

AMBIENT ADVERTISING: EFFECTIVENESS OF ANTI SMOKING ADVERTISEMENT: A STUDY IN NORTH WEST KARNATAKA
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Abstract

Ambient advertising builds greater involvement and makes greater impact in the minds of people. This study mainly focuses on ambient advertisement and effectiveness of anti-smoking message. The study contains improvement of an anti-smoking ambient advertisement and understands its effectiveness among the people with help of questionnaire and interviews. The results came out of the study that the people were shock when they see anti-smoking advertisement. We interacted 500+ respondents in Hubli- Dharwad urban, in the period of Sep-Oct 2016.

Keywords: Ambient advertisement, Smoking, Cigarette brands, smoking habits

INTRODUCTION

Everyday consumers see so many advertisements but ambient advertising is strong because it creates the effect of surprise the most unusual carries are chosen for it. Governments and NGO institutions have started traditional advertising and they have targeting to discourage smokers. Government’s adopting Anti-smoking advertising to create awareness about the side effects of smoking. This study mainly focuses on ambient advertising and effectiveness of anti-smoking advertisements

LITERATURE REVIEW

Ambient advertising is about placing ads on unusual items or in unusual places you wouldn’t normally see an ad. An ambient ad doesn’t have to be placed outside. Ambient advertising can be found anywhere and everywhere! The key to a successful ambient media campaign is to choose the best media format available and combined with effective message. These kinds of ads often make someone think about a certain place or thing differently. (RYAN LUM • JANUARY 3, 2012) Ambient media advertising can be used in conjunction with mainstream traditional media, or used equally effectively as a stand-alone activity. The key to a successful ambient media campaign is to choose the best media format available and combined with effective message.(Making a difference with ambient media. By: Jane Barnes, Admap, February 1999)

Purpose of the Study: To study was conducted in Hubli–Dharwad to understand impact of ambient advertisement on Cigarette.

Objectives of study:

- To know the impact of the antismoking advertisement
- To study people emotional response to an ambient message.
- To know the most popular cigarette brand.

Research Design

A	Type of Study	Descriptive
B	Source of data collection	Primary Data
C	From whom	
	1. Population	Hubli-Dharwad public
	2. Sampling method	Random Sampling Method
	3. Sample Size	N=500
E	Tool of Data Collection	Primary data through Personal Interaction
F	Statistical Techniques	Descriptive statistics and Cross tab using SPSS.

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Data and Analysis

Table 1: occupation and cigarette consumption

		how many cigarettes do you consume per day					Total
		0	2 or less	2 to 5	half pack	more than half pack	
Occupation	Student	71	36	64	61	16	248
	businessman	5	10	8	16	38	77
	employee	11	8	15	69	54	157
	other	3	4	3	6	2	18
Total		91	59	89	151	110	500

Students have a habit of smoking at least half pack per day day at 31%. While Business man addicted to smoke at least half pack or more per day is 70.12% and Employees have a habit smoking same quantity per day is 75.15% but 18.2 % of respondent do not smoke.

Table 2 : View of respondent towards advt. “Cigarette injurious to health”

		Frequency	Percent
Valid	for your information	304	60.8
	advertisement	95	19.0
	Prank	9	1.8
	anything that can be ignored	92	18.4
	Total	500	100.0

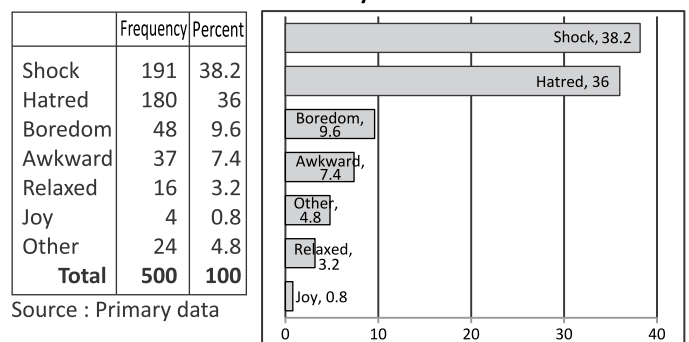
Out of 500 respondents 60.8% feel it’s for information, 19% feel its advertisement, 1.8% feel it’s prank and 18.4% feel to ignore such advertisements.

Table 3: Does advertisement appeal more than other ads in surrounding ?

		Frequency	Percent
Valid	Yes	247	49.4
	No	253	50.6

Almost 50% of the respondent (49.4%) has expressed that anti-tobacco advertisement appeal more any other advertisement.

Table 4: Emotion in the mind by ambient TV advertisement



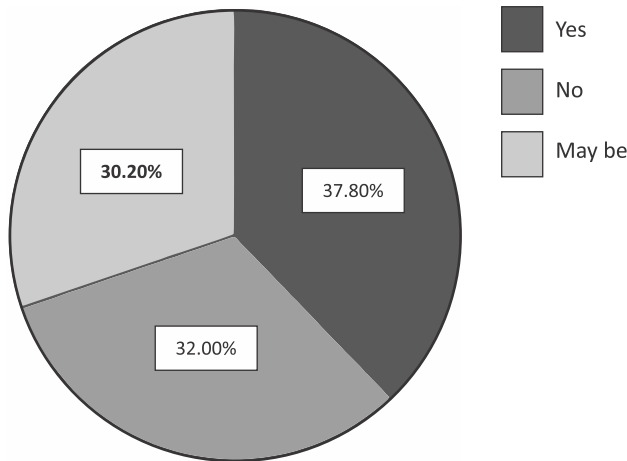
Graph 01

Here 38.2% people shocked, 36% hatred, 7.4% feel awkward by TV advertisement.

Table 5: respondent recall the advt. when smoke or some one smoking

		Frequency	Percent
Valid	yes	189	37.8
	no	160	32.0
	may be	151	30.2
	Total	500	100.0

Source : Primary data

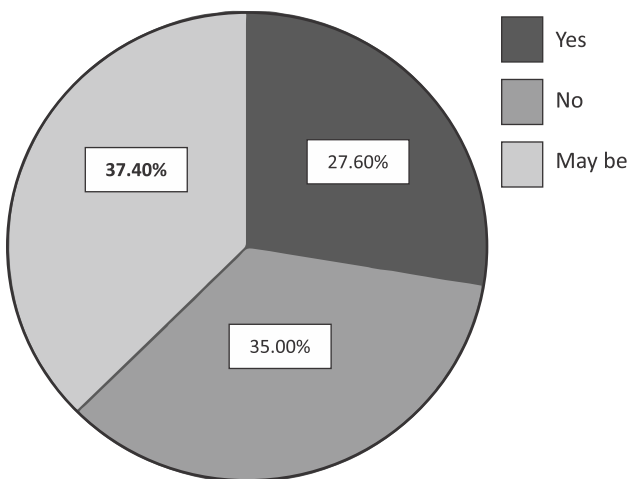


Graph 02
Here 37.8% recall the ads and 30.2% may be may not recall the adv.

Table 6: Does ads fascinates enough to spread the 'Antismoking message'

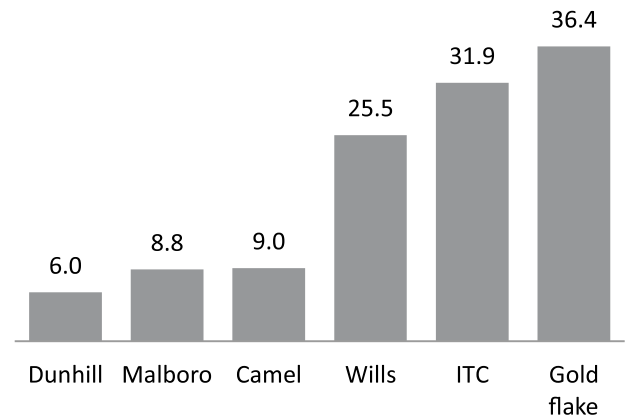
		Frequency	Percent
Valid	yes	138	27.6
	no	175	35.0
	may be	187	37.4
	Total	500	100.0

Source : Primary data



Graph 03
Total out of 500 respondents 27.6% spread the message and 37.41% said may be.

Preferred Cigarette Brand



Graph 04: Preferred brand

In the study Gold flake is the most known brand by 36.3% followed by ITC 31.9%, Wills 25.5%.

Conclusion

The study reveals that the advertisement “tobacco injurious to health” reaching out the people as information and majority of the people said like this and remember when they smoke or they see someone smoking. The study depicts that more number of students getting addicted to smoking. With consumption about half pack along with employees. We can also state people get shocked when they saw the ads first time in TV in the study area, North West Karnataka where Goldflake is the most popular cigarette brand. By this we can conclude ambient advertisement is impacting but, we need to strive more towards student community and try reducing smokers population, which may significantly reduce employee community in the coming years.

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