

Effectiveness of Advertising Campaigns in Women Empowerment with the Relevance of Women-Centric Schemes

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ABSTRACT

In recent years, there has been an influx of Advertising campaigns that promote women's empowerment. The same can be applicable for the promotion or spreading awareness of Women-Centric Schemes through advertisements. Women's Empowerment and upliftment of women's status is always a topic of discussion. The Government, NGOs, and the media have the responsibility to work for women's status in every economy. Advertising Campaigns play an important role in dissemination of information about policies and schemes.

However, due to the huge investment that goes into advertising campaigns, their effectiveness is always questionable. Research also examines the media usage and audience comprehension of advertisements promoting Women-Centric Schemes. It investigates the communication strategies used for the promotion of these schemes. Qualitative method has been used in the study and survey was conducted to 400 respondents. Few people from advertising agencies were interviewed on the framing and dissemination of the campaigns related to women-centric schemes.

The results of this study highlight pertinence of content acceptance and level of perception amongst masses in campaigns. Guidance for advertisers on how to utilize creativity in their campaigns to encourage

beneficiaries to avails the schemes. The research also focuses on gaining a deeper understanding of campaigns' promotional strategies.

Keywords:- Femvertising, women-centric schemes, media platform, perspective, advertising campaigns, ad campaigns effectiveness

Introduction

Advertisements and campaigns not only work for brand promotion and sales, but they also enlighten the masses about social issues. Advertisements, the driving catalyst of mass communication have observed numerous indecent objectification and commodification of women. Times have changed, and so have the modern advertisements, depiction of women as independent, confident, strong, courageous, dynamic, career oriented and homemaker at the same time. In the beginning era of advertising industry, women were showcased as demeaning and oppressive women, which resulted in the stereotyping of ideal women. Now with changing times, the demarcation of work and responsibility is diminishing, and a new society is appearing with a positive state of mind by embracing dynamic notions.

It has been said that anything that appears is real, but some unreal depictions are effective and set up rules for how a woman should behave and act (Baker, 2005). In the same context, a new term femvertising was coined in 2014 and refers to the communication strategies which intend to project women as independent, confident, opportunistic, capable of making decisions, and more empowered. Numerous studies like Sohaib Alam & Shafey Haque (2022) advocate that women empowerment is crucial for a progressive economy. A comprehensive discourse on how electronic and print media spaces have been superintend advertisements and their significance in day-to-day life is substantial. Media technologies and Converging

media have made information accessibility easy through the internet, which as a result declined the viewership of television and newspapers.

New hashtag trends have made brands and messages prevalent among the masses. To build a gender-neutral society Empowerment and Advertisement go hand in hand Sharma & Das (2019). The researcher highlights a few campaigns that depict career-oriented and independent modern women, who share equal workforce participation in agriculture, corporate, and defense. The researcher also talks about transparency in equalizing gender roles in the daily course of life. Campaigns like Lloyd – unisex washing machine, Ariel's "*Share the Load*", Havells Appliances: *coffee maker – Respect for Women*, Tanishq's jewellery AD: *A Second Marriage*, Havells – "*Ab Hawa Badlegi*" Deepika Padukone – "*My Choice*", Dabur Vatika Hair Oil:- *Brave and Beautiful*, Titan Raga:- *Woman of Today*, FeminaGeneration:-*Widow Remarriage*, Titan Raga:- *#Her life her choice*, Nirma:-*Shudhsafedi*, Titan Eye Plus:-*Enigma* are few examples which prove that projection of perfect women and objectifying is outdated, now advertiser focuses on positive representation of women. The same applies to the promotion or spreading of awareness of WCS through advertisements. Information and the power to accomplish one's desired goals Presser & Sen (2000). The United Nations Development Program (UNDP) concept of the Human Development Index (1990) avowed that "without empowering women, overall development of human beings is not possible and stressed that if development is not engendered, is endangered". The Government, NGOs, and the media have the responsibility to work for women's status in every economy. Advertising Campaigns play a crucial role in dissemination of the information about policies and schemes **propelled** by the government. To create awareness about new government schemes workshops and seminars need to be conducted (Garba 2012). Various non-commercial campaigns were appreciated by the audience such as Pulse Polio *Do Boond Zindagi*, *Beti Bachao Beti Padhao*, *Sarva Sikhsha Abhiyan Shiksha Abhiyan (SSA)*, Eye-donation, AIDS awareness, Female foeticide, *Atithi Devo Bhava*, Digital India, *Swach Bharat Abhiyan*, Say no to drugs, oral hygiene, vaccination, immunization, cleanliness, Save water and Drink and

Drive. These campaigns have a remarkable impact on the masses. However, due to the huge investment that goes into advertising campaigns, their effectiveness is always questionable.

Literature review

Various studies have been conducted to evaluate and critically analyse the Effectiveness of Advertising Campaigns in women empowerment.

(Sharma & Das, 2019) talk about the contribution of advertisements in changing the stereotypical mindset of society towards women. The research focused on the equalizing gender type workforce and responsibility. The study mentioned a few advertisements for Lloyd washing machines, Ariel, Tanishq jewelry, Havells appliances to elaborate a paradigm shift between professional potentials.

Inappropriate content-based advertisement matter of solicitude in Ireland examined by (Patterson, Malley & Story, 2009). The study opens diaspora for gender sensitization, advertising responsibilities, and empirical studies on gender studies. The paper talks about ethics in advertisement messages as exaggeration of sexual content, adjusted buyer inclinations, and unreal, false claims were prominent. It critically examines how femininity is portrayed to be subordinate to men and how female existence is to fulfil the desires of men. That's how the notion of dependent and suppressed women was fragmented.

Same study conducted (Johnson S, 2023), the researcher analysed advertisements for Ariel Washing Powder, Havells Coffee Maker, Tanishq Jewellery, Lloyd Unisex Washing Machine, and Nirma Ambulance. The study stated that the TV commercials of this advertisement symbolize women as equal to men. These advertisements focused on empowering women by breaking the stereotypical mindset by progressively showing women. The theme and presentation of the advertisement message is welcomed by the society. It's a win-win situation for companies who associate the brands with women's atrocities. Promoting products and touching on women's issues provides a goodwill image to the company and stands out from the advertisement cluster.

(SINGH, A. K. 2021) suggested a few strategies to be adopted to increase the masses reach, conversance, and awareness to *Beti Bachao Beti Padhao* PSA. First, to increase the reach of the campaign, which can be achieved by exposing the audience to advertisements frequently. Second, through celebrities' endorsement, we can mobilize the public about the social cause. The association of famous personalities will help the advertiser to create authenticity for the cause. Third, Real testimonies would also provide authenticity to the content advertisement. Real-life stories can be a medium for building a connection between the audience and the brand. The usage of cyber media for the promotion of a brand can be effective nowadays. Hashtag# and reels are trending, and people associate with the brand through social media.

Mass mediums such as AIR and Doordarshan are less effective in creating awareness about WCS¹ in rural areas of Tamil Nadu (K.Banumathi, 2002), wherein interpersonal communication and Folk media have a great impact on the masses. The entertainment format of folk media attracts different age groups. The researcher quoted a pilot study by IIMC on the comparative effectiveness of puppetry and a documentary film in two villages near Delhi stating that traditional media like puppet shows can be as effective as film and all-contemporary media. It is also highlighted that print media and radio are more prevalent in rural areas of Tamil Nadu. The study suggested that effective communication needs to be done for a better understanding of the content and message. Ground reporting can help in creating authenticity and credibility for mass media.

The communication strategies of the government for the dissemination of schemes-related information are not sufficient. To make communication effective state government should create awareness in educational institutions social clubs and banks in Coimbatore (Sathiyabama P Velmurugan R 2019). To connect and bring women entrepreneurs together government should promote through educational

¹ WCS refers to Women-Centric Schemes

institutions in the Coimbatore district, social media, Advertising campaigns, and local chambers of commerce.

S.No	Government scheme	<i>Print Advertisements of the schemes</i>
1.	Beti Bachao, Beti Padhao	
2.	Mahila Shakti Kendra	
3.	Delhi Ladli Scheme	
4.	Janani Shishu Suraksha Karyakaram (JSSK)	

<p>5. One-Stop Centre, Sakhi</p>		
<p>6. Surakshit Matritva Aashwasan (SUMAN) scheme</p>		
<p>7. Mission Indradhanush</p>		
<p>8. Ujjawala</p>		

Table 1:- Source National commission of women and ministry of women and child development

Table 1. states WCS launched by government for enhancement of women empowerment from 2015-2021. The purpose of launching the schemes can't be accomplished without proper dissemination about it to the beneficiaries.

Theoretical Framework

It's a notion that individuals who are literate or have access to technology are more mindful than those who are illiterate or can't access technology. The knowledge gap hypothesis states that individuals having higher socioeconomic status perceive that content and messages are disseminated through mass media faster than people who belong to lower socioeconomic status. This results in the gap expansion between the two fragments of society.

Knowledge gap theory talks about how the infusion of mass media information into a social system increases, segments of the population with higher socioeconomic status tend to acquire this information at a faster rate than the lower status segments, so the gap in knowledge between these segments tends to increase rather than decrease. (Tichenor, Donohue, & Olien, 1970, pp. 159–160).

Research Objectives

The study will aim at the following objectives: -

Objective 1

- To identify the government's promotional strategies for the dissemination of women-centric government schemes.

Objective 2

- To examine the relationship between promotional strategies of women-centric government schemes and the comprehension level of beneficiaries.

Hypothesis 1

- Ho- The Government's promotional strategies are ineffective for the dissemination of women-centric government schemes.
- H1- The government's promotional strategies are effective for the dissemination of women-centric government schemes.

Hypothesis 2

- Ho- There is no correlation between communication and promotional strategies of women-centric government schemes and the comprehension level of beneficiaries.
- H1- There is a correlation between promotional strategies of women-centric government schemes and the comprehension level of beneficiaries.

Research Methodology

The qualitative method has been used to conduct the study and questionnaires were floated to 400 respondents in Delhi. Purposive and Snowball sampling techniques were used to analyze the framing and dissemination of the campaigns related to WCS. However, due to educational and literacy concerns, the researcher filled out the questionnaire on the respondent's behalf. Data was collected with the help of a questionnaire consisting of scales developed on brand awareness, perception by (Sarmah, R. (2018), Afaq, F. (2019), Jothi P, S. (2014). Data has been examined and tested through confirmatory factor analysis (CFA), Structural Equation Modeling (SEM), Cronbach's alpha, variance inflation factor, and Heterotrait-Monotrait ratio of correlations (HTMT).

Hypothesis Testing

Q1.

Statements for Awareness about the schemes

AW1 I am aware about government running WCS.

AW2 I am aware about the women issues in India.

Level of perception and action taken

AT1 Social media coverage increases the authenticity of information provided to the public.

AT2 I have voiced my opinion against Violence related to women after exposed to campaigns.

AT3 The stated campaigns brought awareness regarding child and women trafficking.

AT4 The social and cultural status of the audience affects the content acceptance related to women centric schemes.

Assumption Testing

CFA

	Action Taken	Awareness	
AT1	0.753		
AT2	0.809		
AT3	0.886		
AT4	0.784		
AW1		0.887	
AW2		0.762	

(It must be greater than 0.7)

Cronbach's alpha

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	
Action Taken	0.815	0.809	0.54	
Awareness	0.879	0.785	0.623	

Composite reliability >0.7

AVE >0.5

HTMT

	Action Taken
Awareness	0.875

(Value should be less than 0.85)

VIF

AT1	2.153
AT2	2.183
AT3	1.199
AT4	2.07
AW1	1.11
AW2	1.411

(It must be less than 3)

Hypothesis testing

	Path coefficient	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Awareness -> Action Taken	0.481	0.061	5.363	0
Gender -> Action Taken	-0.005	0.087	0.082	0.035
Qualification -> Action Taken	0.424	0.049	8.736	0
Gender x Awareness -> Action Taken	0.131	0.081	1.66	0.04
Qualification x Awareness -> Action Taken	0.3	0.047	0.038	0.001

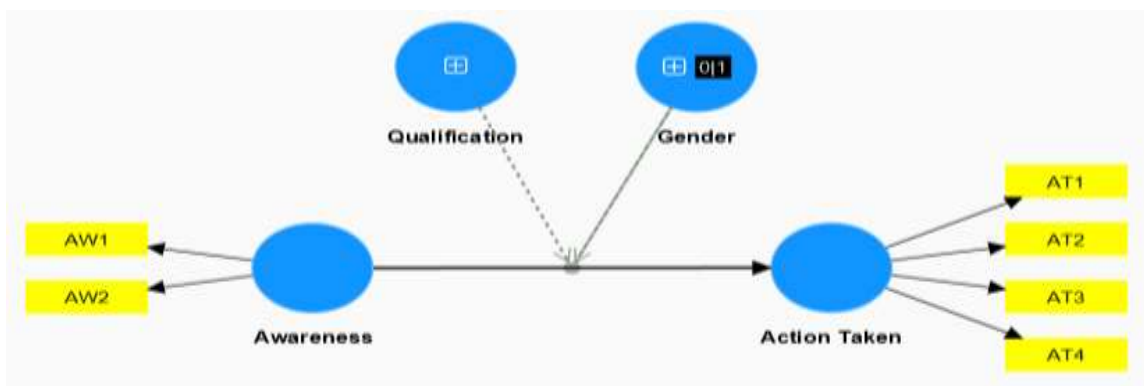


Fig no.1 SEM correlation between Awareness about the schemes (AW) and level of perception and action taken (AT)

In the fig. 1 PATH COEFFICIENT == 0.481 SIGNIFICANT and has a positive impact between the Awareness about the schemes and level of perception and action taken.

It has positive value the P value is less than 0.05

1. Moderation Effect: - The impact of awareness on action taken increases with the female

2. Moderation Effect: - The impact of awareness on action taken increases with an increase in qualification

Hypothesis: - Awareness has a positive and significant impact on actions taken

Hereby both the alternative hypothesis stands to be proven: -

H1- The government's promotional strategies are effective for the dissemination of women-centric government schemes.

H1- There is a correlation between promotional strategies of women-centric government schemes and the comprehension level of beneficiaries.

People who are aware of the schemes have taken action after getting exposed to the campaigns. The awareness about the scheme signifies that promotional strategies used for dissemination are effective.

Hereby both the alternative hypothesis stands to be proven.

Hence, it can be concluded that various promotional activities (AD, PR) and commercials are effective in raising public awareness. It's good to have social media coverage of Women-Centric Schemes to have authenticity of the information. Campaigns have a positive impact on the audience and people have raised their voices against exploitation and women trafficking. The social and cultural status of the audience also affects the content acceptance related to women-centric schemes. People who are aware of the schemes have acted after getting exposed to the campaigns. The awareness about the scheme signifies that promotional strategies used for dissemination are effective.

Q2.

Statements for Content acceptance amongst masses.

CA1 Story used for scheme promotion is informative.

CA2 Message/content used is appealing.

CA3 Music is catchy.

CA4 Ability to relate with the women issue.

CA5 Attractive slogans are used.

CA6 Celebrity association with campaigns.

Statements for Factors affecting perception of people towards Government Women Centric Schemes Campaigns.

PF1 Social advertisements often contain objectionable content which could lead to sexual awareness among youth at a tender age.

PF2 Social advertisements and social marketing campaigns are complete waste of time, money, and resources rather than serving any purpose.

PF3 Social advertisements and social marketing campaigns are not taken seriously by society at large.

Assumption testing

CFA

	Content Acceptance	Perception Factor	
CA1	0.745		
CA2	0.856		
CA3	0.797		
CA4	0.871		
CA5	0.749		
CA6	0.777		
PF1		0.874	

PF2		0.741	
PF3		0.874	

(It must be greater than 0.7)

Cronbach's alpha

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Content Acceptance	0.717	0.813	0.534
Perception Factor	0.847	0.747	0.537

Composite reliability >0.7

AVE >0.5

VIF

CA1	2.316
CA2	2.465
CA3	1.513
CA4	2.524
CA5	1.422
CA6	2.659
PF1	2.098
PF2	1.073
PF3	2.143

(It must be less than 3)

HTMT

	Content Acceptance
Perception Factor	0.566

(It should be less than 0.85)

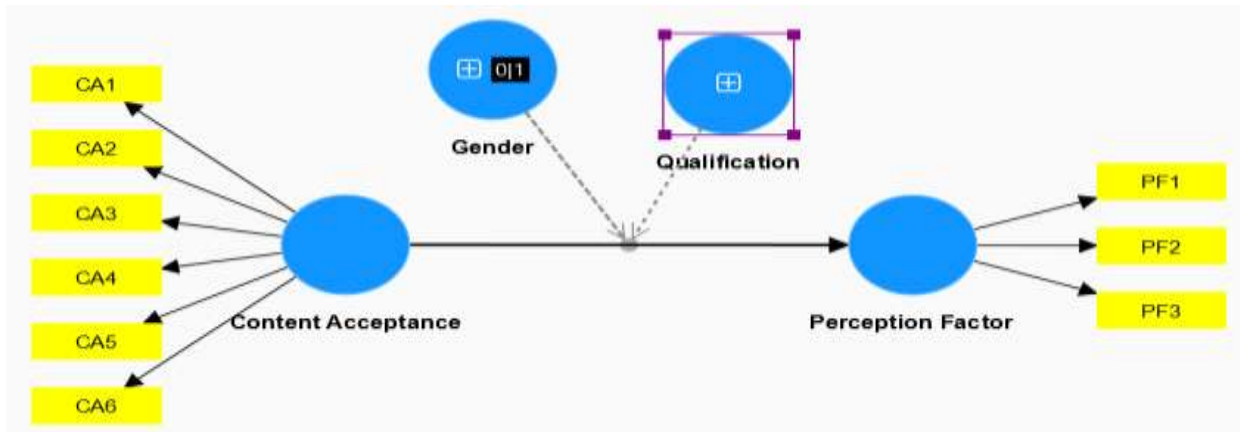


Fig no.2 SEM correlation between content acceptance (CA) and perception factor(PF)

	Path coefficient	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
Content Acceptance -> Perception Factor	0.305	0.079	3.774	0	significant
Gender -> Perception Factor	-0.174	0.089	2.01	0.045	
Qualification -> Perception Factor	0.287	0.059	4.852	0	

Gender x Content Acceptance -> Perception Factor	-0.007	0.089	0.134	0.894	insignificant
Qualification x Content Acceptance -> Perception Factor	0.092	0.054	1.718	0.006	significant

It has positive value the P value is less than 0.05

In the fig2. PATH COEFFICIENT == 0.305 SIGNIFICANT and has a positive impact between the content acceptance amongst masses and relevance of campaigns factors affecting perception of people towards government women centric schemes campaigns.

Moderation Effect: The impact of Content acceptance on the perception factor is the same for males and females.

Moderation Effect: - Impact of Content acceptance increases on perception factor with an increase in qualification.

Hypothesis: The impact of Content acceptance on perception factor is significant and positive

The campaign for WCS has appealing music, slogans, and content. The Storyline is relevant and informative to women's issues. Celebrity associations and social media coverage of the scheme's campaigns increase the awareness and authenticity of the message. Campaigns motivate the public to raise their voice against women's atrocities. From the above findings, it can be concluded that the promotional and communication strategies used for campaigns are effective.

Hereby the H1- Government's promotional strategies are effective for the dissemination of WCS stands to be proven.

The Audience these days are mindfulness. Nowadays, people are accepting content related to sexual awareness advertisers can create advertisements to create awareness among youth. In addition to that social advertisements and social marketing campaigns are taken seriously by society at large. Social advertisements and social marketing campaigns are effective and aren't a total squander of time, finance, and resources. From the above finding it can be concluded that audiences after watching campaigns and commercials have brought social change and now, they are open to having a new opinion about women and their issues.

Hereby the H1- There is a correlation between promotional strategies of WCS government schemes and the comprehension level of beneficiaries stands to be proven.

Q3.

Statements to find main motive behind launching of these Government WCS Campaigns

- M1 To motivate to avail the scheme.
- M2 To Just Inform about the schemes.
- M3 Government to promote their own Political agenda.

Platform usage by government apart from media to disseminate the information related to WCS

- U1 Volunteers
- U2 Dispensaries
- U3 Village schools

Assumption testing

CFA

	Media Platform Usage
U1	0.723
U2	0.863
U3	0.767

(It must be greater than 0.7)

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Government Motive	0.872	0.811	0.512
Media Platform Usage	0.819	0.816	0.622

Composite reliability >0.7

AVE >0.5

HTMT Ratio

	Government Motive
Media Platform Usage	0.327

(It should be less than 0.85)

VIF

	VIF
M1	2.253
M2	1.309
M3	2.412

U1	2.089
U2	2.183
U3	2.142

(It must be less than 3)

Hypothesis testing

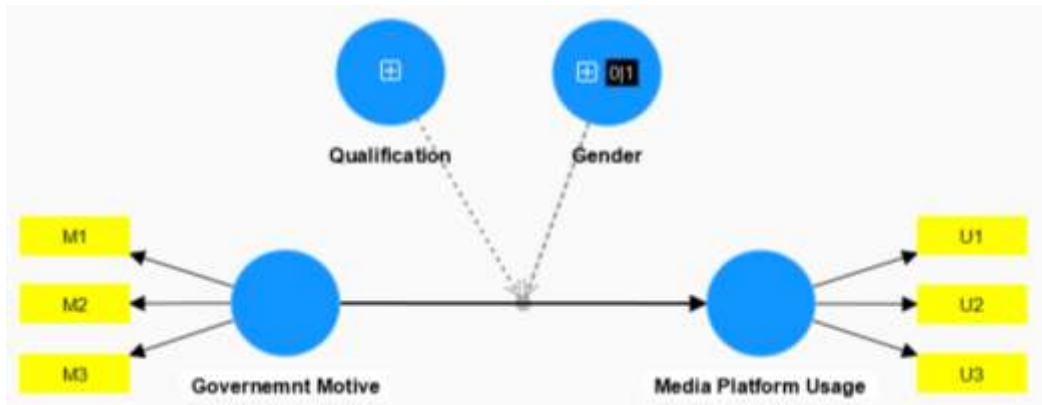


Fig no.3 SEM correlation between Government motive and media usage.

	Path coefficient	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Gender -> Media Platform Usage	0.146	0.141	0.966	0.034
Government Motive -> Media Platform Usage	0.3	0.231	0.707	0.009
Qualification -> Media Platform Usage	0.289	0.067	4.15	0
Gender x Government Motive -> Media Platform Usage	-0.052	0.131	0.981	0
Qualification x Government Motive -> Media Platform Usage	0.12	0.299	1.231	0.021

It has positive value P value is less than 0.05

In the above fig. PATH COEFFICIENT == 0.487 SIGNIFICANT and has a positive impact between the Main motive behind launching of these Government WCS Campaigns and platform Usage By Government Apart from Media to Disseminate the Information Related To WCS.

Moderation Effect: - The impact of govt motive on media usage increases with the male.

Moderation Effect: - The impact of govt motive on media usage increases with an increase in qualification.

Hypothesis: - Government motive has a positive and significant impact on media usage.

The main aim behind the launching of these WCS Campaigns is to mobilize and inform the public. The government communication and promotional strategies execute these policies to achieve benefits for the targeted beneficiaries. In the digital era, there are countless ways to disseminate information to the public. Apart from media platforms government must explore camps, workshop volunteers, and other media too. Hereby the H1- Government's promotional strategies are effective for the dissemination of women-centric government schemes.

CONCLUSION

Femvertising has changed the portrayal of women in advertisements and campaigns. People now acknowledge and anticipate advertisements to be progressive. It should not only have a motive for promotion the product but rather to create behavioural change in society. As part of marketing strategies, it will help the brand to enhance image building too. Persuasive television advertisement of P&G for corporate social responsibility program Shiksha with the punchline of *Padhega India, Tabhi to badega India* and punchline *Padhegibadhegi, naamroshankaregi*, where the advertiser influences the citizen to

purchase the P&G products, as it provides financial assistance for the upliftment of education deprived girl child.

It is critical to understand that the government needs to adopt new developments and trends to penetrate gender equality among the masses. Gender parity in all strolls of life is essential for women empowerment. Changes in promotional strategies for WCS are the necessity of the hour. However, a significant impact can be traced among the masses on raising awareness against exploitation and women trafficking. The social and cultural status of the audience also affects the content acceptance related to women-centric schemes. The AIDA model (Elias St. Elmo Lewis 1898) also talks about Attention, Interest, Desire, and Action is supported by the findings as people nowadays stand with the victim and take action after being exposed to the campaigns.

Due to heavy investment involved in the advertisements, the question of its effectiveness is always questionable. The intention of launching the scheme is to mobilize and inform the public about it. The dissemination of information is done by mainstream media wherein camps, workshop volunteers, and other media need to be explored. It can be concluded that marketing campaigns are not a total squander of time, money, and resources rather they acerate the image of the brand in a positive manner. The credibility and reach of the message increase with celebrity association like Mr. Amitabh Bachan was featured in the polio campaign *Do boond zindagi ki and Atithi devo bhavah* by Amir Khan. Earlier audiences were reluctant to sexual content, wherein now people have given acceptance to content spreading sexual awareness. Audiences after watching campaigns and commercials have brought social change and now, they are open to having a new opinion about women and its issues.

From the research following conclusions has been made: -

- The government or creator of the content needs to change its communication and promotional strategies for awareness of WCS.
- In the digital era, there are countless ways to disseminate information to the public. The creator of

the campaign apart from the media platform must explore Volunteers, dispensaries, camps, workshops, and other media.

- Advertisers can create advertisements to create sexual awareness among youth.
- Social advertisements and social marketing campaigns are effective and aren't a total squander of time, finance, and resources.
- Campaigns have a positive impact on the audience and motivate them to raise their voice against women's atrocities.
- The social and cultural status of the audience also affects the content acceptance related to WCS.
- The main aim behind the launching of these WCS Campaigns is to mobilize and inform the public.

The government executes these policies to achieve benefits for the targeted beneficiaries.

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