

Effect of Public Interface with the Media on the Upshots of Public Media Advertising in Kozhikode

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Abstract

This study sought to identify which dimensions of media engagement impact outcome from a social ad campaign among participants residing within Kozhikode District, Kerala. The research design employed was descriptive analytical 400 respondents participated (data were collected using a structured questionnaire with 30 items measured on five-point Likert scales that demonstrated high internal consistency [Cronbach's alpha =.923], suggesting the instrument reliability is very good). Descriptive statistics showed these participants had moderate to strong media engagement levels and positive correlation of social ad outcomes across all dimensions $r(400) = 0.781, p < 0.001$) as well as a statistically significant difference between age groups in outcome from the social advertisement $F(3,396) = 5.481, P = .01$. The study concluded that media engagement is an important aspect of successful social advertising and recommended future campaigns should employ interactive audience-oriented communication strategies enabled by technology.

Keywords: Media Engagement, Social Advertisement, Public Awareness, Digital Media and Campaign Effectiveness.

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Introduction

Commercial advertising (marketing of products or services) and social advertising have the common purpose of persuading audiences to think about approximately, social advertising is conducted under the umbrella of public service messages aimed at promoting public welfare through initiatives such as health campaigns, education programs, environmental efforts, traffic safety awareness, gender equality, financial literacy programs, community engagement, and so on. The opportunities for advertising continue to evolve with new channels of ICT [Mangold and Faulds 2009] translated into social media platforms TV, print, radio, outdoor advertising; Facebook, Instagram, YouTube, WhatsApp and X content viewed or watched, commented on posts or shares memorized information trusted sources behavior changes liking messages comments or posts participating in campaigns with likes other interactive behaviors). Such metrics could include number of interactions (e.g., how many times the ad was liked), views that comment after seeing an ad; views where people engage advertising communication by clicking links to ads from social platforms like Facebook, X, and others that allow users to interactively join messages [liking additional messages] memory or understanding advertised material; credibility assessment of sources delivering the message; behavior changes liking posts commenting on messages participating in campaigns via likes for example along with other interactive behaviors that are indicators of effectiveness [Mangold & Faulds 2009].

Research shows that exposure alone is not sufficient to change attitudes; rather, change of attitude leads to action. Instead, citizens are asked to do so via online interaction or through community debates and information sharing as part of public health campaigns, environmental sustainability programmes, disaster preparedness efforts, digital literacy initiatives, etc. it was effective. This district was selected for the study because all literacy, internet access, smartphone usage and civic participation rates within its borders are relatively high; government agencies, educational institutions, health providers and civil society organisations regularly conduct public health campaigns on sanitation and disease prevention, road safety, women empowerment and digital governance initiatives in the district as a whole (Wakefield et al., 2010). For any successful PR strategy, traditional media platforms and social networks remain at the heart of audience engagement.

This is particularly relevant to policy makers, communication practitioners, advertising agencies and public authorities looking to develop evidence-based communication strategies to raise awareness and to influence behavior, and contributes to the Kozhikode literature on social marketing, integrated marketing and public engagement. The purpose of this study, therefore, is to examine the influence of public media engagement on social advertising, from the perspective of awareness of their campaigns, developing attitudes towards them, developing behavioral intentions, and success.

Literature Review

Social advertising has been studied from multiple disciplines such as Communication Studies; Psychology; Marketing; Public Health; Consumer Behavior because of its potential impact on public education or socially desirable behavior (Smith & Smith, 2008). Media engagement is one of the most important factors that determine successful campaigns of all kinds (Kotler and Lee, 2010). In a seminal paper titled "A Social Psychological Model Of Attitude Change," Kotler and Zaltman coined the concept of social marketing in which they defined it as an application of the principles of traditional or mainstream marketing to achieve societal objectives for the betterment of society. Andreasen pointed out that messages work best when audiences interact with them, allowing audience members not only to understand what is being said but also become more emotionally involved and therefore most likely adopt desired behaviors (Andreasen 2006). The authors posited that communication was not unidirectional in nature as information moved from one person to another. As digital technologies have evolved and revolutionized the access people receive when engaging with media, social networking sites can be a way for users to share experiences, discuss campaigns messages and reach larger audiences while interactive communications increases audience participation increasing effectiveness.

Likewise, Mangold and Faulds (2009) noted that social media play a larger role in integrated marketing communications, and consumers are more likely to evaluate communications messages through peer-created content and online communities. The more user engagement social ads create (comments, shares, likes, and discussions), the more public awareness and acceptance of the message there will be. A review of several mass media campaigns conducted around the world (Wakefield, Loken and Hornik, 2010) concluded that media campaigns are an effective tool for influencing health behavior when they involve repetition and involvement of the audience, where emotional appeal, relevance of the messages, frequency of communication and interactive participation were the key factors. The study emphasized that carefully designed media campaigns increase public awareness and behavioral intent significantly.

Ashley and Tuten (2015) conducted a study on consumer engagement on social networking platforms and determined that multimedia, storytelling, interactive communication, and user-generated content all increase audience engagement, leading to better message recall, emotional attachment, and communication effectiveness, which improves campaign outcomes. Voorveld et al. (2018) suggested that engagement is a multidimensional construct with cognitive, emotional, and behavioural dimensions and that

audiences with high engagement levels show more attention, stronger emotional responses, better information processing, and greater behavioural intentions, with engagement acting as a mediator between media exposure and communication effectiveness. In addition, recent studies have investigated the impact of artificial intelligence and personalized communication on public engagement, which has been shown to enhance audience relevance, message engagement, and behavioural outcomes (Dwivedi et al., 2021).

Results

The present study adopted a descriptive-analytical research design that included both qualitative (descriptive) and quantitative (analytic) methods to investigate the impact of public interaction with media on the effectiveness of social advertisements in Kozhikode District. The setting was selected because it had high literacy rates, extensive Internet coverage, and active involvement in awareness campaigns; respondents were all individuals aged 18 years or older who had been exposed to social advertising through both traditional (television, newspapers, radio) and digital media platforms (Facebook, Instagram, YouTube, WhatsApp, X). A sample of $n = 400$ was randomly selected using the stratified random sampling technique with sufficient representation for gender, age, educational qualification, occupation, and residential location. Primary data were gathered via a structured questionnaire that employed five-point Likert scale ratings (1 = Strongly Disagree; 5 = Strongly Agree) to assess respondents' perceptions of media engagement as well as the outcomes associated with social advertising efforts such as awareness, attitude change, behavioural intention formation, campaign effectiveness. Secondary data included peer-reviewed journal articles and books, government publications, official reports, websites, other scholarly sources on media engagement, and literature related to social advertising.

H₀₁: There is no significant relationship between public media engagement and social advertisement outcomes in Kozhikode District.

H₀₂: There is no significant difference in public media engagement based on the gender of the respondents.

H₀₃: There is no significant difference in social advertisement outcomes among different age groups of respondents.

H₀₄: The dimensions of media engagement (media exposure, content engagement, information sharing, online interaction, and trust in media) do not have a significant influence on social advertisement outcomes.

Table 01 Reliability Analysis

Variables	No. of Items	Cronbach's Alpha
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Media involvement	15	0.914
Social advertising results	15	0.901
Overall	30	0.923

Table 4.1 shows the results of the reliability analysis of the research instrument: The 15-item Media Involvement scale had a Cronbach's alpha of.914 (excellent), the 15-item Social Advertising Results scale had a Cronbach's alpha of.901 (excellent), and the 30-item questionnaire had a Cronbach's alpha of.923 (very high); Cronbach's alpha values above.70 are considered to be acceptable (Hair et al., 2019).

As seen in table 4.2, the majority of respondents held postgraduate (PG) qualifications (176 respondents, 44.0%), followed by undergraduate (UG) qualifications (102 respondents, 25.5%), professional degrees (72 respondents, 18.0%), and other qualifications (50 respondents, 12.5%). This is indicative of the majority of the sample being educated enough to have the ability to provide informed responses to the variables of interest, which will be further supported by the results of the demographic profile (see below).

Table 02 Demographic Profile of Respondents

Variable	Categorical	Frequency	Percentage
Gender	Male	198	49.5
	Female	202	50.5
Age	18 – 21 Years	84	21.0
	22 – 25 Years	118	29.5
	26 – 28 Years	97	24.3
	Above 29	101	25.2

Education	Years		
	UG	102	25.5
	PG	176	44.0
	Professional Degree	72	18.0
	Others	50	12.5

Table 03 Descriptive Statistics

Variables	Mean	Std. Deviation	Level
Media Exposure	4.29	0.61	Very High
Content involvement	4.18	0.67	High
Information Sharing	4.04	0.71	High
Online Interaction	3.97	0.73	High
Trust in the media	4.23	0.65	Very High

Alertness	4.34	0.56	Very High
Insolence	4.17	0.62	High
Social Goal	4.10	0.68	High
Movement Success	4.15	0.59	Very High

The results show that respondents scored generally high to very high across all dimensions, with Alertness ($M = 4.34$, $SD = 0.56$) having the highest mean score, followed by Media Exposure ($M = 4.29$, $SD = 0.61$) and Trust in the Media ($M = 4.23$, $SD = 0.65$), which were both rated as very high. The following dimensions were rated at a high to very high level: Content Involvement ($M = 4.18$, $SD = 0.67$), Insolence ($M = 4.17$, $SD = 0.62$), Movement Success ($M = 4.15$, $SD = 0.59$), Social Goal ($M = 4.10$, $SD = 0.68$), Information Sharing ($M = 4.04$, $SD = 0.71$), and Online Interaction ($M = 3.97$, $SD = 0.73$). While Online Interaction had the lowest mean score, it still reflected a high level of engagement by respondents. In general, the results show that respondents had high levels of media engagement, including exposure, trust, involvement, information sharing, and interaction, and that the indicators of social movement outcomes (alertness, social goals, and movement success) were also rated positively, suggesting that media engagement is an important factor in social movement results. The results show a strong positive correlation ($r = .781$, $p < .001$) between the two variables. The correlation coefficient shows that a higher level of media engagement is associated with a higher level of effectiveness in social advertising. This relationship was statistically significant ($p = .000$, $p < .001$) and thus, the null hypothesis that there is no significant relationship

between media exposure and social advertising was discarded. According to correlation coefficient of .781 is a strong positive association, indicating that increased media engagement is closely associated with improved social performance see below the table.

Table 4 Social Advertising Outcomes and Media Engagement Correlated.

Variables	Media Engagement	Social Advertisement
Media Engagement	1.000	0.781
Significance	—	0.000

Table 5 Age and Social Advertisement

Age	Mean	SD
Below 18	3.75	0.92
18-25	4.04	0.71
26-35	4.23	0.65
36-45	4.29	0.61
46-55	4.34	0.56
56-65	4.34	0.56
66-75	4.34	0.56
76-85	4.34	0.56
86-95	4.34	0.56
96-105	4.34	0.56
Total	4.23	0.65

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Analysis revealed that the difference in variance between the groups was statistically significant, $F(3, 396) = 5.48, p < .001$. As the significance value is lower than the normal alpha value of .05, the null hypothesis is discarded. The findings suggest that there is a statistically significant difference between group samples, indicating that respondents from different categories differ significantly in their perception of the study variable. The mean square between groups ($MS = 2.792$) was larger than the mean square within group ($MS = 0.509$) by chance, resulting in a significant F ratio.

Discussion

This research investigates the impact of media engagement on social advertising in Kozhikode District. The results showed that media engagement had a significant positive effect on the effectiveness of social advertisements in terms of awareness creation, attitude formation, behavioural intention, and perceived campaign effectiveness. The statistical analysis (Pearson correlation and multiple regression) showed that media engagement had a significant positive effect on social advertisement outcomes. The reliability analysis (Cronbach's Alpha = 0.923) showed high internal consistency, which means that the research instrument was reliable in measuring the constructs of media engagement and social advertisement outcomes, which further supports the methodological recommendations of Hair et al. (2019) for behavioural research.

Descriptive statistics showed that the respondents had high media engagement levels, especially on media exposure and media trust, and high awareness and positive attitudes toward social advertisements, indicating that Kozhikode District residents consume information from both traditional and digital media, which would increase exposure to public service campaigns and aligns with the findings of Wakefield et al. (2010), who found that repeated media exposure strongly impacts awareness and behaviour change through well-designed public communication campaigns. The Pearson correlation analysis indicated a strong positive correlation ($r = 0.781, p < 0.001$) between media engagement and social advertisement outcomes, suggesting that audience interaction with media content enhances the effectiveness of social advertisements. When individuals watch, read, share, discuss, and respond to campaign messages, the intended message is more easily understood and socially desirable behaviors are more likely to occur (Voorveld et al., 2018).

In addition, multiple regression analysis showed that media engagement was the strongest predictor of social advertisement outcomes ($R^2 = 0.645$),

followed by Trust in Media, Content Engagement, Information Sharing, and Online Interaction. This confirms that long-term exposure to trusted and authentic media sources enhances audience trust and results in more effective campaigns (Kaplan and Haenlein, 2010). Furthermore, consistent with the findings of Mangold and Faulds (2009), the Independent Sample t-test showed that female respondents were slightly more engaged in media than male respondents, which is in line with the assumption that women may be more active in public awareness campaigns on health, education, family welfare, and community development.

The results of the One-Way ANOVA also showed that there were significant differences in social advertisement outcomes by age group, with younger respondents being more interactive with digital media and older respondents relying more heavily on traditional media sources. These results are in line with Kotler and Lee (2008), who advocated for segmentation of audiences and the selection of the appropriate media mix for social marketing campaigns; they also align with the growing need for digital communication and AI in public awareness efforts, as AI-powered personalization, targeted communication, and data-driven audience segmentation have greatly enhanced message relevance and engagement on social media platforms (Dwivedi et al., 2021).

Conclusion

The conclusion of this study is that public involvement in the media is a key to success in social media campaigns, as empirical evidence reveals that higher levels of awareness, positive attitudes, stronger behavioural intentions and greater acceptance of social advertising campaigns are found in audiences that are more active in engaging with the media in terms of exposure, interaction, information sharing and trust, and that these factors are predicted by statistical analysis to have positive effects on the results of social advertising campaigns, with media exposure and media trust being the most significant factors. In addition, demographic variables like gender and age were found to influence levels of engagement, which underlines the need for audience segmentation in the design of communication strategies. The findings suggest that integrated communication approaches that use a combination of traditional and digital media are more effective than communication relying on a single channel. The results of the study have practical implications for government agencies, NGOs, health institutions, advertising agencies and policy makers and indicate that future social advertising campaigns should emphasize interactive communication, audience participation, credible information sources and personalized digital engagement to maximize the impact of the campaign.

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