

Study on effectiveness of media advertisements during Covid 19 period



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In COVID 19 period people are panic about the virus spreads. In this media advertisements help to know the information about the corona virus and awareness about the virus. The article focuses on the effectiveness of media advertisements during COVID 19 period. Data was collected from 169 respondents comprising people in Tirunelveli district. Statistical analysis tools such as percentage analysis, chi-square test. The result indicates that area of living and awareness of corona virus are same in all areas. There is no difference in creating awareness about corona virus in area level.

Key words: COVID 19, Advertisements, Media, Awareness, Information.

Introduction

In COVID 19 period media advertisements are very effective to reach the information to the people. Government gives awareness about the corona virus with the help of media advertisements and introduced the product “kupasurakudiniri” to increase the immunity power. In media lot of advertisements are related to corona virus spreads and how to reduce the corona spreads. For eg: mask, and hand wash usage. In this period various advertisements

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related to soap, sanitizer, and mask. People go outside they must follow the social distance to safe ourself.

OBJECTIVES OF THE STUDY

- To know the effectiveness of media advertisements during COVID 19 period.
- To identify the media advertisements create awareness of people about corona virus.
- To analysis the socio-economic profile of the study.
- To know the advertisements helps to learn about the corona virus.

HYPOTHESIS

- H_0 1 –There is no significant difference between area of living and advertisements about awareness of corona virus.

REVIEW OF LITERATURE

- **Ramzansama (2019)**. In this study “Impact of media advertisements on consumer behaviour” analysed that television and internet advertisements are affecting. Though, transistoradsfixed not distressone of the phases.
- **Mohammed MazibarRahman (2018)**. In his research permitted” Social media advertising response and its effectiveness” analysed that provides implications for companies who can social media as a part of their overall advertising campaign.
- **Kathiravan (2017)**. In his article entitled “Effectiveness of advertisements in social media” examined that advertisements makes entertainment and attention in social media. The researcher proposes that satisfied formed aimed at the face book version commercial can essential for particular single and aware disputes to get improved care to the products.
- **Uchechi Cynthia ohajionu&sonery Mathews (2015)**. In their exploration “ Advertising on social media and benefits to brands” examined that significant scope for advertisers to embrace the concepts in this technique emerging policy which can theoretically have dominant control in this quickly reformed purchaser situation.

METHODOLOGY

Primary Data:

Primary data was collected from the respondents through systematically prepared survey done planned interview methods.

Secondary Data

The key source of evidence for secondary data was collected from old records, and the websites books, journals, newspaper etc.

ANALYSIS AND INTERPRETATION

Table-1
Socio economic profile

Gender	No of Respondent	Percentage
Male	65	38
Female	104	62
Total	169	100
Area of Living		
Rural	59	35
Urban	64	38
Semi urban	46	27
Total	169	100
Age wise		
Below 25 years	30	17
25-35 years	42	25
35-45 years	39	23
45-55 years	35	21
Above 55 years	23	14
Total	169	100
Educational qualification		
Hsc	16	9
Graduate	53	31
Post Graduate	62	37
Professionals	28	17
Others	10	6
Total	169	100
Occupational Status		
Business man	23	13
Self Employed	50	30
Farmer	21	12
Daily Coolie	18	11
Professional	37	22
Others	20	12
Total	169	100
Monthly income		
Below Rs 10,000	18	11

Rs 10,001 – 20,000	25	15
Rs 20,001 - 30,000	22	13
Rs 30,001 – 40,000	41	24
Rs 40,001 – 50,000	29	17
Above 50,000	34	20
Total	169	100

Source: primary data

Table 1 shows that out of 169 respondents 62 percentage of the respondents are Female, Next 38 percentage of the respondents are in urban area, Next 25 percentage of the respondents are under age group 25-35 years, Next 24 percentage of the respondents are under monthly income of Rs 30,001-40,000, Next 37 percentage of the respondents are Post Graduate.

AREA OF LIVING AND ADVERTISEMENTS ABOUT AWARENESS OF CORONA VIRUS

H₀₁ – There is no significant difference between area of living and advertisements about awareness of corona virus.

Advertisement about awareness of corona virus

		Advertisement about awareness of Corona virus			Total
		Satisfactory	Neutral	Not Satisfactory	
Area of Living	Rural	26	28	9	59
	Urban	24	28	11	64
	Semi urban	21	14	8	46
Total		71	70	28	169

	Chi-Square Tests		
	Value	Df	Asymp. Sig. (2-sided) Table Value
Pearson Chi square	2.145	4	.709

Source: Computed Data

The value of chi-square is 2.145 (df=4) and associated significant value is .709. It is greater than p value .05. Therefore, the null hypothesis is not rejected. Hence, there is no significance association between area of living and advertisements

about awareness of corona virus. So, it can be concluded that respondents' Advertisements about awareness of corona virus are same according to area wise. From the cross table clearly explained area of living and advertisements about awareness of corona virus same people are highly satisfactory to advertisement about the awareness of corona virus.

FINDINGS

- 62 percent of the respondents are female.
- 38 percent of the respondents are in urban area.
- 25 Percent of the respondents are under the age group of 25 – 35 yrs.
- 37 Percent of the respondents are Post Graduate.
- 30 Percent of the respondents are self - employed.
- 24 Percent of the respondents are under the income level of Rs 30,001 – Rs 40,000.
- There is no significant association between area of living and advertisements about awareness of corona virus.

SUGGESTIONS

- To reduce the fake advertisements about the corona virus spreads because people are panic about the corona virus so it will be reduced.
- To avoid spreading fake information through the social media about COVID 19.
- To increase the ads like awareness of corona virus and how to safely protect ourselves in virus.
- To avoid to share fake news/information about corona virus in social media like facebook, twitter, whatsapp, and instagram,etc.,
- To reduce the lot of product advertisements.

CONCLUSION

It conclude that COVID 19 period all the people are fear about how to safe themselves. An advertisement is one to communicate the people and passes the information. In media advertisements is very useful to create awareness and knowledge about the corona virus. Avoid spreading fake advertisements through social media about corona virus.

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