THE ROLE OF ADVERTISING FOR AWARENESS DURING THE CORONA PANDEMIC

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ABSTRACT:

Advertising is a very cheap and easy way to get your message out to the general public. Advertising can deliver a very positive message to the public in a very short time and effectively. Public and private organizations use print and electronic advertising to get their message across to the public. Government advertising includes timely information to the public about natural disasters, such as floods, hurricanes, hurricanes, rain, and snow, etc., timely prevention and protection, and other information. It also includes information on various diseases such as polio and other epidemics and information on campaigns, health, and wellness. For example, during the current Corona epidemic, information about the epidemic was officially disseminated through advertisements. This information includes information on Corona, precautions, and instructions on how to stay safe, precautions for people with the disease, and information on their treatment and related hospitals. In this study, we will observe how advertising plays a role in raising public awareness and improving society, as well as how it plays a positive role in a situation like the Corona epidemic. Qualitative and quantitative research methods have been used in this research. In the first phase, various research studies have been made part of this research, which will try to find out how advertisements play a role in public growth and development, while on the other hand, the survey found out. What role did advertising play in providing information during the pandemic?

Keywords: *Advertisement, messages, information, public awareness and improving society.*

INTRODUCTION

There are both positive and negative opinions about advertising. Of course, there are some ups and downs to advertising, but it wouldn't be wrong to say that advertising has many benefits. One of them is public awareness advertisements, which provide positive information to the public. Such as polio eradication campaign information, calcium use information, and other similar information. Similarly, information was provided to the public through Corona during these advertisements. The advertisements provided information to the public about Corona prevention measures, precautions and the latest situation in Corona (Safdar et al., 2020).

Advertising is a very important part of our lives today. Without advertising, we can't live today. The ad not only informs us about a new product but also tells us what is good and best for us.

Advertising has become an important part of our lives. Whether we like it or not, we need advertising. Of course, advertising companies do not advertise themselves but advertise something that belongs to a company. Which benefits the customer, the production company, and the advertising company.

Advertising is basically, the information that is delivered to its customers by various product manufacturing companies. Advertisements inform the public about what they need to buy to meet their needs. Advertisements are made with the needs of the public in mind so that people can look at them with interest and buy those items. Ads are made for people of all ages.

Many types of advertising include one type of public welfare advertising. The main purpose of these advertisements is to provide useful information to the public. Such as information on various diseases and measures to prevent them. Such as AIDS, dengue, polio, seasonal fever, malaria, flu, etc. Not only is awareness provided about these diseases but also ways and precautions to be taken against them, precautions to be taken in case of signs and symptoms of their diseases, etc. These advertisements also include advertisements for awareness of public rights and duties. Such as forest protection and deforestation guidelines, details of the ill effects of illiteracy and advertisements to encourage their children to enroll in schools, advertisements on the harms of poverty and unemployment and their causes, growing population Disadvantages, and benefits of better family planning to prevent them, the disadvantages of marrying children at an early age, especially girls, government measures on child labour, and the penalties for those who do so. And similar important social issues and welfare advertisements. In addition, forecasts of natural disasters such as floods,

storms, etc., precautionary measures and measures to be taken in the event of its occurrence, public awareness of anti-national elements, and the public in these situations. Duties include awareness (Ullah et al., 2021) . It also publishes and broadcasts advertisements for harmful substances such as smoking, alcohol, smoking and other types of drugs, instructions for abstaining from them, and treatment of addicts. Go In addition, advertisements promoting the use of various items for public welfare, such as the use of calcium and other weights, advertisements for packaged milk as opposed to open milk, which are published and broadcast for the public welfare.

Such advertisements are usually published and broadcast at government expense under the auspices of the government. Public service advertisements are being used all over the world to promote various social causes. In some countries, such advertisements are regularly published and broadcast in newspapers, radio, and television. At the same time, some companies use public welfare advertisements to promote their products.

Advertisements also provide information on natural disasters and epidemics and how to prevent them. For example, advertising has played a major role in raising awareness about epidemics such as coronary heart disease and how to prevent it. Advertising, both public and private, has been instrumental in providing essential information to the public. Advertising companies provide important information to the public through advertisements. Advertising companies have run extensive advertising campaigns, including information on the pandemic, its harms, how to prevent it, and what to do in the event of an outbreak.

LITERATURE REVIEWS

Revenue from the advertisements has been going in lost in the U.S.A because of the Corona pandemic (Vorhaus, 2020).

There are confines the industries control themself, it’s needed that industries want advertisers and agencies to acclimatize situations that has intensely instantaneous (Taylor, 2020). The need to acclimatize quickly to a shifting atmosphere is important to several in the ad and promotion business.

Variations in the media format of effective marketer response in the form of marketing an item or service are about interest regularly changing. Digital format is supposed to be less than other media as those isolated can devote to the internet.

Kids love animated commercials and remember them as much as a cartoon character or a superhero character, and that's why they find the product as

reliable and better as the character. As much as they understand this role better (Shuja et al., 2016). Motorists and stages of consequence on brand and sales (Hayes and King 2014). Children and older people who are not part of the world of experiments find the unreal things not completely but good and more interesting to the extent of their own, as well as animated commercials for greater impact. Keep in mind that their storyline is more interesting and includes an element of interpersonal motivation (Nadira et al., 2015). Advertising is more effective if it is tailored to the audience, the class, the lifestyle, the culture and the traditions of the audience for which it is made, and there are much software to adorn these advertisements with all these accessories. They are improved by using (Yoon Lane, 2015). Children's own mental harmony and interest are not only fun, but they prefer the best and the most appropriate, sustainable and beneficial things. (Faiza and Amanat, 2009) At the same time, the researchers make it clear that if the audience is children, More than animated advertisements, there is no better way to attract children to your product. But there is a need to arrange the storyline in advertisements in such a way that it is interesting, easy and acceptable so that it stays in the mind for a long time (Jamil, Fouzia, 2021). Different types of advertisements and mediums were tested in which animated advertisements were preferred by people especially children (Cheng, 2006).

E-WOM has been growing and customers increasingly jump, pursue, and share brand applies online (Phelps et al., 2004). The current graphics role in the web or software and the ads that come in between when working on the web are not configured in any order or move, the more workload the user has during his work, the more This not only slows down the pace of work but also leads to several mistakes and constant stress. These advertisements or posters do not appear when searching but during work (Mora and Hornf, 2001).

SIGNIFICANCE OF THE RESEARCH

The following are some of the points that have emerged from the relevant studies, after looking at and understanding the results of all the work that has been done on advertisements in the accessible research of the research done so far on advertisements. Moreover, these all studies are enough for the understanding of the basic needs of the advertisements and the reason behind the extraordinary exploration of advertising stunts. While some of the countries bearded burden of revenue lost. This study explores viewership perceptions about advertising contents and the awareness

process of the marketing with their different purposes and responsibilities in the Contagion period.

OBJECTIVES

1. To observed the role of advertising for awareness in public regarding COVID-19 by public opinions.
2. To find out the main purpose of the advertising during Pandemic lockdown periods is to awareness or for the extraordinary propaganda of COVID-19.

HYPOTHESIS

H1. Brand advertisements avoided Pandemic COVID-19 awareness campaigns and advertised their brand products.
H2. Advertisements were effectively impactful as an awareness campaign as per needs.

Methodology:

Research Type: Quantitative Method used for this research.
Research method: Use Survey Method.
Research sampling technique: Non-probable, convenience sampling
Duration of study: 3 months
Sampling size: approximately 100 male and female respondents from Karachi city.
Data collection procedure: frequencies and chi-square by SPSS-26.

DATA AND DISCUSSION

All results and statistical counts are below, in the form of percentile and frequency table. Results are displayed in two descriptive tables, according to the main objectives.

1. Demographic Table:

Gender

		Frequency	Percent
Missing	Male	70	64.2
	Female	39	35.8
	Total	109	100.0

Table 1. Demographic percentage.

There are clear differences between percentages of male and females, males are 70 in frequency and 64.2 in percentage.

2. Perceptions of viewers regarding advertisement's awareness campaign during COVID-19 pandemic

Do you think advertisements are fulfilled their duties regarding the awareness campaign for COVID-19?[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	57.8	57.8	57.8
	No	46	42.2	42.2	100.0
	Total	109	100.0	100.0	

Table 2: Perceptions of viewers regarding advertisement's awareness campaign during COVID-19 pandemic

In the above table, there are close percentages difference regarding advertisement's awareness campaign during COVID-19 pandemic, that if advertisements give awareness for precautions and safety plans. In statistical figure viewers described their perceptions about the actual impact that advertisements fulfill their duties, 57 per cent said **"Yes"**, and 42 per cent said **"No".**

3. : Advertisement for awareness

Do you think Advertisements awareness process was for awareness not for advertise their products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	33.9	33.9	33.9
	No	72	66.1	66.1	100.0
	Total	109	100.0	100.0	

a. Table 3: Advertisement for awareness

In the above table response explore the actual purpose of Advertisements included COVID-19 name and content for awareness process or just brand promotion of products.in this sense 33.9 percent respondents said "Yes" means that the advertisements of brand products are for awareness not for promotion, but at the same time, 66.1 percent respondents said "No" means advertisement not for awareness that was for only brand product promotions.

4. Extraordinary Used name of Corona for product promotion

Is it true that during the corona epidemic the brand used the name corona unnecessarily in products advertisements?

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Yes	98	89.9	89.9	89.9

Crosstab

Count[a]

		Is it true that during the corona epidemic the brand used the name corona unnecessarily in products advertisements?		
		Yes	No	Total
Do you think advertisements are fulfilled their duties regarding the awareness campaign for COVID-19?	Yes	52	11	63
	No	46	0	46
Total		98	11	109

a. Table 5: Hypothesis testing for extraordinary usage of the name and Actual duties of advertisements

The above table discusses the extraordinary rapid usage of names of Coronavirus and COVID-19 during a pandemic. 89.9 per cent of respondents said “Yes” and 10.1 per cent of respondents said “No” for clarification.

Hypothesis Testing

H1. Brand advertisements avoided Pandemic COVID-19 awareness campaigns and advertised their brand products.

H2. Advertisements were effectively impactful as an awareness campaign as per needs.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.933[a]	1	.003		
Continuity Correction[b]	7.113	1	.008		
Likelihood Ratio	12.955	1	.000		
Fisher's Exact Test				.002	.002
N of Valid Cases	109				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.64.
b. Computed only for a 2x2 table

As per the above chi-square table extra usage of the name of corona and actual duties of advertisement during COVID-19 pandemic. According to

respondents statistical count, P-Value= .003< 0.05a, shows H_0 Null hypothesis is rejected.

H2. Advertisements were effectively impactful as awareness campaigns as per needs.

Do you think advertisements are fulfilled their duties regarding the awareness campaign for COVID-19? * Corona Pandemic Awareness advertisements have been impactful for psychology? Cross tabulation

Count

		Corona epidemic Awareness advertisements have been impactful for psychology?		
		Yes	No	Total
Do you think advertisements are fulfilled their duties regarding awareness campaign for COVID-19?	Yes	38	25	63
	No	38	8	46
Total		76	33	109

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.258[a]	1	.012		
Continuity Correction[b]	5.247	1	.022		
Likelihood Ratio	6.531	1	.011		
Fisher's Exact Test				.019	.010
N of Valid Cases	109				

a. 0 cells (0.0%) have an expected count less than 5. The minimum expected count is 13.93.
b. Computed only for a 2x2 table

As per the above chi-square table extra usage of the name of corona and actual duties of advertisement during COVID-19 Pandemic and at the same time compare the responses an impact on the psychology of respondents. According to respondents statistical count, P-Value= .003< 0.05a, shows H_0 Null hypothesis is rejected.

DISCUSSION

In order to achieve the main objectives of the research, it is necessary to compare the results obtained with the material assumptions, just as the data obtained from the research survey has made it very easy to understand the companies whose advertisements are viewed. Viewers have suffered from psychological distress, as well as two-sided depression among marketers, as a strong majority of young consumers believe in a recent survey that

marketers can play an optimistic role during the Cove 19 Crisis (Taylor 2020). Are Since it is common to see CSR-focused advertising appeals during an epidemic, research on the effectiveness of different types of appeals (such as consumer protection, employee well-being, respecting first responders, for charitable causes) Contributions can be researched using a recognized theoretical framework (Schaefer, Terlotter). Company and suitable, trust in advertising, and truthfulness, as well as a number of other factors of interest (BergQuest and Taylor 2016 BergQuest and Chow 2019). Building genetics and its potential and what it has to do with it. It seems that epidemics are ready to be studied during epidemic diseases in terms of race. While accepting the second hypothesis of this research, we acknowledge that the precautionary measures against epidemics have been conveyed to the people through advertisements. Negative use of the campaign was also seen in many places.

Similarly, it is important to understand that media and marketing is a field from which positive messages can be easily sent to the people, that the whole world has been in a state of conflict and haste, so the countries in the market and haste. And there was a lack of awareness in the institutions and the disease was spreading rapidly. Because the first source of public awareness was the media or social media and advertisements, especially in the case of lockdowns.

The idea is that during home lockouts or on-the-go hours, social media users are of extra significance. Consumers, and especially young consumers, can rely on these influencers (DeWerman & Hudders 2020; Lo and Yuan 2019), who often naturally understand where they fit into a follower's life during a crisis. Influence on the way you dress or eat during an epidemic may be more important than you think. The role of domestic flow and the effectiveness of various appeals in environments such as Instagram and YouTube is worth studying.

The second hypothesis of the study was also validated by the survey explaining that psychological stress, emotional intimacy, relationship sensitivity were overused and branded products were promoted unnecessarily. As stated in previous research.

During an epidemic, it is possible to focus more on advertising using emotional appeals. Thus, research on the emotional role in advertising action and the effectiveness of emotional appeals is validated. It may also be the case that artificial intelligence platforms that can be used to programmer arrays of messages based on user characteristics and behaviours can be tested in a digital context (Cardona, 2018). The survey

examined whether changes in privacy during epidemics may require large-scale screening and/or vaccination of consumer attitudes where data safety concerns were heightened before the pandemic, including common, Appeared in the Data Protection Regulation.

CONCLUSION

After comparing research objectives and assumptions, the study acknowledges that the content of the campaigns designed to raise awareness of infectious disease precautions through advertisements has been included in many advertisements. Seems to have strayed from the real purpose. Responses from the Survey form also revealed that the over-delivery of advertisements to viewers created stress and psychological fear, which was felt more for oneself and one's close relationships. Of course, the advertisements played their role in the awareness campaign, but some of the advertisements unnecessarily emphasized their product and need by using the name Corona, which was part of an unnecessary advertisement.

No doubt, advertising is the best tool for introducing products in any society. Sometimes companies take advantage of advertising and get the wrong benefits of advertisements, but this cannot reduce the importance of advertisement in society.

Some Things exist in our society, but we do not give importance to them in normal conditions, like face masks, sanitizers, washing hands rapidly, uses of antiseptic soap, etc. When we face some pandemic condition like Corona, we feel the importance of them. At that time some people say that companies are cashing the condition and pandemic situation. It is not a hundred per cent right. Advertisements give information as well as increase their marking.

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