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# **JME**

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& Entrepreneurship**

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## **XIME**

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JOURNAL OF MANAGEMENT & ENTREPRENEURSHIP

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**“TO STUDY IMPACT OF SANITATION SOCIAL ADVERTISEMENT WITH SPORT CELEBRITY ENDORSEMENT ON RURAL RESPONDENTS IN MAHARASHTRA”.**

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**Abstract:**

The advertisements which are related to the social issues are popularly called as ‘Social Advertisements’. One of the most appropriate tools to create awareness among people is through social advertisement. The focus in sanitation hitherto has been to build toilets, raise awareness on sanitation. To check is there exists any significant difference in the perception, attitude and behaviour of rural respondents towards social advertisements with & without celebrity endorsement.

**Key Words:** Social Advertisements, Celebrity Endorsement, Perception, Attitude and Behaviour.

**“To Study Impact of Sanitation Social Advertisement with Sport Celebrity Endorsement on Rural Respondents in Maharashtra”.**

**SOCIAL ADVERTISING**

The advertisements which are related to the social issues are popularly called as ‘Social Advertisements’. Social advertising is about “applying marketing and advertising principles to promote health and social issues and bringing about positive behavioural change” Like any other form of advertising, social advertising intends to capture target customers who need to change their perception, attitude and behaviour towards girl child, education and sanitation etc. Jaishri (2006) in her book ‘*Advertising management*’ says that social advertising has the ability to change both the attitude and behaviour of the people. According to Philip Kotler and Gary Armstrong (2006) “Social advertising is the design, implementation and control of programs seeking to increase the acceptability of a social idea, cause or practice among a target group”.

According to Lazer and Kelly (1973) “Social advertising is concerned with the application of marketing knowledge, concepts and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities”. The current research study the impact of celebrity endorsements in social advertising in rural Maharashtra. The impact of celebrity endorsed social advertisement are checked with the help of three parameters such as perception, attitude and behaviour of rural people towards save girl child, education and sanitation. The primary objective of social advertisements is to create awareness among society related to various social problems. Awareness is important for the successful implementation of various schemes by government and non-government bodies.

In an article, [The Hindu March 22, Online edition] “Awareness is half the battle won” was about a program that aimed at spreading awareness about cervical cancer and breast cancer as an initiative for cancer-screening programme called DEEEPAM, an acronym to Detect Early, Ensure Prevention and Management organized by Dr. P. Guhan, Dean, of Oncology Department, Sri Ramakrishna Hospitals, Coimbatore in which he suggests, “awareness is half the battle won”.

One of the most appropriate tools to create awareness among people is through social advertisement. In

almost all the countries advertisements related to social issues are communicated on a regular basis using different media. In India thousands of social advertisements are advertised through different media covering many different topics such as Pulse Polio, Women rights, National Integrity, Swachh Bharath, Save Girl Child, Education to all, save trees etc.

### **SOCIAL CAUSES AND ROLE PLAYED BY CELEBRITIES**

Various ways in which celebrities work for a social cause such as Patron, Board Member, Spokesperson, Ambassador and Author. They also raising fund through signing a letter or public appeal, Personal donations, Foundations, Sponsored Tour and Public foundation.

Actor **Salman Khan** runs an outfit called Being Human: Salman Khan Foundation gives medical support to cancer and heart patients. Salman Khan brings together his fellow actors, friends and fans to raise funds for his NGO. "I don't care if people like or dislike it. I just want people to know that if I can do it, so can you. I will try out every avenue for generating funds for the foundation," says Khan.

**Aamir Khan** always come forward to support the underprivileged, physically challenged and spastic children. He joined the Narmada Bachao Andolan as well as he also supported the victims of the Bhopal Gas Tragedy. Now he started paani foundation.

The name that requires special mention is **Amitabh Bachchan**. He has a big heart for any social cause. He has been emerged as the top celebrity with the most endorsements for social causes on television. Bachchan had the maximum number of endorsements. Be it Pulse Polio or Asian Conservation Awareness, Big B was seen in the television promoting a cause.

Beauty queen turned Bollywood star **Aishwarya Bachchan** is well known for her charity work. The actress has pledged to donate her beautiful eyes after her death. Ash has adopted two cancer patients for their treatment. She requested others to do the same so that these people can lead normal lives.

### **RURAL MAHARASHTRA IN SANITATION SECTOR**

According to Water Supply and Sanitation Department of Government of Maharashtra

Government of Maharashtra now feels that 'it pays to believe in people.' Having achieved near universal access to water supply and improved access to sanitation, Maharashtra now aims to focus on consolidating gains (reducing slippages), improve service standards, and sustain groundwater levels and quality of water through improved capacity of sector institutions, innovative service delivery models, and enhanced monitoring and evaluations. This is reflected in the Government of Maharashtra's vision for the sector to achieve *Sujal Nirmal Maharashtra* (clean water, clean Maharashtra) by 2020: "increase access to safe drinking water and sanitation services to rural and urban communities at affordable cost in an environmentally sustainable manner, including emphasis on water recharging measures and making the state free of open defecation, through enhanced quality service delivery by local self-governments, with community participation wherever possible."

Focus of sanitation efforts Government of Maharashtra of Compared to water, the investments over the last 10 years on sanitation have been at INR 825 crore (13 percent of water investments). The fund absorption capacity on the sanitation front has been relatively better, at about 75 percent, with a sizable community contribution, which is mainly restricted to household toilets. Compared to physical investments, the fund absorption capacity has been lower in IEC/capacity building activities (60 percent only).



**Table 1. Investments by Government of Maharashtra in Sanitation Sector**

Share	Approved INR Crore	Funds Received INR Crore	Utilization Rs. Cr	%age of Utilization against Release
GOI	977.7	681.2	531.4	78
State's share	364.1	289	223.8	77
Beneficiary share	147.8	126.4	702.3	55
<b>Total</b>	<b>1,489.70</b>	<b>1,096.70</b>	<b>825.4</b>	<b>75</b>

(Source: Water Supply and Sanitation Department of Government of Maharashtra 2019)

The focus in sanitation hitherto has been to build toilets, raise awareness on sanitation, and to provide incentives to achieve ODF villages. Under TSC, Government of Maharashtra has built more than 4.5 million toilets in the last 12 years (since 1999) though not all have remained functional. Government of Maharashtra has also invested in institutional toilets with impressive results (87,999 toilets in schools and 58,555 toilets in preschools). The start-up activities and IEC provided implementation support in creating demand for sanitation services. In line with the NBA guidelines of Government of India, the focus will now shift to adopting

a saturation approach at the GP level to achieve ODF. Under NBA, Government of Maharashtra is expected to prepare a comprehensive state plan based on aggregated plans of GPs (led by VWSCs), blocks (supported by BRCs) and districts (led by DWSM and supported by Key Resource Centers) to achieve total sanitation outcomes by 2022.

Government of Maharashtra has taken several initiatives to complement the improved implementation and outcome of TSC/NBA. One of the milestones has been the competition-based state sanitation award program, Sant Gadge Baba Gram Swachhat Abhiyan launched in 2000 (that helped in moving forward the sanitation agenda at the grassroots level. Many other programs (Eco-village, PURA, Bio-village, and so on) have also been initiated, supported by donors but limited in scale and in mandate.

## LITERATURE REVIEW

### RESEARCH PAPERS AND ARTICLES ON CELEBRITY

**Friedman & Friedman, 1979; Kamins, 1989** *Journal of Advertising Research* titled as “Endorser Effectiveness by Product Type” Celebrity is defined as an individual who is well known to the public for his/her achievements in various areas (e.g., sports, television program, and movie).

The definition helped the present researcher to understand the concept of celebrity i.e. public recognize person due to his/her achievements in various areas such as sport, movie etc.

**Atkin and Block (1983)** defined celebrity as a person who is famous, dynamic and has a quality that engages people. Audiences easily recognize celebrities, it is thought that celebrity endorsements help a brand stand out from ad clutter and draw audience's attention towards the promoted products.

The definition helped the present researcher to understand that celebrity endorsements in advertisement capture the audience's attention towards the promoted products.

### REVIEW OF RESEARCH PAPERS AND ARTICLES ON SOCIAL ADVERTISING

**Monali (2010)** an article on “Can Public-Service Advertising Change Children's Nutrition Habits? The Impact and Relevance of Familiarity”. In a study titled “Can Public-Service Advertising Change

Children's Nutrition Habits? The Impact and Relevance of Familiarity" conducted a research in France that tested a framework for the effectiveness of pro-nutrition public service announcements targeted at children. She found that using popular elements in advertising increased fruit consumption by children. Advertisements found to be a key factor in encouraging children, both in terms of attitudinal and behavioural change.

The study helped the researcher to understand the key elements in advertising increases nutritional consumption habit of respondents as well as encourage perception, attitude and behavioural change towards public service advertising.

## **REVIEW OF RESEARCH PAPERS AND ARTICLES ON AWARENESS ON SANITATION/ HYGIENE AMONG THE RURAL PEOPLE**

**Franceys R, Pickford J, Reed R. (1992)** article titled as "A guide to the development of on-site sanitation", Geneva: World Health Organization. Sanitation is a broad term which includes "safe disposal of human waste, wastewater management, solid waste management, water supply, control of vectors of diseases, domestic and personal hygiene, food, and housing".

**Government of India, (2012)** Ministry of Drinking Water and Sanitation, Handbook on Technical Options for On-Site Sanitation. Sanitary household toilet is the most important aspect of sanitation. Besides restoration of dignity, privacy, safety, and social status, sanitation has strong bearing on child mortality, maternal health, desired levels environmental sustainability, and ultimately improvement of overall quality of life. Open defecation is still in practice in many rural areas resulting in serious socio-economic and environmental problems. Lack of information and unawareness about the linkage between sanitation and health are challenges for effective implementation of sanitation programme.

By reviewing this study, the present researcher has got that the household toilet improve overall quality of life so it is an important aspect of sanitation. The study also focus on challenges faced for effective implementation of sanitation programme due to lack of information and awareness.

**Government of India, (2015)** Ministry of Drinking Water and Sanitation. Annual Report; 2014-2015. In rural areas there is no concept of community health and hygiene. Impact of sanitation can be measured only when everyone should use toilet facility as well as the sanitation practices are adopted by society. "Information, Education and Communication (IEC) is an extremely important component of Rural Sanitation Programme that serves as a platform for informing, educating, and persuading people to realize their roles, responsibilities, and benefits accruing from investing in right sanitation practices". IEC play a very major role in bringing behavioural change on various aspects of safe sanitation, creating effective demand, usage, and links to health and hygiene.

This study helped the researcher add to the existing knowledge and understanding about the concept of Information, Education and Communication (IEC) by studying the various perspectives detailed in this study. The researcher was able to identify the scope for further research through the review of the above study in sanitation sector.

**Meenakshi (1998)** Research paper on "Advertising the Social Ad Challenge", Anmol Publications, New Delhi. Defines social advertising in her book 'Advertising the social ad challenge' as those advertisements which deal with social causes aimed at welfare and wellbeing of the people. She studied the trend towards the use of advertising for social causes. She observed that it has been increasingly realized by the business houses, government, profit and non-profit organizations that they can definitely contribute to the welfare and wellbeing of the society.

This book helped the present researcher to understand the aim of social advertising, contribution of social advertising towards welfare and wellbeing of the society and its role in improving business

performance. The case studies and explanatory tone of the book helped the researcher get a clear and detailed understanding of the topic.

**OBJECTIVES OF THE STUDY**

1. To compare effect of social advertising on Sanitation campaign with and without celebrity endorsement on perception of people in rural areas.
2. To compare effect of social advertising on Sanitation campaign with and without celebrity endorsement on attitude of people in rural areas.
3. To compare effect of social advertising on Sanitation campaign with and without celebrity endorsement on behaviour of people in rural areas.

**HYPOTHESES OF THE STUDY****Hypothesis 1:**

**H0:** There exists no significant difference in the perception of social advertisements with & without celebrity endorsement in rural areas.

**H1:** There exists significant difference in the perception of social advertisements with & without celebrity endorsement in rural areas.

**Hypothesis 2:**

**H0:** There exists no significant difference in the attitudinal impact of social advertisements with & without celebrity endorsement in rural areas.

**H1:** There exists significant difference in the attitudinal impact of social advertisements with & without celebrity endorsement in rural areas.

**Hypothesis 3:**

**H0:** There exists no significant difference in the behavioural impact of social advertisements with & without celebrity endorsement in rural areas.

**H1:** There exists significant difference in the behavioural impact of social advertisements with & without celebrity endorsement in rural areas.

**RESEARCH METHODOLOGY**

**Experimental design:** There are 2 groups of respondents with same profile: the experimental group (celebrity respondents) and control group (non-celebrity respondents). The main treatment is composed of two levels: social advertising with a celebrity versus celebrity-free social advertising. Hence, the independent variable is celebrity/non-celebrity and the dependent variables are represented by all psychographic measures, e.g. Perception, attitudes and behaviour.

**Data Sources:****Primary Data Source:**

Researchers collect Primary Data from people of rural Maharashtra who is above 18 years old. Data on dependent variables are collected by exposing the respondents to advertisement copies designed as per research objectives and seeking responses in a structured questionnaire on three parameters: perception, attitude & behaviour.

Data on independent variables such as age, gender, income, educational qualification and Occupation also be collected.

**Secondary Data Source:**

Secondary Data collected from magazines and journals, published reports of the social advertisements and the Internet. Researcher considered secondary data to facilitate and validate the research work.

**Scaling Technique:** Research use Likert 5 point scale.

**Sampling Plan**

**Universe:** Rural people from Maharashtra above 18 years of age

**Sampling Unit:** Rural Family

**Sampling Element:** Individual member of family

**Sampling Method:** Quota sampling with quota for age, gender, education, income and occupation. Sampling unit selection will be done using judgmental sampling.

**Statistical Tools for Analysis of Data:** MS-Excel 2007 and SPSS 16.0

### SCOPE OF THE STUDY

Following is scope of study.

Geographical scope of the present study is limited to Rural Maharashtra. The respondent of study is people who is above 18 years old. For the purpose of this study sport persons considered Celebrity. The scope of the study includes various parts of rural Maharashtra.

### DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Respondents of Sanitation Social Advertising with sport Star  
(n=178)

**Table 2.**

Sr. No.	Particulars		No. of Respondents	Percentage %
1	Gender	Male	71	39.88
		Female	107	60.11
2	Age ( in years)	18-25	74	41.57
		25-35	45	25.28
		35-45	22	12.35
		45-60	30	16.85
		Above 60	7	3.93
3	Educational Qualification	Illiterate	3	1.68
		Up to 10 <sup>th</sup>	59	33.14
		Up to Graduation	93	52.24
		Post Graduate	23	12.92
		Doctorate	-	-
4	Income Per Month (in Rupees)	Up to 10,000	40	22.47
		10,001-25,000	70	39.32
		25,001-50,000	51	28.65
		Above 50,000	17	9.55
5	Occupation	Student	32	17.97
		Housewife	18	10.11
		Farmer	52	29.21
		Business	24	13.48
		Pvt. Job	33	18.53
		Govt. Job	19	10.67

### Inferences:

From Table 2. It is apparent that 71(39.88%) are male whereas 107 (60.11%) are female among 178 respondents.

Majority of respondents are of age group between 18-25 years i.e.74 (41.57%) followed by Respondents

of age group between 25-35 years i.e.45 (25.28%).

Maximum respondents collected had educational qualification as graduate i.e. 93(52.24%) followed by Up to 10<sup>th</sup> i.e. 59 (33.14%).

Higher number of respondent's i.e.70 (39.32%) is from the income group 10,001-25,000 followed by respondent's i.e.51 (28.65%) from income group 25,001-50,000.

Maximum respondents collected had Occupation as farmer i.e.52 (29.21%) followed by Pvt. Job i.e.33 (18.53%) and Housewife i.e. 32 (17.97%).

### Sanitation Social Advertising with and without Sport Star.

Following table indicates Perception of Respondents towards Sanitation Social Advertising with Sport Star.

**Table 3.** Perception of Respondents towards Sanitation Social Advertising with Sport Star. (n=178)

Sr. No	Statements	5	4	3	2	1	Total
1	It's too expensive to construct a toilet.	40	17	20	35	66	178
2	Household toilet costly to maintain.	32	22	15	23	86	178
3	Household toilet consumes more water.	30	33	28	42	45	178
4	Different infections are transmitted when having household toilet.	17	26	9	22	104	178
5	Laxmi (Wealth) is not coming home when having in house toilet.	28	14	7	23	106	178
6	There is no any linkage between sanitation and health.	35	16	16	18	93	178
7	Urine and faces can be used as a safe fertilizer for field.	77	34	8	8	51	178
	<b>Total</b>	259	162	103	171	551	1246
	<b>Percentage</b>	20.79%	13.00%	8.27%	13.72%	44.22%	100.00%

(Source: Primary Data)

44.22% respondent's perception seems to be positive towards different statements of sanitation.

**Table 4.** Attitude of Respondents towards Sanitation Social Advertising with Sport Star.

(n=178)

Sr. No	Statements	5	4	3	2	1	Total
1	It is necessary to own a household toilet.	143	19	6	5	5	178
2	It is possible for you to use household toilet regularly.	131	28	5	3	11	178
3	You feel comfortable going open air defecation.	32	16	13	29	88	178

4	You stop going open air defecation if household toilet made available.	118	46	5	0	9	178
5	Lack of water is the reason for not using toilet.	49	41	23	21	44	178
6	Lack of information is the reason for not constructing household toilet.	58	36	17	18	49	178
	<b>Total</b>	531	186	69	76	206	1068
	<b>Percentage</b>	49.72 %	17.42 %	6.46 %	7.12 %	19.29 %	100.0 0%

(Source: Primary Data)

Majority of respondent's attitude are increased related to construction and use of toilet as well as stop going open air defecation.

Following table indicates Behaviour of Respondents towards Sanitation Social Advertising with Sport Star.

**Table 5.** Behaviour of Respondents towards Sanitation Social Advertising with Sport Star. (n=178)

Sr. No	Statements	5	4	3	2	1	Total
1	You want to know any toilet provision services.	104	36	25	3	10	178
2	You want to build a household toilet.	128	27	11	1	11	178
3	You did not practice Open defecation, result is that controlled serious social, health and economic problems.	117	41	7	4	9	178
4	Villagers stop to defecate near the source of water, which contaminates water bodies.	110	36	13	4	15	178
5	Use of toilet stop repeated cases of illness, especially diarrhea diseases for children, women and young girls.	124	36	9	2	7	178
6	I build own household toilet so women are not forced themselves by reducing and controlling their diet, which leads to nutritional and health impacts.	119	33	9	0	17	178
7	Environment of the village became pleasant, foul smells free and clean pathways by use of toilet.	132	28	13	0	5	178
8	Household toilet improve personal hygiene and health.	134	28	2	9	5	178
9	We create awareness and motivation among people from various socio-cultural and economic groups regarding use of toilet.	127	35	4	5	7	178
10	You practice hand washing using soap after each defecation.	134	30	2	3	9	178

<b>Total</b>	1229	330	95	31	95	1780
<b>Percentage</b>	69.0 4%	18.54 %	5.3 4%	1.7 4%	5.3 4%	100%

(Source: Primary Data)

69.04% respondents behaviour are strongly agree towards Sanitation Social Advertising with Sport Star.

Following table indicates Perception of Respondents towards Sanitation Social Advertising without Sport Star.

**Table 6.** Perception of Respondents towards Sanitation Social Advertising without Sport Star.

(n=178)

Sr. No	Statements	5	4	3	2	1	Total
1	It's too expensive to construct a toilet.	26	32	22	52	46	178
2	Household toilet costly to maintain.	15	47	23	44	49	178
3	Household toilet consumes more water.	40	36	21	29	52	178
4	Different infections are transmitted when having household toilet.	12	6	11	46	103	178
5	Laxmi (Wealth) is not coming home when having in house toilet.	16	13	11	43	95	178
6	There is no any linkage between sanitation and health.	21	26	11	28	92	178
7	Urine and faces can be used as a safe fertilizer for field.	73	41	24	24	16	178
	<b>Total</b>	203	201	123	266	453	1246
	<b>Percentage</b>	16.29%	16.13%	9.87%	21.35%	36.36%	100.00%

(Source: Primary Data)

36.36% respondent's perception seems to be positive towards different statements of sanitation. It seems that respondent's perception decreases in without sport star sanitation campaign from 44.22% to 36.36 %.

Following table indicates Attitude of Respondents towards Sanitation Social Advertising without Sport Star.

**Table 7.** Attitude of Respondents towards Sanitation Social Advertising without Sport Star.

(n=178)

Sr. No	Statements	5	4	3	2	1	Total
1	It is necessary to own a household toilet.	117	43	11	2	5	178
2	It is possible for you to use household toilet regularly.	110	44	15	4	5	178
3	You feel comfortable going open air defecation.	7	11	13	56	91	178

4	You stop going open air defecation if household toilet made available.	124	39	9	4	2	178
5	Lack of water is the reason for not using toilet.	45	80	13	14	26	178
6	Lack of information is the reason for not constructing household toilet.	52	70	17	14	25	178
	<b>Total</b>	455	287	78	94	154	1068
	<b>Percentage</b>	42.60 %	26.87 %	7.30 %	8.80 %	14.42 %	100.00 %

(Source: Primary Data)

Majority of respondents i.e. 42.60% attitude are related to construction and use of toilet as well as stop going open air defecation. Respondent's attitude related to different statements in without sport star also decreases from 49.72% to 42.60%.

Following table indicates Behaviour of Respondents towards Sanitation Social Advertising without Sport Star.

**Table 8.** Behaviour of Respondents towards Sanitation Social Advertising without Sport Star. (n=178)

Sr. No	Statements	5	4	3	2	1	Total
1	You want to know any toilet provision services.	95	61	16	4	2	178
2	You want to build a household toilet.	95	59	16	4	4	178
3	You did not practice Open defecation, result is that controlled serious social, health and economic problems.	98	49	27	2	2	178
4	Villagers stop to defecate near the source of water, which contaminates water bodies.	111	40	16	11	0	178
5	Use of toilet stop repeated cases of illness, especially diarrhea diseases for children, women and young girls.	102	62	9	3	2	178
6	I build own household toilet so women are not forced themselves by reducing and controlling their diet, which leads to nutritional and health impacts.	109	52	6	2	9	178
7	Environment of the village became pleasant, foul smells free and clean pathways by use of toilet.	115	55	0	4	4	178
8	Household toilet improve personal hygiene and health.	122	44	6	4	2	178
9	We create awareness and motivation among people from various socio-cultural and economic groups regarding use of toilet.	103	61	6	6	2	178
10	You practice hand washing using soap after each defecation.	132	35	7	2	2	178



<b>Total</b>	1082	518	109	42	29	1780
<b>Percentage</b>	60.79%	48.50%	10.21%	3.93%	2.72%	126%

(Source: Primary Data)

60.79% respondents behaviour are strongly agree towards Sanitation Social Advertising with Sport Star. Behaviour of respondents seems to be decreased in without celebrity endorsed sanitation social advertising 69.04%.

## HYPOTHESES TESTING

### Hypothesis 1:

**H0:** There exists no significant difference in the perception of social advertisements with & without celebrity endorsement in rural areas.

**H1:** There exists significant difference in the perception of social advertisements with & without celebrity endorsement in rural areas.

Following table shows the relationship between with and without Sport Star is used in Social Advertising of Sanitation on Perception of rural people.

**Table 9.**

Mann-Whitney U and Wilcoxon W test on with and without Sport Star.

<b>Test Statistics<sup>a</sup></b>				
<b>Parameters</b>	<b>Mann-Whitney U</b>	<b>Wilcoxon W</b>	<b>Z</b>	<b>Asymp. Sig. (2-tailed)</b>
<b>Perception</b>				
It's too expensive to construct a toilet	15130	31061	-0.76	0.45
Household toilet costly to maintain	13832.5	29763.5	-2.15	0.032
Household toilet consumes more water	15225	31156	-0.65	0.515
Different infections are transmitted when having household toilet	15003.5	30934.5	-1.97	0.033
Laxmi (Wealth )is not coming home when having in house toilet	15656	31587	-0.21	0.832
There is no any linkage between sanitation and health	15323.5	31254.5	-0.58	0.563
Urine and faces can be used as a safe fertilizer for field	14816.5	30747.5	-1.11	0.268

### **Decision Criteria**

Mann-Whitney U and Wilcoxon W has been used here for testing the null hypothesis, which states that there is no significant difference in Perception of rural people when Sport Star is used in Social Advertisement of Save Girl Child. We prefer Asymp. Sig (2-tailed): the p-value. When P-value is less than or equal to the level of significance (alpha) then null hypothesis can be rejected i.e. H0 can be rejected. Hence researcher may accept the null hypothesis since most alpha value is greater than 0.05. Thus researcher has to accept the null hypothesis H0.

In the above table (Table No.9) of Mann-Whitney U and Wilcoxon W test, researcher **accepts the null**

**hypothesis H0.**

**It means there exists no significant difference in the perception of social advertisements with & without celebrity endorsement in rural areas.**

**Hypothesis 2:**

**H0:** There exists no significant difference in the attitudinal impact of social advertisements with & without celebrity endorsement in rural areas.

**H1:** There exists significant difference in the attitudinal impact of social advertisements with & without celebrity endorsement in rural areas.

Following table shows the relationship between with and without Sport Star is used in Social Advertising of Sanitation on Attitude of rural people.

**Table 10.**

Mann-Whitney U and Wilcoxon W test on with and without Movie Star.

<b>Test Statistics<sup>a</sup></b>				
<b>Parameters</b>	<b>Mann-Whitney U</b>	<b>Wilcoxon W</b>	<b>Z</b>	<b>Asymp. Sig. (2-tailed)</b>
<b>Attitude</b>				
Is it necessary to own a household toilet?	13727.5	29658.5	-2.8	0.005
Is it possible for you to use household toilet regularly?	14152	30083	-2.11	0.035
Do you feel comfortable going open air defecation?	14001.5	29932.5	-2.05	0.041
Do you stop going open air defecation if household toilet made available?	15336.5	31267.5	-0.64	0.525
Lack of water is the reason for not using toilet?	13767	29698	-2.21	0.027
Lack of information is the reason for not constructing household toilet?	14088	30019	-1.87	0.042

**Decision Criteria**

Mann-Whitney U and Wilcoxon W has been used here for testing the null hypothesis, which states that there is no significant difference in Attitude of rural people when Sport Star is used in Social Advertisement of . We prefer Asymp. Sig (2-tailed): 2-sided the p-value. When P-value is less than or equal to the level of significance (alpha) then null hypothesis can be rejected i.e. H0 can be rejected. Hence researcher may reject the null hypothesis since most of alpha value is less than 0.05. Thus researcher has to accept the alternative hypothesis H1.

In the above table (Table No. 10) of Mann-Whitney U and Wilcoxon W test, researcher rejects the null hypothesis H0 and **accepts the alternative hypothesis H1.**

**It means there exists significant difference in the attitudinal impact of social advertisements with & without celebrity endorsement in rural areas.**

**Hypothesis 3:**

**H0:** There exists no significant difference in the behavioural impact of social advertisements with & without celebrity endorsement in rural areas.

**H1:** There exists significant difference in the behavioural impact of social advertisements with & without celebrity endorsement in rural areas.

Following table shows the relationship between with and without Sport Star is used in Social Advertising of Sanitation on Behaviour of rural people.

**Table 11.**

<b>Test Statistics<sup>a</sup></b>				
<b>Parameters</b>	<b>Mann-Whitney U</b>	<b>Wilcoxon W</b>	<b>Z</b>	<b>Asymp. Sig. (2-tailed)</b>
<b>Behaviour</b>				
You want to know any toilet provision services	15834	31765	-0.01	0.993
You want to build a household toilet	13331.5	29262.5	-3.01	0.003
You did not practice Open defecation, result is that controlled serious social, health and economic problems	14172	30103	-1.97	0.049
Villagers stop to defecate near the source of water, which contaminates water bodies	15436	31367	-0.48	0.629
Use of toilet stop repeated cases of illness, especially diarrhea diseases for children, women and young girls.	14216.5	30147.5	-1.97	0.049
I build own household toilet so women are not forced themselves by reducing and controlling their diet, which leads to nutritional and health impacts	15366	31297	-0.58	0.564
Environment of the village became pleasant, foul smells free and clean pathways by use of toilet.	14670	30601	-2.49	0.035
Household toilet improve personal hygiene and health	14995	30926	-1.11	0.268
We create awareness and motivation among people from various socio-cultural and economic groups regarding use of toilet	13985	29916	-2.27	0.023

#### **Decision Criteria**

Mann-Whitney U and Wilcoxon W has been used here for testing the null hypothesis, which states that there is no significant difference in Behaviour of rural people when Sport Star is used in Social Advertisement. We prefer Asymp. Sig (2-tailed): 2-sided the p-value. When P-value is less than or equal to the level of significance (alpha) then null hypothesis can be rejected i.e. H<sub>0</sub> can be rejected. Hence researcher may reject the null hypothesis, alpha value is less than 0.05. Thus researcher has to accept the alternative hypothesis H<sub>1</sub>.

In the above table (Table No.11) of Mann-Whitney U and Wilcoxon W test, researcher rejects the null hypothesis H<sub>0</sub> and **accepts the alternative hypothesis H<sub>1</sub>.**

**It means that there exists significant difference in the behavioural impact of social advertisements with & without celebrity endorsement in rural areas.**

#### **FINDINGS**

1. Majority of respondent's perception seems to be positive towards different statements of sanitation social advertising with sport celebrity endorsement.
2. Respondent's attitude are increased related to construction and use of toilet as well as stop going open air defecation.
3. It seems that respondent's perception decreases in without sport star sanitation campaign from 44.22% to 36.36 %.
4. Respondent's attitude related to different statements in without sport star also decreases from 49.72% to 42.60%.
5. 60.79% respondents behaviour are strongly agree towards Sanitation Social Advertising with Sport Star.
6. There exists no significant difference in the perception of social advertisements with & without celebrity endorsement in rural areas.
7. There exists significant difference in the attitudinal impact of social advertisements with & without celebrity endorsement in rural areas.
8. There exists significant difference in the behavioral impact of social advertisements with & without celebrity endorsement in rural areas.

### **SUGGESTIONS**

1. Lack of water and lack of information are major reasons of drought stricken for not using house toilet regularly but this problems overcome when they are doing work as like Jal Shivar Abhiyan.
2. Construction of toilet is not consider as store room, for storing animals feed and farm equipment's and crop medicines.

### **LIMITATIONS OF THE STUDY**

1. This study is based on the respondents Perception, Attitude and Behaviour towards social advertising with and without Celebrity endorsement and researcher observation so the data may vary and it will affect the conclusion.
2. Since the study has covered only rural Maharashtra, the results can't be generalized to other states.
3. The study has covered only one Social Advertisements i.e. Sanitation with Sport Star so results of presence study can't applicable to other Social Advertising.
4. Lack of awareness among respondents towards sanitation.
5. As the sample selected on the basis of judgmental sampling the result may not be as representative of the overall population.

### **CONCLUSION**

Celebrity endorsed social advertisement plays vital role in rural society. According to study it has been found that rural area people having lack of information relating to various schemes provided by government for construction of toilet. Maharashtra most of population located at rural and peoples of rural area have welcomed and responded positively to all Celebrity endorsed social advertising. Thus with the right balance of celebrity and social advertising will use for creating awareness, Knowledge among rural area people can succeed for sure.

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