3: Limited Assessment of Behavioural Change**

Many studies measure awareness and attitudes, but fewer examine whether government social advertisements actually lead to long-term behavioural change among citizens.

#### **Gap 4: Insufficient Research on Digital Government Advertising**

With increasing use of social media and digital platforms, there is limited evidence regarding the comparative effectiveness of digital versus traditional government social advertisements.

### Gap 5: Lack of Citizen Trust Analysis

Previous studies often overlook the role of citizen trust in government institutions and how trust influences responses to social advertising campaigns.

### Gap 6: Limited Research on Regional Language Advertisements

Most studies focus on advertisements in English or Hindi. There is insufficient research on the impact of government advertisements presented in regional languages such as Kannada.

### Gap 7: Demographic Differences Not Fully Explored

Few studies compare responses across:

- Age groups
- Gender
- Education levels
- Occupations
- Income groups

### Gap 8: Sector-Specific Studies Are Scarce

There is limited research comparing the effectiveness of government social advertising across different sectors such as:

- Health
- Education
- Environment
- Financial inclusion
- Public welfare schemes

### Gap 9: Measurement of Advertisement Effectiveness

Existing studies often use simple awareness measures. Comprehensive evaluation models that include awareness, attitude, trust, engagement, and behavioural outcomes are relatively rare.

### Gap 10: Post-Campaign Impact Studies Are Limited

Many studies evaluate campaigns during or immediately after implementation, but there is limited research on long-term impacts months or years later.

### Research Objectives Derived from These Gaps

1. To examine the impact of government social advertising on citizen awareness.
2. To analyze the influence of government social advertising on citizen attitudes and behaviour.
3. To assess the effectiveness of digital and traditional government advertising media.
4. To study the role of citizen trust in government social advertising.
5. To compare the impact of government social advertising across demographic groups.

6. To evaluate the effectiveness of Kannada-language government social advertisements.

These gaps and objectives are suitable for a Commerce/Management PhD proposal, synopsis, literature review chapter, and journal publication.

### **Scope of the research study**

-This research deals with different ways of communicating with rural masses with higher appeal and impact. The aim of the research is to try and bring out an efficient measurement of media effectiveness, thereby establishing a hypothesis aiming towards the selection of an ideal media mix for achieving the given objectives. So, this research will talk about things that are already known but not used for economic purposes before.

-The research basically revolves around a model for measuring the impact of the different communication channels used for Government Schemes and facilities. Once the model gets established, it will provide mix of different strategies to advertisers to pick and choose from. This in turn will provide the ability to manipulate the variables of the model for maximum yield at the lowest cost.

→ Social advertising is a means to change public attitude and behaviour in order to bring about positive social change.

→ Rural masses often cannot read the written messages because of illiteracy and even they cannot understand different languages other than mother tongue, for that different strategy are to be framed by the study.

→ It's about applying marketing and advertising principles to promote health and social issues and bringing about positive behavioural change in people for their better living.

→ The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the people about non commercial issues, such as Government facilities/schemes Health, HIV/AIDS, political ideology, energy conservation and deforestation etc.

→ Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large number of audiences

### **METHODOLOGY TO BE FOLLOWED:**

#### **Research Design**

The study will adopt a descriptive and analytical research design.

#### **Nature of Data**

Both primary and secondary data will be used for the study.

#### **Primary Data**

Primary data will be collected from citizens in Karnataka through structured questionnaires and interviews.

## Secondary Data

The secondary data collected from published research articles, books, conference proceedings, government reports, and doctoral theses.

## Sources of Literature

- Google Scholar
- Scopus
- Web of Science
- Shodhganga
- ResearchGate

## Major Findings

- Government social advertising significantly increases public awareness.
- Behavioural change is more likely when advertisements are clear, relevant, and emotionally engaging.
- Digital media has expanded the reach of government campaigns.
- Citizen trust plays an important role in advertisement effectiveness.
- Regional and cultural factors influence campaign outcomes.
- Research focusing on rural citizens remains limited.

## Conclusion

The reviewed literature clearly indicates that government social advertising plays an important role in shaping citizen awareness, attitudes, participation, and behavioral change. Effective campaigns improve knowledge about government schemes, encourage social responsibility, and strengthen government-citizen relationships. The rise of digital media has further expanded the reach and interactivity of government communication. However, issues such as digital inequality, lack of regional inclusiveness, and political influence continue to affect campaign effectiveness. Future research should focus on regional-level studies, citizen perception analysis, and long-term social impact to better understand the effectiveness of government social advertising in India and Karnataka.

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