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RESEARCH PAPER ON:

**“Parental perspective on
social awareness
program”**

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Introduction:

According to Kotler, “social marketing seeks to influence social behaviour not to benefit the marketer but to benefit the targeted audience and general society”. Here, unlike commercial marketing, the primary focus of social marketing is to persuade and influence the society in their own benefit. Hence, Kotler states that “Social marketing refers to the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon behaviour for the benefit of individuals, groups or society as a whole”. The social concept is also referred to as the “human concept” or “the ecological imperative concept” or “the intelligent consumption concept” (Bose Biplab S.)

Review of literature:

The trace to social marketing dates back to 1961 when Musafaer Sherif (Social Psychologist) presented studies on Social Judgment theory. ‘Social Judgment theory’ is used in the field of marketing to understand better how to persuade consumers towards a certain product, company or an idea. Accordingly in 1990 O’ Keefe categorized latitudes as:

- The Latitude of Acceptance
- The Latitude of Rejection
- The Latitude of non-commitment

Social Marketing and Attitudinal Change:

The approach to social marketing becomes more complex as the social programme deals with human psychology and attitude. Social marketing is often concerned with a major “attitudinal” change which is on uphill and all too frequently a heart breaking task, such as the weaving away from the pernicious dowry system of marriage, where it is not sufficient merely to cite or screen pitiful and horrendous examples but to inculcate a new idealistic attitude in the minds of the people.

Research methodology:

Selection of ‘Traffic Week’ as a Social Programme:

Dr. Francis, 1971, defines a social programme as, ‘A plan of action, an experiment introduced into the society for the purpose of producing a change in the status of the society or some of its members’. He further equated social programme to experiments conducted in the society for affecting a desired change. In the same context, Random House Dictionary defined an experiment as a test, a trial, a tentative procedure or an act or operation for discovering a change. With the same reference, the researcher has fixed upon the selection on ‘Traffic Week’ as a social programme as it is a plan of action and an experiment in the society aimed at producing a desired change in the mindset of the members. Further, the Traffic Week justifies as a social programme as it is a trial and tentative

procedure conducted for affecting the segment. Dr. Francis, 1976, suggested certain criteria for a programme to qualify as a social programme which justifiably applies to 'Traffic Week' as studying:

- (a) The real needs of the people
- (b) Why the problem being treated exists?
- (c) The nature of environment in which the problem occurs.
- (d) The actual outputs of a social programme.

As all these criteria apply equally to a 'Traffic Week' programme, the researcher has selected Traffic Week as a social programme for studying its effectiveness.

Objectives of the Study:

The main objective of the study is to find out whether 'Traffic Week' has created an impact on the minds of the citizens or not. In order to measure this effectiveness the parameters set by Cranes and Rothschild is utilized and accordingly the researcher has set various objectives:

1. Measuring the effectiveness of traffic week 2011 by assessing the change in the knowledge and attitude of the parents by conducting a co-relational before after study through drawing variables.
2. To measure the magnitude of traffic week effect.
3. To study the longing effect of traffic week as a social programme.
4. To measure the spread of the programme.
5. To study the effect of communication strategy especially the media to enhance effectiveness.
6. To study the demographic profile for measuring the awareness of Traffic Week.

Benefits of the study:

The researcher has undertaken the study with a view point of benefiting a significant section of the society. The researcher has thus focused on a very current and concerning problem relating to traffic awareness and measuring the effectiveness of a social programme through this event. The findings from this research are considered to be conclusive in nature as the derivations will be useful as inputs for framing further social programs as well as to the government, NGOs, voluntary org., SMC, Traffic cell, Policy formulators, Police force parents, and to the general public at large.

Research framework:

Study conducted in	Surat City
Study segment (4 Zones & 5 Schools)	Varachha- P. P. Savani School Udhna- Modern School Rander - L. P. Savani and Presidency School Central zone- Sir J. J. School
Study Population	Parents
Social Programme under study	Traffic Week Celebration-‘2011
Sample Size	30 Parents from each school
Study Pattern	Multiple Cross Sectional Study(Before and After Traffic Week)
Time Duration	A week before and a week after Traffic Week, ‘2011.
Number of Responses collected (Parents)	Pre- event – 129 Post- event – 119
Matched datas used for analysis	Parents - 84

Data analysis:

Hypothesis –I

H_0 =There is no relation between age(parents) and awareness level.

H_1 = There is relation between age(parents) and awareness level.

The researcher tried to find out if there is a relationship between age and awareness level of parents. After cross-tabulations and application of chi-square test, the researcher concluded that there is no relation between age of respondents and awareness level.

Hypothesis –II

H_0 =Awareness about traffic rules is independent of residence.

H_1 = Awareness about traffic rules is not independent of residence

The researcher tried to compare awareness about traffic rules with the area of residence to find out the difference in awareness of traffic rules in different zones. After cross tabulation, the researcher applied chi-square test to measure the level of significance.

The null hypothesis was rejected at 5 percent level of significance i.e. Awareness about Traffic rules is not independent of residence. This means that the efforts put in to create awareness are not equally invested. Awareness level is different in different areas which lead to the conclusion that traffic rules are propagated more in certain areas and ignored and not paid attention in other areas.

Hypothesis –III

H_0 = There is no relation between gender (parents) and awareness level.

H_1 = There is relation between gender (parents) and awareness level.

The cross tabulation shows that 6.8 percent had high awareness level, 68.9 percent average awareness and 24.3 percent low awareness score. Similarly out of total female respondents had 3.8 percent higher awareness, 65.4 percent average and 30.8 percent low awareness score.

Amongst the male respondents 24.3 percent had high awareness, 68.9 percent average and 6.8 percent had low awareness score. Thus, majority of the respondents had an average awareness level about traffic rules.

The chi-square test cannot reject the null hypothesis at 5 percent level of significance. i.e. There is no relation between gender and awareness level.

Hypothesis Conclusion:

H_1 = There is no relation between age (parents) and awareness level.

H_2 = Awareness about Traffic rules is dependent on residence

H_3 = There is no relation between gender (parents) and awareness level.

Paired Two Sample Z-test for Means for Parents

The Z-test is applied for the parental respondents to find out the level of significance

Hypothesis:

H_0 : There is no significant difference between pre and post event in awareness regarding traffic week amongst the parents.

H_1 : There is a significant difference between pre and post event in awareness regarding traffic week amongst the parents.

Z-Test: Two Sample for Means

	<i>Variable 1</i>	<i>Variable 2</i>
Mean	0.285714286	0.488095
Known Variance	0.20654045	0.252869
Observations	84	84
Hypothesized Mean Difference	0	
<i>z</i>	-2.736588489	
P(Z<=z) one-tail	0.003103995	
<i>z</i> Critical one-tail	1.644853627	
P(Z<=z) two-tail	0.00620799	
<i>z</i> Critical two-tail	1.959963985	

Conclusion: Here, P value is less than 0.05. So we reject Null Hypothesis at 5 percent level of significance.

The p-value suggests that the increment in awareness regarding traffic week programme as a social campaign is significant for parents. The paired two sample Z-test for means lead to the conclusion that there has been a change in the awareness amongst parents after the celebration of traffic week 2011.

Towards Creating Traffic Awareness:

- Cost/benefit analysis should be regularly evaluated through media reflections to hammer minds of parent's. Importance of licenses, law abidement and safety of life should be put on advertisement targets. Healthy discussion with teenagers, friends, relatives, discussions in kitty parties, in social functions, clubs can help produce a positive outcome. It is only that the importance of this issue is undermined by parents and should be brought on the front page of their minds. Solutions as car pools drop and pick up turns can be a suggestive remedy and an alternative to private mode of commuting. Schools should form parents associations and groups to regularly highlight on social issues which shall motivate parents as well as teenagers.

Towards Making Traffic Week More Effective:

- Embarrassing punishments with media coverage. Educative materials be distributed. Vehicles and licenses of parents of teenage drivers be confiscated. On road interviews and open forum be organized with media coverage. The researcher proposes that a 'tulsi plant' or a 'flower' or 'sweet' will not affect a change. Instead a straight hit on their emotions might work a long way towards creating impact. Photo frames with garlands be distributed to parents written "It was your child, once upon a time" might help create a change. Parents' interviews who firmly abide by traffic laws should be showcased on television. The press media should give a detailed summary of the accidents during the previous year and the interviews of misery struck families in this regards. Such interviews will grab the attention of loving parents who might learn lessons from the grief of others. Stickers of 'True Indians' be stuck on vehicles of law abiders for encouragement. Parents resorting to wrong parking and not carrying licenses should be sent for social service and to deliver lectures on safe and lawful driving. Such as anti-punishment will create guilty consciousness amongst them and help them to shape up their behaviour.

The researcher restates that P's and core values be firmly advocated amongst parents also to enhance effectiveness of traffic week programme.