

A RECALL SURVEY OF SWACHH BHARAT ABHIYAN ADVERTISEMENT CAMPAIGN IN MAHENDRAGARH CITY

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Abstract: The main purpose of this paper was to take a view from the people of the Mahendergarh district of Haryana, India with regard to the awareness and knowledge of Swachh Bharat Abhiyan of Government of India. A questionnaire based recall survey was conducted in the Mahendergarh district. For the purpose a total of 100 questionnaires were distributed and interview schedule was used. In the recall study of Swachh Bharat Abhiyan in Mahendergarh city, researchers analyzed that the most of the population is aware of Swachh Bharat Abhiyan. However, most of them were not able to recognise the Swachh Bharat anthem & Swachh Bharat Abhiyan Logo. It is clear from the study that government is much successful to convey the desired message of Swachh Bharat among the population.

Key words: Swachh Bharat Abhiyan; Mahendergarh; Advertisement campaign; Recall Survey

1.0 Introduction

Advertisement is the need of today for everyone. It helps to inform about an individual (such as political figure) or organization (business or government), so as to build up a strong relationship with its network of public. Central government or local government units may want to inform the public about new laws or new services. Advertising is crucial for the launch (introduction) of a brand new product, service or idea in the market. If the advertisement of any concerned product, service or idea is done correctly at a right place, through proper media, and within a particular time constraint, can attract many new customers. It creates an awareness among consumers about the availability of any particular product or service in the market. The success of any advertisement or service lies in the proper execution of its advertising campaign. Without the proper layout of advertising campaign no government, at central or local level, can reach to its maximum public.

The father of the Indian nation, Mahatma Gandhi once said “Sanitation is more important than Independence”. It was a dream of Mahatma Gandhi to make India clean country. He considered both cleanliness and sanitation are integral parts of healthy and peaceful living (Vishwakarma, 2016). The dream of clean India was seen by Gandhi, but no major initiative was taken over a period of 67 years of independent India. Trying to fulfill this dream Prime Minister of India Mr. Narendra Modi on 2nd October 2014 launched the Swachh Bharat Abhiyan. The aim of the campaign is to make India clean, to provide sanitation facilities to every family, including toilets, solid and liquid waste disposal systems, village cleanliness and safe and adequate drinking water supply by October 2019. This is the biggest step taken ever as a cleanliness drive till date.

This study aims to examine the advertisement campaign of Swachh Bharat Abhiyan in Mahendergarh District of Haryana state (India).

2.0 The objectives of the study:

1. To know the overall effectiveness of the ad campaign by measuring recall of an Ad campaign among the target group of the campaign.
2. To know how well and accurately the campaign message is understood by its targeted public.

3.0 Review of literature

Sadhasivam and Priya (2015) examined the reviews that are related to the impact of television and online advertising. In this study researchers observed Guha (2013), Kumar & Raju (2013), Katke (2007), Karthik (2013), Tavor (2011), Priyanka (2012), Bishnoi & Sharma (2009), Yousuf & Shehzad (2013), Hemamalini & Kurup (2014), Rai (2013), Devdas & Ravi (2013), Kapoor & Si (2014), Hooda & Aggarwal (2012), Singh (2012) studies for its research paper. On the basis of these studies the researcher concluded that the Advertisement plays a vital role influencing the consumer and also the effectiveness of advertisement find the perception, buying behaviour attitude and cultural impact of various target populations.

Sawant (2012) did a study on Impact of advertising on Brand Awareness and Consumer preference (with special reference to Men's wear). This is an impact study by the researcher with the following objectives - to study the impact of advertising on consumer's brand awareness. To study the relationship between brand awareness and its impact on consumers preference. To study brand awareness in different in demographic groups and their final preference and choice. To study the impact of other factors in brand preferences of ready-made garments. To study the stats of switching and the impact of advertising. The researcher found that people choice was the main reason in selecting the brand and also found that advertising is an tool for brand setup.

Parul (2015) overviews about the perception of teachers and students towards social values of television advertising in four schools Jind district of Haryana. The objective of the study was to know the association between teacher's perception about social correctness of advertisement, age of teachers, gender of teachers, education of teachers, advertisements & income of teachers, advertisement & age of children. The researcher used survey method to collect the data study was conducted on 150 teachers and 250 students. The study revealed that there was a significant difference between the age group of teachers regarding value, truth, nonviolence, honesty, respect brotherhood, hypothetical values and overall social values. The study revealed that there was asignificant difference between gender of teachers regarding value, truth, nonviolence, honesty, respect brotherhood, hypothetical values and overall social values. The study revealed that there was a significant difference between education and income of teachers regarding value, truth, nonviolence, honesty, respect brotherhood, hypothetical values and overall social values. The study revealed that there was a significant difference between age group, gender and class of students regarding value, truth, nonviolence, honesty, respect brotherhood, hypothetical values and overall social values.

Kavita and Dayal (2014) conducted the study to measure the effectiveness of incredible India campaign. The results of the study demonstrate that 71% of the surveyed respondents were aware about the 'Incredible India' campaign, which is quite significant for a brand around twelve years of its inception. Although it is much lesser among foreign nationals. Overall English has been the major language of message reception, but among Indian respondents, Hindi has been the language of priority for advertised message. Very few respondents have been to 'India Tourism' information center for any kind of help and out of these almost half of visitors find it a good source of information. 'Incredible India' website has been part of 119 promotional campaigns and a major information platform managed by a destination marketing organization (ministry of tourism). Only 13.5% of the respondents were aware about the website of 'Incredible India' which has been put together with the brand name in maximum advertisements of this campaign. Logo of 'Incredible India' was recognized by large number of Indians much more in comparison with foreign nationals. For recall and recognition of campaign advertisements, the researcher showed the respondents print advertisements and snapshots of television advertisements of 'Incredible India' campaign. Highest number of foreign respondents recognized advertisement of 'Taj Mahal' (26.4%) then 13.2% of them recognized the ad of Himalayas, 10.7% of them had seen advertisement having 'Technicolor' headline, 9.7 per cent seen advertisement showing sand dunes, 6.9% were able to identify advertisement showcasing folk fair, and 4.4% recognized advertisement representing historical structure of Bodh gaya.

4.0 Research gaps

There are very few studies about advertisement campaign. Most of the studies are about advertisement. No study research found on Swachh Bharat Abhiyan though research found on study, but it is on Incredible India Campaign. There is no recall study on advertisement which is conducted in Mahendragarh.

5.0 Research method

To collect the comprehensive and relevant data for the study survey method has been adopted. The researcher personally visited the field and collected the data. To gather the necessary data, Interview Schedule was used.

6.0 Universe and sample in the study

The universe of the study is Mahendergarh town. The total approx. population of Mahendergarh town is thirty thousand. The whole universe is difficult to study in this research project so the researcher has taken 100 respondent as sample. The researcher used random sampling for this. 50 males and 50 female has taken as respondent for this research work.

7.0 Study area

Mahendragarh is one of the 21 districts of Haryana state in northern India. It takes only 2 hours to reach Mahendragarh and is 115.0 KM away from Gurgaon and it comes under National Capital Region (India). The district occupies an area of 1,859 km. The district has a population of 812,022 (2001 census). Narnaul city is the administrative headquarters of the district. Mahendragarh is one of the very few districts in India where the name of the district and its main town are different. According to the 2011 census Mahendragarh district has a population of 921,680, roughly equal to the nation of Fiji or the US state of Delaware. This gives it a ranking of 462nd in India (out of a total of 640 the district has a population density of 485 inhabitants per square kilometre (1,260/sq mi) .Its population growth rate over the decade 2001-2011 was 13.43%.Mahendragarh has a sex ratio of 778 females for every 1000 males, and a literacy rate of 78.9%. The researcher has taken only Mahendergarh town so the villages has not been included in the research.

8.0 Data presentation and Analysis**Table 1****Frequency and Percentage of respondents who have seen Swachh Bharat Abhiyan Ad Campaign**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Yes	50	100	50	100
No	0	0	0	0
Total	50	100	50	100

Table-1 shows the response to the question, “Have you seen Swachh Bharat Ads” all males & females said yes, so it is clear from the above table that all male & female must have gone through the advertisement of SBA.

Table 2**Frequency and Percentage of respondents who recalls the Swachh Bharat Advertisement Campaign**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Able to recall	43	86	9	18
Not Recall	7	14	41	82
Total	50	100	50	100

Table 2 tells us about recall of Swachh Bharat Ads by respondent. So 14% male & 18% female to recall SBA & rest 86% male & 82% female didn't recall the advertisement. However, they all said that they had to go through with the advertisements of SBA. Suddenly they are not able to recall the advertisement.

Table 3
Frequency and Percentage of the respondent how they recall the Campaign of Swachh Bharat Abhiyan

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Because of brand Ambassador	7	16.27	4	9.7
Because of its music	11	25.58	10	24.39
Because of its content	16	37.2	19	44.18
Because of visuals	2	4.65	3	7.31
Because of its theme	7	16.27	5	12.19
Total	43	100	41	100

Table 3 tells us about 'How do you recall the campaign ad of SBA'. This table consists 5 categories. The percentage of male & female respondent those who recall ad because of ambassador is 16.27% & 9.7% respectively. The percentage of male & female respondent those who recall ad because of music is 25.58% & 24.39% respectively. The percentage of male & female respondent those who recall ad because of content is 37.20% & 44.18% respectively. The percentage of male & female respondent those who recall ad because of its visuals is 4.65% & 7.31% respectively. The percentage of male & female respondent those who recall ad because of theme of campaign is 16.25% & 12.19% respectively.

Table 4
Frequency and percentage of respondents who have watched/listened Swachh Bharat Anthem

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Yes	12	24	9	18
No	38	76	41	82
Total	50	100	50	100

Table 4 shows the response of the respondents when they were questioned if they have ever watched/listened Swachh Bharat Anthem. In response to question 24% male & 18% female said yes and rest deny.

Table 5
Frequency and Percentage of respondents able to recall the anthem

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Able to recall	6	50	2	22.22
Not able	6	50	7	77.77
Total	12	100	9	100

Table-5 shows that 50% male respondent are able to recall anthem & rest 50% could not recall SBA anthem & 22.22 % female respondent are able to recall anthem and rest could not.

Table 6**Frequency and Percentage of the respondent who recognized Swachh Bharat Abhiyan Logo**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Yes	21	42	9	18
No	29	58	41	82
Total	50	100	50	100

According to table 6 the respondents were asked about SBA logo. 42% male & 18% female were able to recognize SBA logo.

Table 7**Message conveyed through Swachh Bharat Abhiyan Ad**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
To build the toilets (Shochalya)	21	42	24	48
Cleanliness of streets and locality	3	6	2	4
Cleanliness of own house	0	0	4	8
To improve health condition	0	0	0	0
All of the above	26	52	20	40

The above table 7 shows that perception of respondent message conveyed by SBA. 42% male & 48% female thought that the SBA conveyed the message 'To build the toilets (Sochalaya banana ke lie) & 6% male & 4% female thought 'Cleanliness of streets and locality' (Gali Mohalla Ki safai k lie). 8% female thought that SBA conveyed the message 'Cleanliness of own house (Apnne ghar ki safai k lie) & 52% male & 40% female thought that SBA conveyed the message 'All of the above'.

Table 8**Responses of respondents about slogan/tagline of Swachh Bharat Abhiyan**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Ek kadam safai ki aur	7	14	13	26
Ek kadam sundarta ki aur	11	22	4	8
Ek kadam swachhta ki aur	32	64	30	60
Ek kadam nirman ki aur	10	20	3	6
Total	50	100	50	100

Respondents were asked about slogan of SBA. 64 % male & 60% female said correct slogan of SBA and i.e. 'Ek kadam swachhta ki aur'.

9.0 Findings and Discussion

In the recall study of Swachh Bharat Abhiyan in Mahendragarh city, researchers analyzed that the most of the population is aware of Swachh Bharat Abhiyan. However most of them were not able to recognise the Swachh Bharat anthem & Swachh Bharat Abhiyan Logo. It is clear from the study that government is much successful to convey the desired message of Swachh Bharat among the population. The data collected through the study about Swachh Bharat Campaign in Mahendragarh City is as follows:

In this study researcher found that all male & female have seen the Swachh Bharat Abhiyan Advertisement, so it is clear that all male & female are aware about the Swachh Bharat Abhiyan.

It is found that only 14% male & 18% female were able to recall any one Swachh Bharat Advertisement. Rest of them were not even able to recall a single Advt. of Swachh Bharat Abhiyan.

In the study of how people recognise or recall the Swachh Bharat Campaign, most of them were found convinced with the content of the advertisement. Around 37% male & 44% female said that they recall the

swachh bharat advertisement due to its Content. Music, Theme of campaign, brand ambassador & Visuals are the other factors respectively.

In the study of people's awareness towards the Swachh Bharat Anthem female population were not found much aware about the anthem, however, approximately (24%) half of the male population were aware about Swachhta Anthem.

50% male & and 78% female were not able to recall the anthem. It indicates government is not much successful to advertise the anthem among the population.

In the study researcher tried to find that people who knows about Swachh Bharat Abhiyan can also recognise Swachh Bharat Logo, found the male population quite positive (42%) in that. Female population was not so aware of that as only 18% respondents were able to recognize that.

In the study of what people have interpret from the Swachh Bharat Campaign some of them have said that government is trying to encourage the Toilet building in their houses while most of them have said that government is equally encouraging Toilet Building, Cleanliness in the homes & Streets.

In the study researcher tried to know whether the population of Mahendragarh is aware of the Tagline/Slogan of Swachh Bharat then it was found that around 60% of respondents guess the right option & rest of them got confused between other similar options.

10.0 Conclusion

Advertising is one of the most influential tool for Campaigning or launching any drive. It has the long lasting impact on the population. Different forms of advertising like Television, Radio, Newspaper, Magazine, Internet has its own audience. So Government of India (Ministry of Urban Development) chooses the advertising as the medium to launch SwachhSwachh Bharat Abhiyan among the masses. In this article, researcher made a recall study on Swachh Bharat Abhiyan, to understand the overall awareness and effectiveness of the abhiyan.

When respondents were asked about the Swachh Bharat Abhiyan, all of them said that they have listened/watched this government initiative for Clean India and most of them have said that they have watched it on TV, so it can be concluded that government chooses TV to be the best advertisement medium & it is most influential & consumed among the masses too.

On the study of knowledge of the Swachhta Anthem of Swachh Bharat camthe population of population were not aware about any Swachhta Anthem, and the rest of them who knows about the anthem were not able to recall any of lines of Swachhta Anthem.

In the comparative study of awareness level for Swachh Bharat Campaign among the males & females, it has been concluded that males were found more aware about the campaign in terms of Content, Tagline, Anthem, activities, etc. Females were found a comparedhind as compare to man in terms of knowledge of such campaigns advertised by

the government. So it can also be concluded that females in the cities like Mahendragarh are less media literate as comparable to males.

In the finding of awareness of people for the Tagline & logo of Swacch Bharat Abhiyan, most of the population were able to recognise the correct tagline of Swacch Bharat but failed to give any hint about the logo, so it can also be interpreted that people can recall easily what they listen continuously but failed to recall which they view or watch on TV or newspaper.

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