"Affective Reactions" of Rural and Urban Voters to Government Campaign Commercials in Maharashtra

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Abstract

Purpose : The purpose of this paper was to study viewers' perception in Pune region, India about commercials of various campaigns run by the government. The present study undertook a review of extant literature and appreciative inquiry based survey using Schlinger's viewer response profile scale.

Design/Methodology/Approach : Schlinger's viewer response profile is a widely used tool in advertising research, in both commercial and academic environments. It is used in advertisement testing to gauge viewers' reactions to television commercials. Keeping in mind the purpose of the study, we attempted to study the viewers' perception in the form of reactions to television commercials of two government campaigns.

Findings : This research paper probed viewers' affective reactions to government campaign commercials using the Schlinger's scale. The study reported that viewers' affective reactions were independent of change in respondents' demographics. Also, there existed significant difference for two dimensions namely Confusion and Government Brand Recognition between rural and urban segments.

Practical Implications : The study findings may act as a feedback which would help the advertisers and practitioners to understand the viewers' perception about such campaign commercials. The study also pointed out a few areas which act like barriers for the government to achieve its goal despite of its best efforts.

Social Implications : The study findings revealed the social perception about campaign commercials in India and thus laid a base for the subject to establish and to be picked up by researchers to validate further in another setup of location with a larger sample size.

Originality/ Value : The present study ventured into a new domain, that is, it is one of the initial attempts to understand the relevance of advertising government campaign commercials from the lens of a marketing professional.

Keywords : **brand switching model, static model, dynamic model, Markov model, SEM**

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The Government runs campaigns with a motive to change citizens' behavior, which leads to enhancement of overall quality of life of people. The Government, in order to spread awareness about these campaigns, uses commercials with deployment of all available media vehicles to run these campaign commercials across the nation, including, print, broadcast, and the Internet collectively known as integrated marketing

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communications [IMC]. Usually, Government campaign commercials fall under unpaid advertisements. These are the advertisements in relation to government policies (whether published/broadcast by the government or someone else). Advertising by Government, political parties, lobby groups, and other interest groups may fall into this category. Though, all the advertisements by the government broadly fall under the umbrella of "political advertising," there are organizations, such as lobby groups or interest groups, which are involved in some political process, then the advertisement by such groups fall under "informational or educational" category rather than political advertisements. These advertisements are not only informative in nature, but on the other hand, they strengthen the image of the ruling party in terms of the government. Also, they act like an aid to shape the brand image of the government, that is, the ruling party amongst the citizens. The study probes to measure "affective reactions" of rural and urban voters to government campaign commercials in Maharashtra, India.

Laboratory experiments consent to a high level of internal validity. Even though experiments' external validity is frequently questioned, they are frequently conducted to investigate consumer reactions to commercials. The goal of this study is to investigate multiple emotional responses to exposure to government campaign commercials. In order to measure them, the present study employs viewer response profile scale [VRP, hereafter] developed by Schlinger (1979).

Table 1. Review of Literature

Authors (Year)	Results/Findings
Schlinger (1979)	The author developed a rating instrument to measure responses towards advertisements ; it categorizes viewers' responses in seven categories namely, entertainment, familiarity, relevance, alienating, confusion, empathy, and brand reinforcement. The instrument was named as viewer response profile (VRP). These response profiles were created with the help of principal component analysis. Very soon it has emerged as a popular and widely applicable tool to test viewers' reactions to television commercials in advertising research.
Aaker, Stayman, & Hagerty (1986) ; Burke & Edell (1989) ; Batra & Holbrook (1990) ; Mano (1990) ; Mitchell (1986) Rossiter & Percy (1991) ; Yi (1990)	Earlier researchers propounded that emotional response to an advertisement can be categorized as single response or multiple responses. Here, multiple responses may occur either simultaneously in series or in combinations. The combination of responses may lead audience behavior to desired direction.
Strasheim, Pitt, & Caruana (2007)	A study of a very large sample of respondents (N = 4800) who each viewed a single advertisement from a larger set of advertisements described the psychometric soundness of Schilenger's VRP scale.
Clark, Doraszelski, & Draganska (2009)	The study proposed that advertisements not only significantly impact a brand, but also strengthen the quality perception of customers about the product and/or the brand.
Rao (2010)	Viewers' affective responses were analyzed for four different types of television commercials categorized as rational, emotional, animation, and celebrity appeals. The study revealed significant differences in affective reactions among various commercials.
Baek, Kim, & Yu (2010)	It was found that the pleasure and fun derived out of exposure to advertisements played a crucial role in shaping positive attitude towards the brand. Thus, here emerged the strong impact of brand credibility on purchase intention of customers with a rise in the perceived value of the brand.
Hyun, Kim, & Lee (2011)	The researchers first investigated how advertisements induced patrons' emotional responses, their perceived value, and their behavioral intentions; later, they measured which attributes of advertising affected behavioral intentions. The research propounded the significant impact of relevant news, stimulation, empathy, and familiarity on emotional responses.
Steyn, Ewing, Van Heerden, Pitt, & Windisch (2011)	The study was based on the argument that ad messages of online advertisements seemed to have a significant impact on consumer perceptions. Due to their persuasive properties, they significantly affected efficacy of the ad. Here, the source effects of consumer - generated advertising were tested using Schlinger's viewer response profile (VRP). The study highlighted that consumer ad evaluation got significantly affected by an ad's popularity ratings. It also highlighted the relevance of source effects' results in consumer's evaluation of the ads.

Khan & Khan (2012)	The study examined the appliance of BRC advertising response model in the Indian context. It took into account the dimensions like attitude for ad, attitude for brand, and purchase intentions and tried to assess the interrelationship among them. In addition, it looked for factors influencing purchase intention. It propounded the affective role of empathy and entertainment towards shaping attitude towards advertisements, but did not have any role in forming purchase intention. On the other hand, the study highlighted the significant role of attitude or brand and relevance in shaping purchase intention.
Mandan, Hossein, & Furuzandeh (2013)	The quality of advertising efforts emerged as "fate-deciders" in terms of success or failure in many organizations. The study investigated the impact of various dimensions namely, relevant news, brand reinforcement, entertainment, empathy, familiarity, and confusion on customers' satisfaction of Agriculture bank. It was found that relevant news and familiarity had an effect on customers' satisfaction. It further concluded that customer satisfaction had a positive influence on the customers' perceived value, which further influenced their behavioral intentions.
Nyilasy, Canniford, & Kreshel (2013)	The study highlighted the relevance of brand creation out of advertisement exposure. It revealed that higher perceived credibility through messages delivered to customers would enhance the favorable customer response to a brand.
Trehan & Gupta (2015)	The authors examined personal and social human relations which frequently appeared in Indian television advertisements. Interestingly, individuals' relationship with self emerged as the most preferred one, followed by family and love relationships, when used for positioning of a brand.
Singh & Sapre (2015)	The study proposed and tested a model with moderating role of involvement, cognitive resource allocation, and gender on various attitudes and behaviors towards purchase activity.
Cheong, De Gregorio, & Kim (2017)	The study propounded that consumers evaluated commercials on dimensions namely, dislikable, meaningful, ingenious, and warm. The first dimension here resulted into negative response while the rest of the three led to positive emotional responses.
Pareek & Singh (2017)	The study took into account the inventive use of language in different areas by humans in advertisements to make it creative and innovative. With the use of lexical analysis of code mixed advertisements and attitudinal surveys, the study proved that such use of innovative practices in advertisements made them more appealing and motivated consumers for purchase activity.
Hameed and Awan (2017)	The authors highlighted that advertising cost consumes the lion's share of the promotional expenditure of organizations. They measured the impact of advertising dimensions on customers' behavioral intentions. The study findings confirmed that more humor, more infotainment, more credibility, and more brand awareness resulted in stronger and favorable behavioral intention among customers.

Literature Review

The response of viewers' exposure to any commercial can be broadly classified under two categories, namely tangible response or intangible response. The purchase action can be categorized under the tangible response category ; while on the other hand, emotional responses do fall under the intangible response category. The present study focuses more on emotional responses to government campaign commercials. The Table 1 summarizes the review of literature relevant for the present study including papers as old as 1979 to recent studies.

The present study reports on the use of the Schlinger's scale to test government campaign commercials. The previous report findings indicate that the scale can be used with confidence in that environment, and that the shorter scale generally performed well.

↳ **Scale Development :** Primarily, the VRP scale contained seven constructs ; furthermore, there are 32 items which are spread across seven constructs. All the seven constructs including all items were retained in accordance to assess the factor structure of the instrument which is one of the objectives of the study. A brief explanation of each of these constructs as identified by Schlinger (1979) is given below :

(i) Entertainment : The pleasurable, enjoyable, or fun to watch elements are clustered under Entertainment. It consists of statements that characterize the entertainment aspect.

(ii) Confusion : Commercials are meant to communicate meaning - denotative or connotative, explicitly or implicitly expressed. According to Schlinger (1979), commercials can be termed as confusing when they lack audio visual congruence, that include a lot of distracting and poorly integrated elements, that have quick cuts, or some which contain rapid fire dialogue, etc.

(iii) Relevant News : The relevant news construct looks at how viewers perceive and feel whether the commercial has told them something important and interesting about the campaign. Viewers must be able to relate what they have learnt according to their own situation and mentally rehearse implementing the campaign as per their needs and requirements.

(iv) Empathy: This dimension looks at how viewers participate with the commercial, share their feelings, and relate to behavior shown in a commercial. Such an involvement can be personally rewarding, allowing the individuals to enhance their self-image and express their values. Viewers are known to empathize with scenes that show an affectionate couple, development of Indian society, etc.

(v) Alienation : This dimension looks at commercials which viewers feel make exaggerated claims, inadequate demonstration, and perceive these commercials as inconsequential or unconvincing.

(vi) Brand Reinforcement : Most of the commercials are supposed to create recognition of the brand image of the government and create positive attitudes towards government.

(vii) Familiarity : Commercials that are usually viewed as being a 'known face' score high on this dimension. In the Indian context, we find that government campaign commercials typically convey using the same story boards that make viewer's feel 'oh no,' the same thing again.

The Empathy construct was not found relevant from the responses of the rural and urban population and the way they perceived the government campaigns ; so, this was not considered for the research work. Collectively, all the six constructs result in 'Affective Reaction' to the commercials, as stated in Table 2.

Table 2. Constructs and Items

Construct	Item	Item Name
Entertainment	7	ET
Confusion	5	CF
Relevant News	5	RNE
Alienation	6	AL
Familiarity	3	FM
Government Brand Recognition	2	BR

Objectives of the Study

The study was designed to accomplish the following objectives :

(1) To measure the goodness of fit of the model.

(2) To measure viewer's affective reactions to select government campaign commercials using the Schlinger's viewer response profile.

(3) To identify the constructs (to measure affective response of viewers) that are significantly different among rural and urban population.

(4) To test the influence of annual family income, education, and gender on all the six VRP variables as independent variables.

Development of Hypothesis

In this section, we will put forward some relevant hypotheses based on our assumptions :

- **H01:** There is no significant difference in 'Entertainment' dimension for viewers of rural & urban population.
- **H02:** There is no significant difference in 'Confusion' dimension for viewers of rural & urban population.
- **H03:** There is no significant difference in 'Relevant News' dimension for viewers of rural & urban population.
- **H04:** There is no significant difference in 'Brand Recognition' dimension for viewers of rural & urban population.
- **H05:** There is no significant difference in 'Familiarity' dimension for viewers of rural & urban population.
- **H06:** There is no significant difference in 'Alienation' dimension for viewers of rural & urban population.
- **H07:** There is no significant impact of gender on viewers' affective reaction.
- **H08:** There is no significant impact of annual family income on viewers' affective reaction.
- **H09:** There is no significant impact of education on viewers' affective reaction.

Research Methodology

(1) Sample : The study was conducted during the month of June and July 2016 ; it required audience responses to certain commercials, which was needed to gather them at one place. For the urban sample, a total of 150 respondents were approached and 100 respondents agreed to participate in the study. These 100 participants were divided in group size of 25 and were exposed to the commercials in a controlled environment. Some of the responses were ambiguous, so these were removed from the analysis and a total of 85 respondents were considered for the final analysis.

The annual Pandharpur Yatra (Vaari) to the Vithoba Temple at Pandharpur in Maharashtra from Dehu and Alandi attracts millions of people and pilgrims known as "warkaris". Our study included these warkaris from across Maharashtra for the rural sample. These warkaris had gathered at one place in Pune city, and we conducted our study during that phase only. Around 150 warkaris agreed to participate in the study. The warkaris were exposed to the commercials in the batch size of 25 and were asked to fill the survey. Some of the responses were ambiguous, so these were removed from the analysis and a total of 100 responses were considered. Thus, the final sample size considered for the study was 185 respondents.

(2) Design of the Study : The relevant government campaign commercials were selected on the basis of four simple criteria :

(i) The campaign must have been in existence since the last six months and it must be familiar to the audiences.

(ii) The campaign should be of relevance to the population, rural as well as urban.

(iii) The commercial must have the ability to hold the interest of the viewers.

(iv) The commercial must be in Hindi language so that it is easy for the rural population to understand.

Since Swachh Bharat (Clean India) and Digital India campaigns were found to be of relevance for both rural and urban populations, they were selected for the study. We identified four commercials for each campaign. These commercials were shown to three professionals - a senior manager from the advertising industry, a marketing research consultant, and a professor of marketing. They were given the brief of picking one commercial each for both the campaigns. The three experts were asked to rank the commercials based upon the criteria mentioned above. Based on the ranks given by the experts, the commercials were finalized and were used for the experiment.

Once the commercials were identified, a well-equipped hall was selected that excluded any external noise / disturbance to conduct the experiment. The respondents were shown the commercials on a laptop with speakers. After the commercials were shown, the questionnaire was circulated. The questionnaire contained all the 32 items in the VRP scale, and some details about awareness of the campaigns ; duration of awareness ; did they previously come across the campaign commercials ; if yes, then how often and which media. The questionnaire also included demographics like age, gender, native city that they belonged to, and family income.

The data analysis was split into two phases. In the first phase, the descriptive statistics of the sample and mean scores are analyzed. In the second phase, simple ANOVA is used to study if there are significant differences on the various parameters of viewers' attitude response in case of the rural and urban populations. Regression is next applied to study the impact of gender and annual income.

Data Analysis and Interpretation

(1) Descriptive Statistics : For this study, a sample of total 205 responses was collected during one and a half months. Further, after removal of faulty and incomplete responses, a valid sample of 185 responses was obtained and used in the study. The Table 3 shows the demographic characteristics of the respondents which includes category (rural or urban), gender, age, how often they were exposed to the commercials, and annual income. The entire sample had 54.1% rural sample and 45.9% urban sample. The demographics show that (Table 3) that 55.1% of the respondents were men and 44.9% were women. The highest prevalence occurred among the respondents aged 20-35 years (38.4%), while the lowest occurred among those aged over 50 years (30.8%). A majority of the respondents had an annual family income between above ₹ 1 lakhs (54.1%) and 45.9 % had an annual income of less than ₹ 1 lakhs. In this research, 42.2% of the respondents had been exposed to the commercials fortnightly and there were 14.6% respondents who had never been exposed to these government commercials. Of the total sample, 25.9% were illiterate respondents and 39.5% were graduates. The Table 3 summarizes the demographic characteristics of the respondents.

(2) Factor Analysis : In factor analysis, we only use the factors that have an Eigen value of one or more. From the total variance explained, six factors record Eigen values above 1, which is 7.936, 3.629, 1.972, 1.535, 1.430, and 1.167. These factors explain a total of 70.682 % of the variance. From the scree plot, we looked for a change (elbow) in the shape of the plot. The only factors above this point were retained. Factors 1 to 6 explain much more variance than the remaining components ; we ,therefore, extracted six factors only.

From the varimax rotation, the main loadings on Factor 1 are the variables : ET1, ET2 , ET3, ET4, ET5, ET6, and ET7. From the questionnaire, these items are :

Table 3. Demographic Characteristics of the Respondents

Characteristics of the Sample	Item	Frequency	%
Category	Rural	100	54.1%
	Urban	85	45.9%
Education	Illiterate	48	25.9%
	Graduate	64	34.6%
	Post graduate	73	39.5%
Gender	Male	102	55.1%
	Female	83	44.9%
Age (in years)	20-35	71	38.4%
	35-50	57	30.8%
	50 above	57	30.8%
Family Income	Less than ₹ 1 Lakh	85	45.9%
	More than ₹ 1 Lakh	100	54.1%
How often have they seen the commercials	Weekly	42	22.7%
	Fortnightly	78	42.2%
	First Timers	27	14.6%
	Monthly	38	20.5%

ET1 : The campaign commercials were lots of fun to watch and listen to.
ET2 : I thought it was clever and entertaining.
ET3 : The enthusiasm of the campaign commercials is catching - it picks you up.
ET4 : The campaign commercials were not just selling- it was entertaining me and I appreciate that.
ET5: The characters in the campaign commercials capture your attention.
ET6:These are campaign commercials that keep up running through your mind after you've seen them.
ET7:I just laughed at it - I thought it was very funny and good.

All these items constitute Factor 1 : Entertainment.

The main loadings on Factor 2 are AL1, AL2, AL3, AL4, AL5, and AL6. From the questionnaire, these variables are :

AL1: What they showed didn't demonstrate the claims they were making about the campaign.
AL2: The campaign commercials didn't have anything to do with me or my needs.
AL3: The campaign commercials did not show me anything that would make me want to believe their message.
AL4: The campaign commercials made exaggerated claims. The message would not live up to what they said or implied.
AL5: It was an unrealistic campaign commercial: very far-fetched.
AL6: The campaign commercials irritated me - it was annoying.

So these items make up the Factor 2 : Alienation.

The main loadings on Factor 3 are the variables RN1, RN2, RN3, RN4, and RN5, and from the questionnaire, the items are:

RN1: The campaign gave me a new idea.

Table 4. Items Extracted from Factor Analysis

Rotated Component Matrix[a]						
	Component					
	1	2	3	4	5	6
CFC1	.268	.145	-.230	.832	.068	.021
CFC2	.163	.134	-.257	.853	.126	.057
CFC3	.245	.186	-.137	.642	.231	-.165
ET1	.845	.019	-.001	.296	.007	.094
ET2	.768	-.010	.003	.314	.000	.264
CFC4	.461	.244	-.132	.582	.111	-.122
ET3	.654	.091	.044	.357	-.178	-.177
RN1	-.095	.033	.748	-.103	-.256	.024
AL1	.221	.701	-.098	.152	.207	-.232
AL2	.213	.713	-.185	.274	.189	.038
AL3	.049	.642	.098	.318	-.217	.017
AL4	.085	.792	-.207	.046	.141	-.138
AL5	.175	.694	-.230	-.046	.230	.204
FM1	.028	.234	-.123	.274	.786	.080
FM2	.047	.158	-.042	.055	.865	-.045
ET4	.546	.054	.027	.125	.343	-.286
ET5	.859	.243	-.035	.124	.139	-.032
AL6	.447	.464	-.187	.125	.321	-.216
ET6	.823	.135	-.081	.016	.144	.072
BR1	.016	-.065	.170	-.038	-.004	.888
ET7	.743	.288	.090	.000	-.080	-.045
RN2	.198	-.169	.623	-.224	.162	.293
RN3	.032	-.155	.824	-.115	-.031	.043
RN4	.242	-.246	.735	-.248	.073	.083
RN5	-.264	-.110	.807	-.048	-.111	-.032

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

RN2 : The campaign reminded me that I'm dissatisfied with what I'm doing now and I'm looking for something better.
RN3: I learned something from the campaign that I didn't know before.
RN4: The campaign told about a new message I think I'd like to try.
RN5: During the commercial, I thought how this campaign might be useful to me.

These items make up Factor 3 : Relevant News.

The main loadings of Factor 4 are : CFC1, CFC2, CFC3, and CFC4. From the questionnaire, these variables are:

CFC1: It was distracting - trying to watch the screen and listen to the words at the same time.
CFC2: It required a lot of effort to follow the commercial campaign.
CFC3: It was too complex.
CFC4: I wasn't sure of what was going on. I was so busy watching the screen, I didn't listen to the talk.

The above items represent Factor 4 : Confusion.

The main loadings for the Factor 5 : are FM1 and FM2 and from the questionnaire, these items are :

FM 1: This kind of campaign commercials have been done many a times…it's the same old thing.
FM2: I've seen these campaign commercials so many times - I'm tired of it.

These items define Factor 5 : Familiarity.

Since the loading of one item was negative, it was deleted. The Factor 6 is defined as Government Brand Recognition and only one item was retained and one was with negative loading. The item retained for the Factor 6 is :

BR1: That is a good brand and I would not hesitate recommending it to others.

The Table 4 summarizes all the items identified along with the loading values.

(3) Reliability Test : The scale designed by Schlinger was used for eliciting viewer responses on select government campaign commercials. The scale consisted of 32 items spread over seven constructs. The scale consisted of six choices ranging from *highly agree* to *highly disagree*. For *'highly agree,'* a weightage of 6 while for *highly disagree*, a weightage of 1 was given. The collected data were analyzed by Statistical Package for the Social Sciences (SPSS) software. In this study, Cronbach's alpha is used to estimate the reliability and internal consistency of the questionnaire. The constructs' reliability scores range from 0.827 to 0.896. As shown in the Table 5, the reliabilities of all independent variables and dependent variables exceed 0.5 as suggested by Nunnally (1978). Since, there was only one factor which has a loading higher than the significance level, so Government Brand Recognition does not qualify for inclusion in confirmatory factor analysis.

Kaiser-Meyer-Olkin measure of sampling adequacy determines if the sampling is adequate for analysis. A KMO value of 0.9 is best, but a value below 0.50 is unacceptable. In our analysis, the KMO value is 0.832 and Bartlett's Test of Sphericity value is less than 0.05.

Table 5. Results of Reliability of all Factors

Factors	No of Items	Cronbach's Alpha
Entertainment	7	0.896
Relevant News	5	0.836
Confusion	4	0.874
Familiarity	2	0.827
Alienation	6	0.836

(4) Confirmatory Factor Analysis : One of the objectives of this study is to assess the goodness of fit of the measurement model using confirmatory factor analysis (CFA).The data were analyzed using confirmatory factor analysis (CFA) with AMOS 5 program. The results of this study show the hypothesized measurement model of

viewers' responses towards government campaigns with the use of VRP, where the latent variables were formed by five dimensions with Entertainment containing seven items, Alienation with six items, Relevant News containing five items, Confusion with four items, and Familiarity containing two items. The Figure 1 shows the results of the hypothesized measurement model for viewers' response to government ad campaigns. Interestingly, based on viewers' responses, Government Brand Recognition did not emerge as a factor in the study.

The Table 6 shows that the chi square value = 774.110, *CMIN/df* = 3.199, *CFI* = .806, *GFI* = .747, *TLI* = .779, and *RMSEA* = .109. The data reveals that the fit statistics for the measurement model do not fulfill the requirement of the conventional standards as prescribed by Byrne (2001). Since the results of the reliability analysis are satisfactory, the model has to be revised as the goodness-of-fit indices do not fulfill the conventional standards.

The model is revised using modification indices (MI) prescribed by Kline (2005) (as cited in Lin & Hsieh, 2010) and Byrne (2001). There were some error variances, which were correlated as suggested by modification indices such as e2 and e3, e14 and e18 etc., which indicated that these items are strongly related with each other. Results of the revised measurement model (Figure 2) show a better fit model, with chi-square = 684.33 ; *CMIN/df* = 2.88,

Figure 1. Results of the Hypothesized Model for Viewers' Response to Government Ad Campaigns

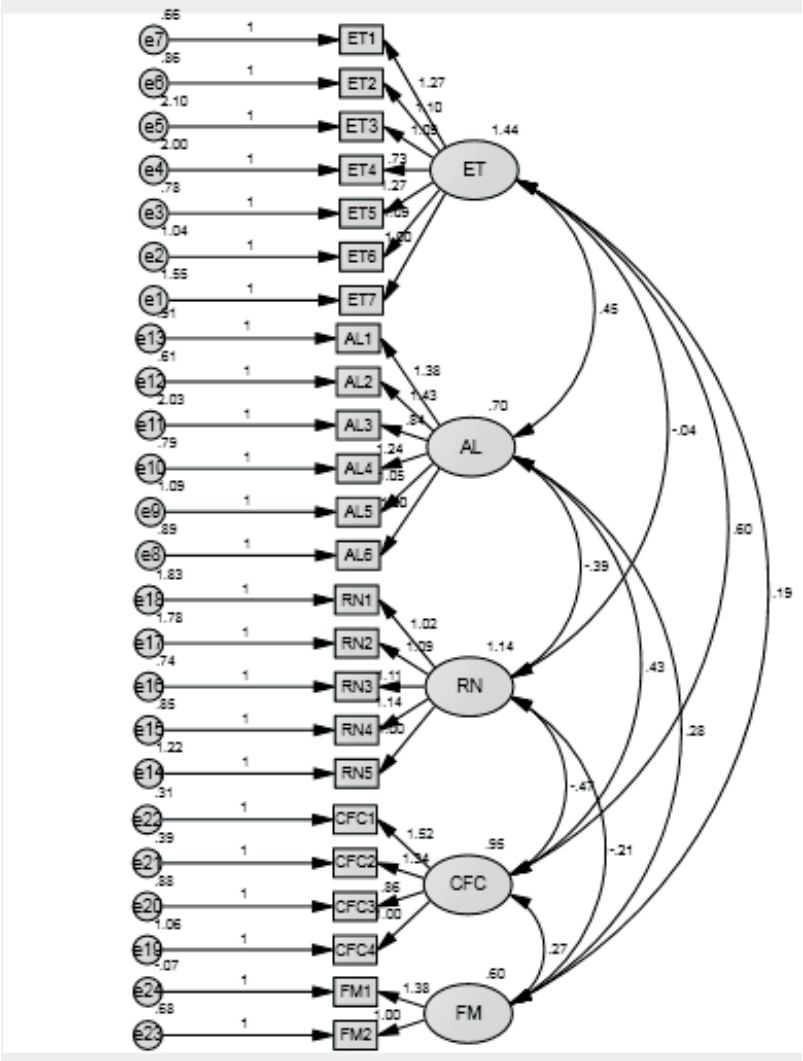
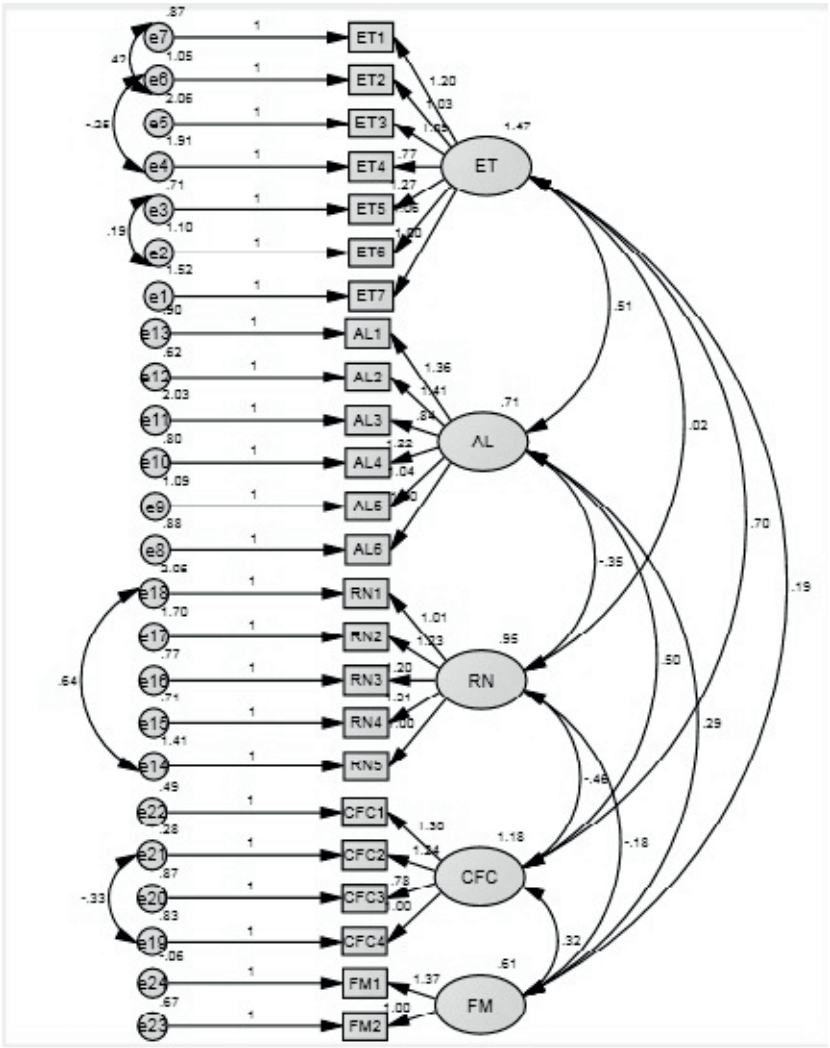


Table 6. Goodness-of-Fit Indices of the Hypnotized Model for Viewers' Response to Government Ad Campaigns

Indices	Recommended	Model
Model chi-square	> 0.05	**774.110**
CMIN/df	< 5.0	**3.199**
GFI	> 0.90	**0.747**
CFI	> 0.90	**0.806**
TLI	> 0.90	**0.779**
RMSEA	< 0.08	**0.109**
IFI	>0.90	**0.808**

Figure 2. Results of the Revised Measurement Model for Viewers' Response to Government Ad Campaigns



CFI = 0.84; *GFI* = 0.80; *TLI* = 0.80, and *RMSEA* = 0.10. After the modification process, the revised model provides a better fit as shown in the Table 7 and Figure 2.

Table 7. Goodness-of-Fit Indices of the Measurement Model for Viewers' Response to Government Ad Campaigns

Indices	Recommended	Revised Model
Model chi-square	> 0.05	**684.33**
CMIN/df	< 5.0	**2.88**
GFI	> 0.90	**0.80**
CFI	> 0.90	**0.84**
TLI	> 0.90	**0.80**
RMSEA	< 0.08	**0.10**
IFI	>0.90	**0.81**

Table 8. ANOVA Results

ANOVA						
		Sum of Squares	***df***	***Mean Square***	***F***	***Sig.***
Entertainment Mean	Between Groups	1.555	1	1.555	.837	.361
	Within Groups	339.831	183	1.857		
	Total	341.386	184			
Confusion Mean	Between Groups	27.408	1	27.408	19.057	.000
	Within Groups	263.190	183	1.438		
	Total	290.598	184			
Relevant News Mean	Between Groups	21.245	1	21.245	15.291	.000
	Within Groups	254.260	183	1.389		
	Total	275.505	184			
Familiarity Mean	Between Groups	.028	1	.028	.028	.868
	Within Groups	185.534	183	1.014		
	Total	185.562	184			
Alienation Mean	Between Groups	14.887	1	14.887	14.347	.000
	Within Groups	189.890	183	1.038		
	Total	204.777	184			
Government Brand	Between Groups	11.813	1	11.813	3.749	.054
Recognition Mean	Within Groups	576.652	183	3.151		
	Total	588.465	184			

(5) Hypothesis Testing Using ANOVA : The ANOVA Table as shown in the Table 8 reveals that the calculated *F*-value for Entertainment mean is 0.837 with *df* of 1/184 and its two-tailed probability of significance is 0.361, which is greater than the α level of 0.05 ; hence, this value is not significant at the 0.05 level of significance. This suggests significant difference in 'Entertainment' dimension for viewers of rural and urban population. In the light of this, the null hypothesis H01 is not rejected. We can thus conclude that the viewers from urban and rural areas found the Government campaigns of Swacch Bharat and Digital India to be equally entertaining.

Similarly, based on the calculated *F*-value for Familiarity, the mean is 0.028 with *df* of 1/184 and its two-tailed probability of significance is 0.868, which is greater than the α level of 0.05 ; hence, this value is not significant at the 0.05 level of significance. So, the null hypothesis H05 is not rejected.

The ANOVA Table 8 reveals that the calculated *F*-value for Confusion mean is 19.057 with *df* of 1/184 and its two-tailed probability of significance is 0.000, which is less than the α level of 0.05 ; hence, this value is significant at the 0.05 level of significance. This suggests significant difference in 'Confusion' dimension for viewers of rural & urban population. In the light of this, the null hypothesis H02 is rejected. We can thus conclude that the Government campaigns of Swacch Bharat and Digital India were perceived as confusing by viewers from urban and rural population. Furthermore, the *F*- values for Relevant News, Alienation, and Government Brand Recognition with *df* of 1/184 are 15.291, 14.347, and 3.749 with two-tailed probability of 0.00, 0.00, and 0.05, respectively. Since these values are significant at the 0.05 level of significance ; so, our other null hypotheses H03, H04, and H06 are rejected, and we can conclude that for Swachh Bharat and Digital India campaigns, there is no significant difference between urban and rural population on Relevant News, Alienation, and Government Brand Recognition dimensions.

These research findings are similar to another research, which confirmed the significant role of relevant news to evoke viewers' multiple emotional responses (Hyun et al., 2011 ; Mandan et al., 2013).

(6) Hypothesis Testing Using Regression : In order to test the influence of gender, a simple linear regression method is run, taking gender as an independent variable and affective reaction as dependent variable. This test is conducted for both the samples together in order to get the overall results. The results indicated in Table 9 reveal that *F*-value for Gender is 1.533 with sig. value = 0.217, which is greater than 0.05, so we fail to reject the null hypothesis H07 and we can conclude that viewers' gender does not affect their affective reactions. Similarly, based on sig values for Alienation and Government Brand Recognition, the null hypothesis H08 is tested, and we fail to reject it too. So, we conclude that viewers' affective reactions are independent of their annual family income. However, the *F* -value for Education is 4.386 with sig. value = 0.038, which is lesser than 0.05, so we reject the null hypothesis H09. This is also supported by the R^2 value of 0.23, and the results indicate that the independent variable Education is able to create 23% impact on the dependent variable, that is, Affective Reaction. The Table 10 summarizes the results of hypotheses testing.

Table 9. Regression Analysis

Constructs	*R*	R^2	*F*-value	*p*-value
Gender and Affective Reaction (H07)	0.091	0.008	1.533	0.217
Annual income and Affective Reaction (H08)	0.091	0.006	1.196	0.276
Education and Affective Reaction (H09)	0.153	0.023	4.386	0.038

Table 10. Summary of Hypothesis Testing

Hypothesis	Status
H01	Accepted
H02	Rejected
H03	Rejected
H04	Rejected
H05	Accepted
H06	Rejected
H07	Accepted
H08	Accepted
H09	Rejected

Managerial Implications and Conclusion

The research output highlights a few significant insights for the Government. The research output reports the existence of 'Confusion' dimension in relation to the Government campaign commercials. It also reveals that there is no difference in 'Confusion' dimension between both rural and urban viewers. Since Confusion is a negative dimension, the study recommends the Government to take appropriate measures to eliminate this dimension.

Usually, government campaigns are not only responsible to change citizens' behavior and enhancement of overall quality of life of the people, but at the same time, these are also responsible to strengthen the image of the ruling party in terms of governance and aids to shape the brand image of the Government, that is, the ruling party amongst the citizens. The present research reveals that there is a significant difference for the Government Brand Recognition dimension between the rural and urban respondents. This double edged short coming must be rectified since the campaigns are expected to create uniform government brand recognition in both urban and rural sectors.

Similarly, there are significant differences between rural and urban viewers for Entertainment, Relevant News, Familiarity, and Alienation dimensions; wherein the government releases campaign commercials with broader perspective to generate uniform impact. Thus, this shortcoming must be resolved by taking appropriate measures.

Also, 15% of the rural samples were not aware about either of the campaign commercials, and they saw these campaign commercials for the first time during the experiment. Furthermore, only 6% of the rural population was aware of both the campaigns. This data reveals that the reach of these commercials is another issue of concern for the government. In order to achieve the goal of the campaigns, the commercials should reach till the last beneficiary of the society. Apart from this, in order to validate the research findings of the study, we propose to conduct similar kinds of research for other cities of India with a larger sample size.

The importance of effective advertising gets highlighted from the fact that there is a huge clutter surrounding all the modes such as television, radio, social media, etc. With the increase in the clutter and the rising costs of advertising through any medium, there is a call for optimizing advertising expenditures. While meeting the desired communication objectives, the Government of India should design such advertising campaigns which are simple to understand yet powerful enough in terms of reach to the target audience. This will ensure that the right message gets effectively communicated to both the urban as well as the rural demographic.

Limitations of the Study and Scope for Future Research

The research findings are confined towards two specific government campaign commercials. This limits the generalizability to the findings for other government campaigns. Furthermore, the sample is limited to Pune district. Given the limitations of cost and time, more respondents across the spectrum could not be selected for the study.

Future studies should encompass a plethora of government campaign commercials for a larger sample size from a wider demographic catering to different strata of the society. Also, in order to validate the findings of our study, similar research can be replicated for making comparisons between various districts or states of India.

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