

Determinants of the effectiveness of social advertising impact

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Abstract. Social advertising is an instrument to promote ideas important to society or to specific groups and shaping the desired attitudes and behavior. It is used by the administrative authorities or institutions conducting extensive public awareness campaigns, falling under the concept of social marketing. This article attempts to identify the major determinants of the effectiveness of social advertising. The basis for this identification are the results of surveys conducted among recipients of social campaigns and ads. They showed that social advertising pay attention to the existence of the problem, but they have a medium or low impact on the changing behavior of society.

Keywords: social advertising, social marketing, CSR

JEL classification: M14, M 31, O 3

1. Introduction

Social advertising is an instrument used by the public authorities and non-profit institutions organized as part of the wider social campaigns. In turn, public awareness campaigns are an important part of social marketing - a concept that developed in the 70s of last century. This concept uses classical marketing experience to solving social problems. It was decided that marketing tools can also contribute to promoting ideas, rather than just selling products.

According to Ph. Kotler social marketing is the task of the organization, which consists in determining the needs, requirements and interests of target markets and delivering the desired satisfaction more effectively than competitors, while maintaining or increasing consumer welfare and society (Kotler, 1994, p. 26). In this concept so far to balance three aspects of policy making in marketing: profits of the enterprise, needs and desires of consumers and the interests of society as a whole. An important factor in the emergence and development of social marketing ideas were exchanged by Kotler cultural challenges that emerged at the beginning of the 70s. These should include poor eating habits and health of the population, which contributed to the high incidence of heart disease. The success they have achieved the Finnish authorities, through the widespread use of health promotion and treatment consisting in encouraging physical activity, caused interest in the rest of the world as a way of influencing the lifestyle of citizens (Kotler, Lee, 2008, p. 193). It is worth noting that social marketing is also a response to the charges against the classic marketing practices of companies within the growing and widely popularized the concept of CSR (Szwajca, 2013).

One of the first social campaign was launched in 1945 in the United States Smokey Bear campaign aimed at preventing fires in the forests. In Poland, for example, one of the first educational actions that could be described as social campaign, it is considered campaign of general Felicjan Sławoj-Składkowski from the interwar period, to improve the health and hygiene awareness of Polish peasants (Stafiej, 2002, p. 75).

2. The nature and genesis of social advertising

Advertising word comes from the Latin verb "reclamar", meaning noise, making uproar. From the etymological meaning of this concept was first linked to the role of

advertising - at a time when advertising was not associated directly with the production process, the appearance of a new product on the market require making noise around him. So effective advertising would primarily be loud (Benedikt, 2004, p. 13).

Social advertising is a message addressed to a mass audience using the same aesthetics, style and the same communication channels as commercial advertising. Its intention is not to encourage potential customers to purchase a specific service or product (ie the promotion of sales), but signaled a given social problem and to encourage action to prevent the problem or leading to minimize its effects (<http://www.kampaniespoleczne.pl/wiedza...>).

Social advertising is persuasive communication process, whose main objective is to call the socially desirable attitudes or behavior (Maison, Wasilewski, 2002, p. 9). Social advertising message is a persuasive, because, like commercial advertising, serves not only to inform, but also the formation of certain attitudes and behavior. The intention of the creators of social advertising is to call reflection, interest in the difficult problems, often simply their awareness, but also incitement to: (Wasilewski, 2007, p. 20)

- pro-social attitudes and behaviors, such as: helping the disabled, victims of natural disasters, the sick or homeless;
- abandonment of the attitudes and behaviors socially undesirable, such as: habitual smoking, careless driving, domestic violence.

English name underlines the subordinate role of this kind of advertising, calling it roughly translates as advertising in public service.

Social advertising is a message to the whole of society (general campaign of national character), or a narrower group of customers, ie. To specific layers or segments of the population depending on age, sex or place of residence (specific campaign, for example. Of a regional or local level). In addition to these awareness-raising campaigns on a national, regional or local level, are becoming increasingly important global campaigns on an international scale, carried out mostly by international organizations.

Social advertising history dates back to 1941, when the US advertising community meeting was first used to formulate public service advertising (Stafiej, 2002, p. 52). In 1942 he was appointed Advertising Council, whose aim was to encourage developers to adopt advertising themes of social problems. Ad Council defines social advertising as (...) ad serving public interest. The purpose of these ads is to educate and raise awareness on important social issues in order to change attitudes and behaviors and to stimulate positive social change (www.adcouncil.org). In turn, the Federal Committee. Communications in the United States defines social advertising as any ad, for which no fee is charged and which promotes programs, activities, or services federal, state or local governments or programs, activities or services organizations, non-profit, and other announcements regarded as serving the interests of society, in addition to information about time, weather announcements and promotional announcements.

The first Polish organization dealing with in a professional manner a social advertisement was the Foundation for Social Ads, which was founded in 1998, and in 2003 changed its name to the Foundation for Social Communication. The statute contains a provision that defines social advertising as one of the forms currently involving awareness of social problems and calls for specific action pro-social (Bogunia-Borowska, 2004, p. 129).

3. Social and commercial advertising

Social communication fundamentally different from the communication entities of a commercial nature of their market environment. In practice, social advertising is distinguished from commercial advertisements in an intuitive way. However, there are opinions, that due to the non-commercial nature of social media is inappropriate in this case, the term "advertisement" associated primarily with communication, which aims to bring tangible benefits to the message sender (Limański, Drabik, 2007, p. 212). Despite the intuitive recognition of the phenomenon of social advertising is difficult to accurately determine its definition. In both cases, the sender use the same, or similar, and persuasive marketing techniques that lead to the achievement of the planned results, however there are some obvious differences. Summary of the characteristics of different social and commercial advertising are presented in Table 1.

Table 1. Social and commercial advertising

Selected features	Social advertising	Commercial advertising
Ad goals	Raise public awareness or his group and the formation of certain socially desirable attitudes and behaviors	Sales of the product, increasing brand awareness, gaining a solid and loyal group of consumers and so on
Assigned to the sender's intentions	The desire to help others - as a consequence of the high credibility of the sender and trust	Desire for profit - as a consequence of the low credibility of the sender and lack of confidence
Type benefit to the recipient	Odroczona perspektywa i często trudna do wyobrażenia - „przestanieś palić, zmniejszy się w przyszłości ryzyko zachorowania na serce"	Bliska perspektywa oczekiwanych korzyści - „kupisz lody - poczujesz jakie są smaczne"
The complexity of the amended attitudes recipient (strength, durability and stability amended attitudes)	By a generally high	By a generally low
The desired level of change in the attitude of the recipient	Often deep - dispense with some opinions, attitudes and behaviors of others, for example: cessation of dangerous driving, smoking cessation	Usually the plates - a change within the existing consumer behavior, eg. re-branding the product used
The nature of the message	Often unpleasant, aversive - social advertising refers to problems that people do not want to think that displace and to whom to themselves do not want to admit (eg. the risk of cancer, domestic violence)	Typically, pleasant, of bonus - commercial advertising talks about pleasurable states and promises pleasant feelings
Budget	Often small - the lack of funding for research and professional ad	Usually high - for research, creation and implementation of an advertising campaign

Source: A .Limański, I. Drabik, Marketing w organizacjach non-profit. Wyd. Difin, Warszawa 2007, p. 212

The first difference concerns the fundamental objective pursued by commercial advertising and social. The primary aim of commercial advertising is to promote product sales and increase brand awareness, gaining the loyalty of buyers, which ultimately serves to create customer capital in building the value of the company (Caputa, 2011, p. 18-24; Caputa, 2015). Advertising is used primarily interest the manufacturer of your product, and this causes relatively low credibility of the sender and lack of confidence. In the case of social advertising it aims to raise public awareness or his group and the formation of certain socially desirable attitudes and behavior. Social communication is to serve the assumption solving important issues and social problems. Assigning positive intentions conducive to higher trustworthiness of the sender and the induction of trust, although the positive reception of the sender social advertising in practice is not always the case. Much depends on the sender's reputation in the community.

Regarding the nature of the benefit to the recipient, the commercial advertising offers advantages that can be achieved is not difficult - just the desire and willingness to buy the product endorsed possession of adequate financial resources. In the case of social advertising benefits they are not so obvious, because: (Limański, Drabik, 2007, p. 215)

- they can be neglected, ie. for the payee does not arise directly from the promoted ideas (eg. the acceptance of people with disabilities and tolerance for refugees);
- as a rule they are internal and subjective, ie. depending on the predisposition of the payee (eg. contentment, satisfaction, etc.);
- they do not always directly relate to the payee, but third parties (eg. charity);
- can be very distant, making it difficult to imagine (eg. The protection of natural resources for future generations).

Another difference relates to the complexity of the amended posture and desired level of its changes in the transferee. Attitudes, opinions, behaviors of consumers that are subject to changes in social advertising, characterized by high complexity and usually very strong rootedness in social values and traditions. They have their source in the customs and preferences, religion, education, and therefore are very difficult to change. What's more, expected by the sender communication level change is a very deep - often aim to change attitudes to the opposite (eg. From negative - antipathy towards people of different nationalities, the positive - positive attitude towards them) or to change existing behavior (eg. Change aggressive driving on mild). The situation is different in the case of commercial advertising, which usually refers to the attitudes of low complexity, and the desired level of change is shallow, refers to changes within the existing consumer behavior (eg. change by using the product).

The next difference is related to the nature of the media. Commercial advertising talks about pleasurable states, promises pleasant sensations provided purchase a certain brand of product. Social advertising raises difficult issues of intimate spheres of man, his moral choices, individual behavior, disease, addiction, tolerance, violence, racism, etc. So often aversive nature, sad, frightened, indicates the issues that cause the unwillingness and / or anxiety.

The last of the differences concerns the budget allocated to the social and commercial advertising. Despite the fact that social advertising issues are of considerable complexity amended the recipient's attitude and the desired level change of attitude is often profound, its budget is in practice several times smaller than in the case of commercial advertising. However, the practice shows that the way but well-conducted social campaign, which aims to

prevent negative social phenomena (eg. alcohol abuse), can be a source of savings compared to the costs incurred by the state to deal with the effects of the problem.

4. The efficiency of social advertising by research results

The effectiveness of social advertising impact on the public was assessed on the basis of the results of the study carried out for writing a master's thesis titled: "The effectiveness of social advertising on the example of a particular campaign."¹ The survey was conducted in 2011 using an online survey placed on social networks and forums. The study sample consisted of more than 100 people, including 71% women and 29% men. Respondents they fit into the age group of 18 to 45 years of age, and the largest group were people aged from 18 to 25 years of age (54%). The questionnaire contained 15 questions (including questions about the age and sex), five of which related directly to the public campaign "Stop and live", on safety at level crossings. The article quoted answers to questions relating solely to the impact of campaigns and social advertising to consumers.

The first important question was how social advertising is perceived by the respondents who had a choice of several responses (Fig.1).

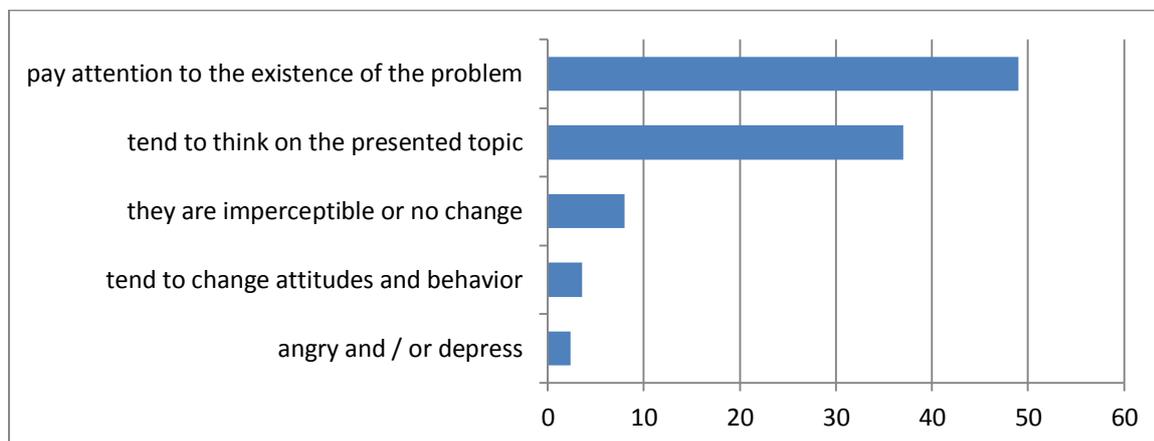


Fig. 1. A way receiving by the addressees of social advertising

Source: Results of a survey conducted through the portal www.ankietka.pl

As we can see, dominated by finding that social advertising pay attention to the existence of the problem (48.8%) and tend to thoughts presented the problem (36.9%). Unfortunately, a small percentage of respondents selected the answer that tend to change attitudes and behavior (3.6%).

Also asked respondents what subject matter of social campaigns turned their attention (Fig. 2).

¹ Master's thesis was written by Barbara Grymel under the scientific guidance of the author and defended at the Faculty of Organization and Management of the Silesian University of Technology in 2011.

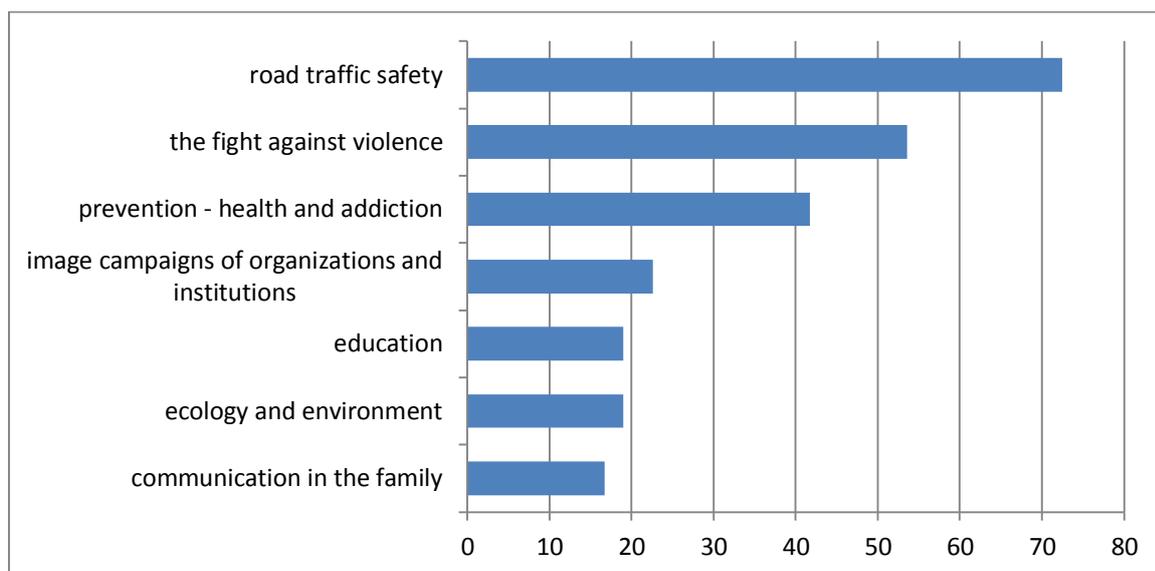


Fig. 2. The subject which arouses greatest interest

Source: Results of a survey conducted through the portal www.ankietka.pl

The most noticeable is the theme of road safety, then the fight against violence and health prevention. This may be due to the fact that campaigns on these issues often present drastic scenes and evoke strong emotions. Respondents pay the slightest attention to communication within the family and the problems of ecology and the environment.

The next question asked respondents to identify the degree of impact of social advertising to consumers (Fig. 3). As we can see most frequent answer given was the influence of moderate (42.9%) and large (29.8%).

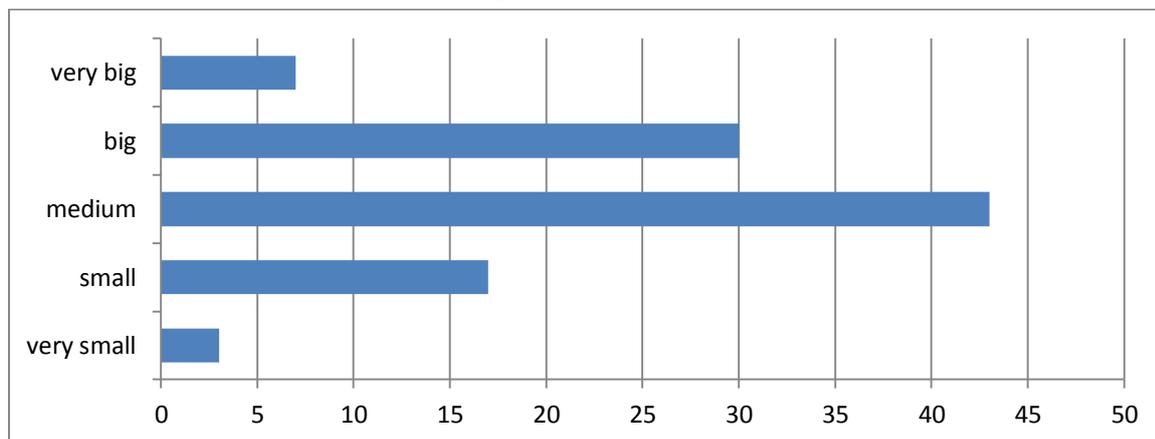


Fig. 3. Impact of social advertising to audiences

Source: Results of a survey conducted through the portal www.ankietka.pl

One of the questions referred to the factors determining the effectiveness of social campaigns. Surveyed indicated five selected factors, the importance of which were determined according to a five-point scale: very important, important, moderately important, little important and unimportant. Table 2 presents the responses.

Table 2. Factors influencing the effectiveness of social campaigns

Selected factors	very important	important	moderately important	little important	Unimportant
Campaign coverage	46,2%	38,1%	11,9%	1,2%	2,6%
Subjects discussed	51,2%	38,1%	5,9%	2,4%	2,4%
The amount of used means of advertising (television, Internet, billboards)	41,7%	42,5%	11,9%	1,3%	2,6%
Participation of experts	15,5%	30,3%	32,7%	17,9%	3,6%
Participation of celebrities	9,5%	29,7%	32,3%	19,0%	9,5%

Source: Results of a survey conducted through the portal www.ankietka.pl

The most important feature of social campaigns, according to respondents, is operated field, slightly lower assessed coverage of the campaign and the amount of advertising tools used. For the medium and / or little important characteristics respondents recognized participation in the campaigns of celebrities and experts.

Another issue raised in the survey was to determine the nature of the impact of social campaigns on the behavior of consumers. As is clear from the responses shown in Fig. 4, half of them believe that social campaigns tend to change their behavior strongly, but not for long. A large group (approx. 37%) believe that the interaction is a weak and short-lived. Only 1% of respondents think that advertisements do not affect behavior change, but also only 1% believe that a strong and long-lasting effect.

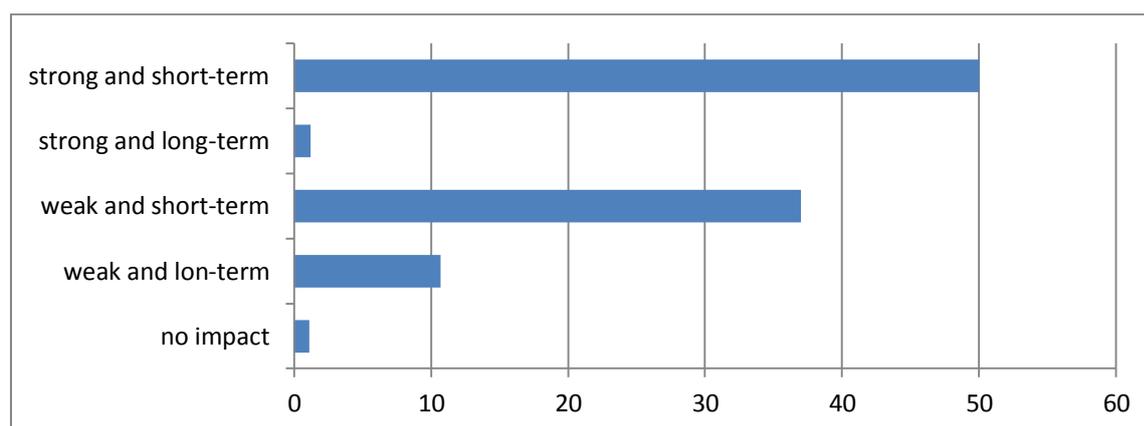


Fig. 4. The impact of social campaigns to change customer behavior

Source: Results of a survey conducted through the portal www.ankietka.pl

Also asked respondents about the impact of particular forms of advertising. The responses are presented in Table 3.

Table 3. Impact of selected forms of advertising

Selected forms of advertising	Bardzo silne	silne	Średnie	slabe	Bardzo slabe
Television advertising	28,6%	38,1%	22,6%	9,5%	1,2%
Internet advertising	8,3%	21,4%	41,7%	15,5%	13,1%
Radio advertising	3,6%	27,4%	36,9%	25,0%	7,1%
Press advertising	2,4%	10,7%	40,5%	26,3%	20,1%
Billboardy	7,5%	26,2%	40,1%	16,7%	9,5%
Conferences, festivals and thematic picnics	7,1%	9,5%	37,0%	19,0%	27,4%

Source: Results of a survey conducted through the portal www.ankietka.pl

According to most respondents the most impact on the attitudes of audiences shows television advertising. Average force have Internet advertising, radio and press. In contrast, conferences, festivals and picnics thematic actions are seen as having the least impact on attitudes and behavior of recipients.

5. Conclusions

Social advertising is intended to serve creating and perpetuating attitudes and behavior of society or selected social groups favoring execution of an important public interest. Though using it similar to a commercial advertising media and methods of persuasion, in many respects it shows differences. As the main distinguishing features of social advertising of commercial advertising should be mentioned: the objectives and intentions of the sender, the desired level of change in the attitude of the recipient, the nature of media and the budget.

The results of the study showed that social advertising pay attention to the existence of the problem, but they have average or little impact on changing behavior of society. The nature of their influence is strong, but short-lived. The principal factors determining the effectiveness of social advertising are, according to respondents raised the issue and the amount and type of advertising used. For most notable respondents considered the subject of traffic safety, while the biggest impact strength shows television advertising.

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