

Effective Advertising and IT Measures with special reference to anti-smoking advertising

Madhu Sharma

Associate Professor, S.S. Jain Subodh P.G. College, MCA Institute, Jaipur, Rajasthan, India

Abstract: Social advertising is the utilization of the advertising system to create awareness and updating the relevant information about the social issues among the public to persuade their manners, activities and behavior. To maintain an effective influence on the public, there a great need of a regular advertising of the major social issues affecting the social environment. In general such advertising includes the briefings of the issues with the measures and actions to support the prevention from those issues. The awareness drive may include a variety of media to circulate the information among the public. These may include the advertising through the Television and Internet services, Mobiles, Newspapers, Magazines, Pamphlets, Plays, Street Shows etc. In current scenario, Information Technology and Television Broadcasting based media systems are leading among all these advertising media. In today's world, to meet out the fashion trends and finding of an easiest way to come out from the stress, smoking habit is increasing day-by day and thus leading to the cause of increase in major health problems as well as crimes. To control and thus to stop the usage of such harmful products and to enhance the awareness about the health hazards, Information Technology and Mobile Technology could really play a vital role in controlling the usage of such health hazardous items. In this paper, we would discuss the Advertising trends, suggestions and IT measures which could be helpful in reducing the usage of such habits.

I. INTRODUCTION

As we know that the public in large could be easily addressed through the advertising practices and its promotions. Advertising is a form of communication for marketing and used to persuade, or to encourage or to influence listeners, viewers or readers to persist or to initiate something novel or new. In general, the expected and desired result is to impel consumer behavior with respect to a commercial product or offering. Advertising could be categorized as: Commercial Advertising and Social Advertising. Commercial Advertising is basically meant to increase the sale of particular product, whereas, the social marketing tends and aims towards the social welfare of the public. Social advertising do refer to: (a) Social advertising through social relationships, i.e. advertising using the social environment to reach its target audience and (b) Social advertising for social issues, i.e. advertising about social issues [4]. In this paper, we are concerned with the Social advertising for Social Issues, to look after the social issues and to inform the public about a social issue or to influence their behavior [2],[3].

II. CURRENT ADVERTISING PRACTICES

To maintain an effectual influence on the public, there is the requirement of regular advertising of the major social issues affecting the social environment. In general, such advertising includes the briefings of the issues with the measures and actions to support the prevention from those issues. The awareness drive may include a variety of media to circulate the information among the public. These may include the advertising through the Television and Internet services, Mobiles, Newspapers, Magazines, Pamphlets, Plays, Street Shows etc. In current scenario, Information Technology and Television Broadcasting based media systems are leading among all these advertising media.

In today's world, to meet out the fashion trends and finding of an easiest way to come out from the stress, smoking habit is increasing day-by day among youths and thus leading to the cause of increase in major health problems as well as crimes. Initially it appears to be trendy for youths and then, it becomes the need and then, later on leads to the addiction of life threatening habit[1],[2]. To control and thus to stop the usage of such harmful products and to enhance the awareness about the health hazards, Information Technology and Mobile Technology could really play a vital role in controlling the usage of such health hazardous items and spreading the awareness about the hazardous effects and consequences of smoking practice. To control and stop the usage of such products, government and many social welfare organizations have made it mandatory to put the Warning quotations like "This product is injurious for your health", on the product packets. This drive

also includes the display of Warning messages along with the television advertisement, showing a detailed advertisement indicating the health problems and severity of the diseases caused by smoking habit, along with other commercial TV advertisements as well in the beginning and interval of the Movies shows in Cinema halls [5], [6]. Conduction of various activities like marathon race, social awareness programs conducted by various social service providers and government organizations also helps in spreading awareness.

III. PROPOSED ADVERTISING AND IT TRENDS

Looking after the current increasing usage of smoking habit, more and more attention should be given on the effective presentation and concept of advertisements to elicit or control strongly the emotional arousal of the feeling of diverting towards the smoking habit. Advertisements must be prepared effectively and must be spread widely through all the media facilities. . Government should also contribute more effectively to target the youths from getting the addiction of such habits by initiating the drives from the school and college levels, as this is the age where youth requires maximum protection from getting addict of any such negative habit. Organization of plays and writing articles on negative effects by the youth generation must be encouraged by the school and college teaching and management system. There should be inclusion of chapters mandatorily in school and college education system. Youth smoking prevention campaigns must be initiated to control this habit at the initial stage among the beginners. Studies have been done to understand what factors make an advertisement more effective and more readily absorbed by youths. Advertisements that follow these criteria have been shown to actually decrease the likelihood of youth smoking. In order to prevent a continued and growing pattern of youth smoking, it is necessary to recognize what social factors influence teens to compel towards smoking, and accordingly they should be consulted properly. Some inbuilt hi-tech sensors could be designed and fixed within the mobile phones and which could be connected with the messaging systems or other alarming systems to the parents and teachers of the students. A regular display of Advertising campaigns stating the negative effects of smoking could be initiated regularly on the mobile phones through messaging or internet services or Government could setup and implement a transmission network explicitly to broadcast such awareness messages and campaigns among public, especially targeting youths.

IV. CONCLUSION

Though Social advertising campaigns are expected to be successful in raising awareness about such malpractices and its hazardous effects, but still without the public will and support it could not be eradicated. Anti-smoking social advertisements have the capability to significantly reduce the pervasiveness of youth smoking. While social advertising campaigns are often successful in raising awareness, they are typically unsuccessful in producing long-term behavior change of the type that can be achieved through strict check among youth in school and colleges.

V. REFERENCES

- [1]. Louise Thornley and Kate Marsh Quigley and Watts Ltd."What Works in Social Marketing to Young People", Systematic Review for the Health Research Council of New Zealand and the Ministry of Youth Development, Final Report, July 2010.
- [2]. <http://www.cdc.gov/tobacco/youth>.
- [3]. http://www.cdc.gov/tobacco/data_statistics/sgr/2012/consumer_booklet/pdfs/consumer.pdf.
- [4]. <http://www.studymode.com/essays/Impact-Of-Social-Advertising-In-India-1368820.html>.
- [5]. <http://tobaccocontrol.bmj.com/content/early/2013/05/08/tobaccocontrol-2012-050949.short>.
- [6]. Richard G. Netemeyer, PhD, J. Craig Andrews, PhD, and Scot Burton, PhD, "Effects of Antismoking Advertising-Based Beliefs on Adult Smokers' Consideration of Quitting", available at <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1449309>.