

**TOWARDS SWACHH BHARAT:**  
**CONSUMERS' DEMOGRAPHIC VARIABLES AS CATALYSTS**  
**IN THE EFFECTIVE COMMUNICATION OF THE**  
**CAMPAIGN**

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**Abstract**

Effective communication has proven to be an essential requirement of every setting in order to succeed. Due to the increment of awareness of environmental issues, the Swachh Bharat campaign has been established. Hence, this study was carried out to explore consumers' demographic variables and their significant influences on their contact to the communication of the campaign. This quantitative study employed the exploratory research design. Data were collected from 400 respondents from New Delhi, Mumbai, Bangalore and Chennai with a structured questionnaire. Percentage analyses, Cronbach's alpha, and ANOVA are the statistical tools adopted for testing the hypotheses using SPSS. The statistically significant results revealed that all the demographic variables addressed in this study were significant with the awareness, interest, desire and action of consumers' towards the campaign and females, adults, professionals and more educated consumers received overwhelming responses. The study emphasises the fact that demographic variables considered for this study contributed significantly on the communication of the Swachh Bharat campaign. Based on this, better communication

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programmes focusing on consumers' demographic variables can generate positive reactions to the Swachh Bharat campaign as it aims at bringing complete sanitation solutions and changing people's attitudes and mindsets.

**Keywords: Swachh Bharat, Consumers' Demographic Variables, Communication Effectiveness.**

## **1.0 Introduction**

The many problems faced by the global environment have resulted in its continuous deterioration and depletion of resources. It has been considered that this phenomenon is human-induced. That is, the majority of these problems are caused by humanity. Examples include;

- Exponential growth of human population
- Pollution (air, water, land and noise)
- Deforestation
- Rapid Industrialization
- Modernization of Agriculture

These activities have contributed to a number of adverse effects such as;

- Global warming due to Ozone depletion
- Disease outbreaks (communicable diseases, water-borne and air-borne diseases etc.)
- Loss of biodiversity
- Land degradation

As a result, many countries have recognised the exacerbating effects of the global environmental deterioration and have devised many intervention programmes and measures to curtail them accordingly. Moreover, Governments, Businesses, NGOs and other Environmental Advocacy Groups have also come up with sets of actions to curtail this phenomenon. For example, recent promotional strategies of Businesses have been directed towards green marketing due to its increase in popularity.

## **1.1 The Case of India**

Statistical data from the Central Pollution Control Board states that India generates 5.6 million metric tons of plastic waste annually [11]. The Government of India having recognised this and that of the global level has placed emphasis on the protection of the environment. It has played a significant role in addressing environmental issues through various strategies. Notable among them is the banning of plastic bags. However, the implementation of the ban and the enforcement of the same have been ineffective in some States due to several barriers.

The state of environmental deterioration in the country has warranted a look at other programmes or initiatives to help tackle this problem. This has resulted in the establishment of the Swachh Bharat Mission.

### **1.1.1 The Swachh Bharat Mission**

Swachh Bharat Abhiyan (Clean India Mission) is a 5-year long national cleanliness campaign established by the Government of India. This movement was officially launched on 2nd October 2014 by the Prime Minister, Narendra Modi during the 145th birth anniversary of Mahatma Gandhi at Rajghat, New Delhi with the aim of achieving a holistic transformation of the sanitation scene making the country clean and green by the 150th birth anniversary of Mahatma Gandhi in 2019. The various implementation policies and mechanisms for the programme includes three important phases such as planning phase, implementation phase and sustainability phase [13], [14].

The overall objective of the mission is to provide complete sanitation solutions for all of India's 4041 statutory towns. The other objectives include; changing people's attitude and mindset, providing sanitation to every family including toilets, cleanliness and safe drinking water to all.

To ensure the acceleration of this campaign, the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation have been tasked with the responsibility of implementing it efficiently across the country. Whiles the Ministry of Urban Development has

been charged with ensuring the sanitation in urban areas, the Ministry of Drinking Water and Sanitation oversees that of the rural areas. Meanwhile, the individual States have been given the mandate to design and implement their respective programmes based on the overall objectives.

It is expected that the successful completion of this campaign would yield enormous significance to the country. These include;

- Generating employment
- Boosting tourism
- Attracting business investors
- Improving the health conditions
- Making the country cleaner

Due to its important to the nation, the Finance Ministry has introduced Swachh Bharat Cess as a source of fund generation in order to make it a successful campaign. By this, 0.5% tax is imposed on all services in India.

Finally, the government is encouraging everyone to devote 100 hours every year or 2 hours per week towards the campaign and inviting nine other people continuing this chain until all get involved [13], [14].

### **Statement of the Problem**

The government's focus on cleanliness and the resulting amount of money earmarked for the Swachh Bharat Mission prove that it is one of the pressing issues confronting the country. However, the continuous littering of the environment is prevalent. It can clearly be seen and can be stated emphatically that the Swachh Bharat message has not been well diffused to the public despite the enormous cost being spent on the campaign so far. Thus, potential barriers do exist.

Barriers emanating from the propagation of the message to generating consumers' awareness, the inability of the message to create consumers' interest and to stimulate their desires to participate and eventually lead to Swachh Bharat are evident. From a broader spectrum, regardless of the growing significance of environmentalism globally, the communication effectiveness of the Campaign has been ineffectual.

## **Rationale of the Study**

Due to the research problem explained above, there is, therefore, the need to conduct this study. It is paramount to illustrate the current state of consumers' awareness, interest, desire and action towards Swachh Bharat and subsequently suggest ways in which more robust programmes could be devised to target consumers for the effective communication of the Swachh Bharat Campaign.

Consequently, the effective communication of these environmental sustainability messages by policy makers and the several bodies involved would contribute to changing specific behaviours and achieve the desired sustainable and pollution-free environment better than the present situation. In conclusion, this maiden study selected six (6) demographic variables and measured them against the constituents of the AIDA model. A conceptual model is developed by combining the AIDA model with literature to explain how demographic variables affect the effectiveness of the communication of Swachh Bharat and the relationships among them. Research hypotheses are constructed from the conceptual model and are tested with statistical tools and the respective results are presented. Finally, the limitations and managerial implications are also proposed.

## **Research Gap**

According to literature, there are a small number of previous research studies that have examined the relationship between demographic variables versus the environment. Hence, there are obvious gaps in the literature that should be filled. The main gaps identified in the literature are addressed below:

1. It is evident that there is no study related to the relationship between demographic variables and Swachh Bharat campaign since its launch on 2nd October 2014.
2. Another gap is that there has been no study on demographic variables as predictors of the communication effectiveness of an advertisement or a campaign.

On this premise, an attempt is made in narrowing the research gap with respect to augmenting literature for the aforementioned areas. Findings resulting from this study could

provide new and additional information and directions to achieve the overall aim of the campaign.

### **Research Objectives**

The study addresses the following research objectives;

- To identify the significant differences that exists between each demographic variable with consumers' awareness, interest, desire and action towards Swachh Bharat.
- To find out the demographic variables which have the most significant influences on consumers' contact with the campaign.
- To identify the distinctive roles of demographic variables as deterministic factors for effective communication of the Swachh Bharat campaign.

### **Literature Review**

Various studies have established the role of consumers' demographic variables in environmental related studies. [9] confirms that demographic variables have been proposed as antecedents of pro-environmental behaviours. Demographic trends such as such as education level, income, age, location, marital status, and gender are widely used variables. According to [7], demographic factors are one of the most influential factors in pro-environmental behaviour. This is supported by [6], who revealed in their study that age, gender, income level, education level and occupation are the demographic characteristics that significantly influences the consumers. They play an important role in predicting consumers' environmentalism.

Firstly, some studies have revealed that there is a difference in the behaviours of men and women where women are more positive than men towards green concepts [16], [18]. In another study by [4] pro-environmental attitudes were more common among more educated, urbanised and affluent groups. [10] stated that gender plays an important role to be consumerists and environmentally conscious consumers.

A review of previous studies found that age has a significant effect on consumers. According to [1], age has been used as one of the important variables in contemporary social science research

to categorise individuals and explain differences among them. On the contrary, there are mixed results regarding the relationship between people's age and pro-environmental behaviour [17].

Women are more inclined towards the environment and they are more likely to show pro-environmental behaviours. Married ones display more pro-environmental behaviour while there is a negative relationship between pro-environmental behaviour and age. This was reported by [3] in their study.

In a related study by [8], it was discovered that consumers' pro-social or pro-ethical behaviours are heavily influenced by demographic characteristics in terms of age, income level, education level and occupation. Finally, [12] found no significant difference between male and female students' attitudes concerning green products.

Based on the different prior studies, it can be concluded that demographic variables have a significant impact on the consumers' environmental behaviour. Their roles, therefore underscore the need for including them as predictors of this study.

## 2.0 The selected Demographic Variables from Literature

**Table 2.1**

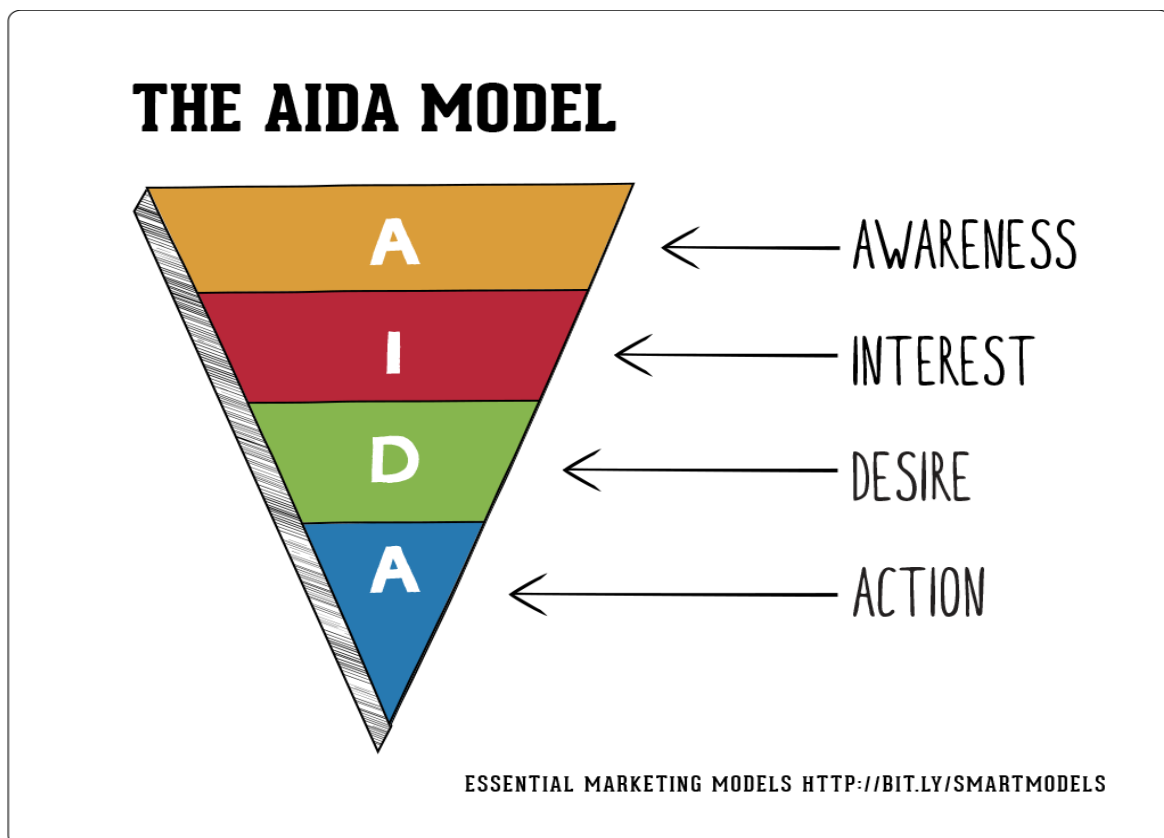
| No. | Factors         | Sources  |
|-----|-----------------|--|
| 1.  | Gender          | Tikka et al., (2000); Zelezny et al., (2000); Ruiz et al., (2001); Diamantopoulos et al., (2003); Tan and Lau (2010); Kauffman et al., (2012). |
| 2.  | Age             | Aapola (2002); Tindall et al., 2003); Diamantopoulos et al., (2003); Panni (2006); Kauffman et al., (2012).                                    |
| 3.  | Education Level | Dunlap et al., (2000), Panni (2006); Kauffman et al., (2012).  |
| 4.  | Occupation      | Panni (2006); Kauffman et al., (2012).   |
| 5.  | Marital Status  | Diamantopoulos et al., (2003).   |
| 6.  | Income Level    | Panni (2006); Kauffman et al., (2012).   |

## 2.1 Theoretical Framework

### 2.2.1 AIDA Model

AIDA (Attention/Awareness, Interest, Desire and Action) model was first developed by Elmo Lewis in 1898. It is one of the most commonly used models which help in assessing the effectiveness of an advertisement or developing effective communication strategies. This describes four marketing steps that occur when a consumer is exposed to an advertisement.

Figure 2.1:



#### 1. A - attract Attention (Awareness)

This is the first step of the AIDA model. It focuses on the attraction of the customer through the promotion of the product. Customers may not be aware of the existence of a product or service. Their awareness is attracted as a result of the extensive promotional campaigns of the Advertiser. Hence, the Advertiser has to promote in order to attract attention.



## 2. I - create Interest

The second step is to create customer's interest. Customer's interest for a product or service is generated when he is aware of it. This is done by ensuring that the message appeals to the customer as a result of the continuous communication of the product features, usage and benefits to him.

## 3. D - stimulate Desire

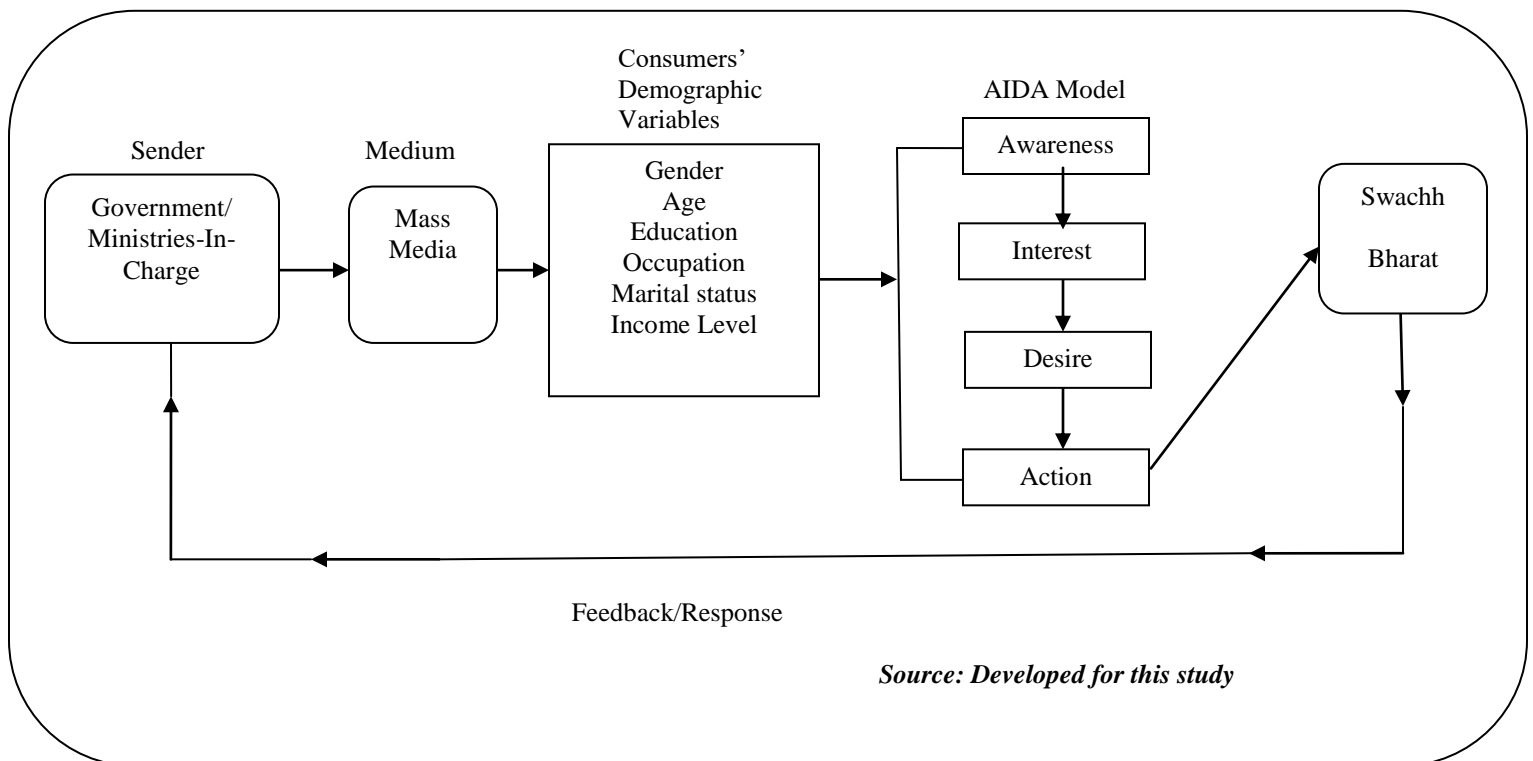
The Advertiser's task at this stage is to stimulate or induce desire for the advertised product or service. Here, the emphasis is on the ability to convince customers that the product or service being advertised can satisfy their respective needs.

## 4. A – lead to Action

This is the final stage of the process whereby it is expected that the desire created should lead the customer towards taking the necessary action to patronise the product.

## 2.3 Conceptual Model

**Figure 2.2: Roles of demographic variables in the Effective Communication of Swachh Bharat**



The above diagram explains the process through which the communication of Swachh Bharat to consumers could be measured by combining AIDA with demographic factors to identify their current state regarding their differences in awareness, interest, desire and action towards the campaign. By identifying the extent to which the campaign has generated a particular desired effect, effectiveness in future communications could be discovered and the generally intended purpose of the campaign could also be achieved. According to the diagram, the sender encodes the message and sends it through efficient mass media that reach the audience. The receivers (Consumers) decode the message and it attracts their attention, creates interest, stimulates desire and finally leads to action.

Feedback channels are developed to know the response of the audience due to the many barriers which may interrupt the intended purpose.

## **2.4 Hypotheses**

From the research objectives, literature review and the conceptual model of the study, the following hypotheses are constructed;

- H1: There is a significant difference between consumers' demographic variables and their awareness of Swachh Bharat campaign
- H2: There is a significant difference between consumers' demographic variables and their interest towards Swachh Bharat campaign
- H3: There is a significant difference between consumers' demographic variables and their desire towards Swachh Bharat campaign
- H4: There is a significant difference between consumers' demographic variables and their action towards Swachh Bharat campaign

## **3.0 Research Methods**

This quantitative research employed the exploratory research design and it was conducted in selected places of the four Tier-1 Cities (Delhi, Mumbai, Bangalore and Chennai) to explore the underlying reasons and opinions and to gain insights into the problem.

A total of 400 respondents (100 from each city) were included in this study as the sample size. They were drawn from the population of consumers who are stakeholders of the environment and located in the selected places of the four Tier-1 Cities.

In order to investigate the research objectives, both primary and secondary data were collected. The primary data were collected using questionnaires. A total of 400 questionnaires were self-administered to respondents based on the convenience sampling method. The structured questionnaires contained both closed-ended and few open-ended questions. It consisted of two sections.

The first section (A) consisted of questions to obtain the general information about the respondents' demographic data such as age, gender, monthly income, the level of education, occupation and marital status. The second section (B) consisted of items to measure the communication effectiveness of Swachh Bharat constructed using the AIDA Model. All the variables included in this study were measured on a five-point Likert-scale ranging from 'strongly agree' to 'strongly disagree'.

The primary data were beefed up with secondary data from articles, publications and reports related to demographic factors, Swachh Bharat and the environment in general. The study was carried out in selected places of the four Tier One Cities.

The data were analysed using Statistical Package for the Social Sciences (SPSS) version 17. The statistical tools used for the analyses for testing the hypotheses and the reliability of the answers provided by the respondents from the demographic, environmental and Swachh Bharat information sources were Percentage analyses, Cronbach's alpha, and ANOVA. The statistical tools adopted are explained below;

- Percentage analyses were used to analyse the respondents' demographic characteristics.
- Cronbach's alpha was used to determine the reliability by measuring the internal consistency associated with the scales.
- ANOVA was used to determine the significant differences and influences that exist between more than two categories in the demographic characteristics against the dependent variables.

The analyses were conducted in a careful manner to ensure that they are in conformity with the objectives and the hypotheses formulated.

| <b>Demographic Factors</b> | <b>Descriptions</b>        | <b>Total (n=400)</b> | <b>Percentage<br/>Total (100%)</b> |
|----------------------------|----------------------------|----------------------|------------------------------------|
| 1. Gender                  | a. Male                    | 186                  | 46.5                               |
|                            | b. Female                  | 214                  | 53.5                               |
| 2. Age                     | a. 18-25 years             | 114                  | 28.5                               |
|                            | b. 26-33 years             | 85                   | 21.3                               |
|                            | c. 34-41 years             | 92                   | 23                                 |
|                            | d. 42-49 years             | 46                   | 11.5                               |
|                            | e. 50-57 years             | 32                   | 8                                  |
|                            | f. 58 years and above      | 31                   | 7.8                                |
| 3. Education Level         | a. None                    | 5                    | 1.3                                |
|                            | b. Diploma                 | 67                   | 16.8                               |
|                            | c. Graduate                | 203                  | 50.8                               |
|                            | d. Postgraduate            | 125                  | 31.3                               |
| 4. Occupation              | a. Student                 | 53                   | 13.3                               |
|                            | b. Private Sector Employee | 188                  | 47                                 |
|                            | c. Government Employee     | 102                  | 25.5                               |
|                            | d. Professional            | 57                   | 14.3                               |
| 5. Marital status          | a. Single                  | 244                  | 61                                 |
|                            | b. Married                 | 152                  | 38                                 |
|                            | c. Separated/Divorced      | 1                    | 0.3                                |
|                            | d. Widowed                 | 3                    | 0.8                                |
| 6. Income Level            | a. Below Rs. 5,000         | 51                   | 12.8                               |
|                            | b. Rs. 5,000-15,000        | 33                   | 8.3                                |
|                            | c. Rs. 16,000-26,000       | 29                   | 7.3                                |
|                            | d. Rs. 27,000-37,000       | 28                   | 7                                  |
|                            | e. Rs. 38,000-48,000       | 77                   | 19.3                               |
|                            | f. Rs. 49,000-59,000       | 96                   | 24                                 |

|  |                         |    |      |
|--|-------------------------|----|------|
|  | g. Rs. 60,000 and above | 86 | 21.5 |
|--|-------------------------|----|------|

## 4.0 Results and Analyses

### 4.1 Demographics Profile of Respondents

**Table 4.1: Demographics Profile of Respondents**

*Source: Field Data*

Table 4.1 above represents the demographic profile of the respondents included in the study. In summary, it is observed from the table that a majority of them are females (53.5%), belonging to the age categories of 18-25 years (28.5%), are graduates (50.8%) and also private employees (47%).

Moreover, most of them are singles (61%) with regards to their marital status and finally having a monthly income level between Rs. 49,000 – 59,000.

### 4.2 Reliability Statistics

**Table 4.2: Cronbach's Alpha**

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .946             | .969   | 10         |

Cronbach's Alpha Coefficient was conducted to measure the internal consistency of reliability of all items measured. 0.946 is the value of Cronbach's Alpha Coefficient. This is very high, therefore, means that the data is satisfactory, because, they meet the minimum acceptable level of 0.7.

### 4.3 ANOVA

**H1: There is a significant difference between consumers' demographic variables and their awareness of Swachh Bharat campaign**

**Table 4.3: Demographic Variables versus Awareness**

| No. | Demographic Variables | Descriptions               | Mean          | N   | SD            | F       | Sig.        |
|-----|-----------------------|----------------------------|---------------|-----|---------------|---------|-------------|
| 1.  | Gender                | a. Male                    | <b>1.1183</b> | 186 | <b>.32381</b> | 485.673 | <b>.000</b> |
|     |                       | b. Female                  | <b>2.7009</b> | 214 | <b>.93160</b> |         |             |
| 2.  | Age                   | a. 18-25 years             | <b>1.0000</b> | 114 | <b>.00000</b> | 693.213 | <b>.000</b> |
|     |                       | b. 26-33 years             | <b>1.4118</b> | 85  | <b>.49507</b> |         |             |
|     |                       | c. 34-41 years             | <b>2.0000</b> | 92  | <b>.00000</b> |         |             |
|     |                       | d. 42-49 years             | <b>2.6522</b> | 46  | <b>.48154</b> |         |             |
|     |                       | e. 50-57 years             | <b>3.4063</b> | 32  | <b>.49899</b> |         |             |
|     |                       | f. 58 years and above      | <b>4.4194</b> | 31  | <b>.50161</b> |         |             |
| 3.  | Education Level       | a. None                    | <b>1.0000</b> | 5   | <b>.00000</b> | 241.433 | <b>.000</b> |
|     |                       | b. Diploma                 | <b>1.0000</b> | 67  | <b>.00000</b> |         |             |
|     |                       | c. Graduate                | <b>1.5468</b> | 203 | <b>.49904</b> |         |             |
|     |                       | d. Postgraduate            | <b>3.2000</b> | 125 | <b>.94186</b> |         |             |
| 4.  | Occupation            | a. Student                 | <b>1.0000</b> | 53  | <b>.00000</b> | 499.757 | <b>.000</b> |
|     |                       | b. Private Sector Employee | <b>1.4096</b> | 188 | <b>.49307</b> |         |             |
|     |                       | c. Government Employee     | <b>2.3529</b> | 102 | <b>.48024</b> |         |             |
|     |                       | d. Professional            | <b>4.0000</b> | 57  | <b>.68139</b> |         |             |
| 5.  | Marital Status        | a. Single                  | <b>1.3279</b> | 244 | <b>.47040</b> | 196.052 | <b>.000</b> |
|     |                       | b. Married                 | <b>2.9079</b> | 152 | <b>.92325</b> |         |             |
|     |                       | c. Separated/Divorced      | <b>5.0000</b> | 1   | <b>0.0000</b> |         |             |
|     |                       | d. Widowed                 | <b>5.0000</b> | 3   | <b>0.0000</b> |         |             |
| 6.  | Income Level          | a. Below Rs. 5,000         | <b>1.0000</b> | 51  | <b>0.0000</b> | 372.365 | <b>.000</b> |
|     |                       | b. Rs. 5,000-15,000        | <b>1.0000</b> | 33  | <b>0.0000</b> |         |             |
|     |                       | c. Rs. 16,000-26,000       | <b>1.0000</b> | 29  | <b>0.0000</b> |         |             |
|     |                       | d. Rs. 27,000-37,000       | <b>1.0000</b> | 28  | <b>0.0000</b> |         |             |
|     |                       | e. Rs. 38,000-48,000       | <b>1.7013</b> | 77  | <b>.46069</b> |         |             |
|     |                       | f. Rs. 49,000-59,000       | <b>2.0729</b> | 96  | <b>.26136</b> |         |             |

|  |    |                      |               |    |               |  |  |
|--|----|----------------------|---------------|----|---------------|--|--|
|  | g. | Rs. 60,000 and above | <b>3.6628</b> | 86 | <b>.72939</b> |  |  |
|--|----|----------------------|---------------|----|---------------|--|--|

It is observed from the above table that female respondents are the ones who are more aware of the campaign. Secondly, the age category of 58 years and above recorded the highest mean difference in the age category. Thirdly, postgraduate respondents also have the highest mean difference in the education level category.

Professionals in the occupation category are also the most aware of the campaign. Furthermore, separated/divorced and widowed respondents have the highest awareness in the marital status category.

Lastly, employees earning Rs. 60,000 and above also have the highest awareness in the income category. In conclusion, all the demographic variables of the consumers' have a significant influence on their awareness towards Swachh Bharat campaign. This statement is supported by the F values of all the categories being in significant positions with their significance levels = .000.

## **H2: There is a significant difference between consumers' demographic variables and their interest towards Swachh Bharat campaign**

**Table 4.4: Demographic Variables versus Interest**

| No. | Demographic Variables | Descriptions   | Mean          | N   | SD             | F       | Sig.        |
|-----|-----------------------|----------------|---------------|-----|----------------|---------|-------------|
| 1.  | Gender                | a. Male        | <b>1.4032</b> | 186 | <b>.49187</b>  | 363.703 | <b>.000</b> |
|     |                       | b. Female      | <b>3.2617</b> | 214 | <b>1.24724</b> |         |             |
| 2.  | Age                   | a. 18-25 years | <b>1.0263</b> | 114 | <b>.16078</b>  | 164.092 | <b>.000</b> |
|     |                       | b. 26-33 years | <b>2.0000</b> | 85  | <b>.00000</b>  |         |             |
|     |                       | c. 34-41 years | <b>2.8043</b> | 92  | <b>.90468</b>  |         |             |
|     |                       | d. 42-49 years | <b>3.9130</b> | 46  | <b>.28488</b>  |         |             |
|     |                       | e. 50-57 years | <b>4.3750</b> | 32  | <b>1.26364</b> |         |             |

|    |                        |                            |               |     |                |         |             |
|----|------------------------|----------------------------|---------------|-----|----------------|---------|-------------|
|    |                        | f. 58 years and above      | <b>3.0323</b> | 31  | <b>1.85264</b> |         |             |
| 3. | <b>Education Level</b> | a. None                    | <b>1.0000</b> | 5   | <b>.00000</b>  | 189.988 | <b>.000</b> |
|    |                        | b. Diploma                 | <b>1.0000</b> | 67  | <b>.00000</b>  |         |             |
|    |                        | c. Graduate                | <b>2.0148</b> | 203 | <b>.73443</b>  |         |             |
|    |                        | d. Postgraduate            | <b>3.8240</b> | 125 | <b>1.22517</b> |         |             |
| 4. | <b>Occupation</b>      | a. Student                 | <b>1.0000</b> | 53  | <b>.00000</b>  | 182.623 | <b>.000</b> |
|    |                        | b. Private Sector Employee | <b>1.7660</b> | 188 | <b>.57442</b>  |         |             |
|    |                        | c. Government Employee     | <b>3.4706</b> | 102 | <b>.86409</b>  |         |             |
|    |                        | d. Professional            | <b>3.8596</b> | 57  | <b>1.71588</b> |         |             |
| 5. | <b>Marital Status</b>  | a. Single                  | <b>1.6148</b> | 244 | <b>.61459</b>  | 176.230 | <b>.000</b> |
|    |                        | b. Married                 | <b>3.6908</b> | 152 | <b>1.19731</b> |         |             |
|    |                        | c. Separated/Divorced      | <b>1.0000</b> | 1   | <b>.00000</b>  |         |             |
|    |                        | d. Widowed                 | <b>1.0000</b> | 3   | <b>.00000</b>  |         |             |
| 6. | <b>Income Level</b>    | a. Below Rs. 5,000         | <b>1.0000</b> | 51  | <b>.00000</b>  | 114.289 | <b>.000</b> |
|    |                        | b. Rs. 5,000-15,000        | <b>1.0000</b> | 33  | <b>.00000</b>  |         |             |
|    |                        | c. Rs. 16,000-26,000       | <b>1.0690</b> | 29  | <b>.25788</b>  |         |             |
|    |                        | d. Rs. 27,000-37,000       | <b>2.0000</b> | 28  | <b>.00000</b>  |         |             |
|    |                        | e. Rs. 38,000-48,000       | <b>2.0000</b> | 77  | <b>.00000</b>  |         |             |
|    |                        | f. Rs. 49,000-59,000       | <b>3.2500</b> | 96  | <b>.89443</b>  |         |             |
|    |                        | g. Rs. 60,000 and above    | <b>3.7442</b> | 86  | <b>1.47278</b> |         |             |

The table above represents consumers' demographic variables and their interest towards Swachh Bharat campaign. According to the table, female respondents have the highest interest towards the campaign. The age category of 50-57 years obtained the highest mean difference in the age category. Postgraduate respondents also have the highest mean difference in the education level category. Professional in the occupation category also has the highest mean difference.

Moreover, married respondents have the highest interest in the marital status variable. As expected, employees earning Rs. 60,000 and above also have the highest influence in the income category.



Lastly, all the demographic variables of the consumers' have a significant influence on their interest towards Swachh Bharat campaign. Due to the fact that the F values of all the categories are significant with their significance levels = .000.

**H3: There is a significant difference between consumers' demographic variables and their desire towards Swachh Bharat campaign**

**Table 4.5: Demographic Variables versus Desire**

| No. | Demographic Variables | Descriptions               | Mean   | N   | SD      | F       | Sig. |
|-----|-----------------------|----------------------------|--------|-----|---------|---------|------|
| 1.  | Gender                | a. Male                    | 1.1720 | 186 | .43181  | 410.062 | .000 |
|     |                       | b. Female                  | 2.4112 | 214 | .73098  |         |      |
| 2.  | Age                   | a. 18-25 years             | 1.0000 | 114 | .00000  | 182.926 | .000 |
|     |                       | b. 26-33 years             | 1.5294 | 85  | .58935  |         |      |
|     |                       | c. 34-41 years             | 1.9457 | 92  | .22794  |         |      |
|     |                       | d. 42-49 years             | 2.5435 | 46  | .50361  |         |      |
|     |                       | e. 50-57 years             | 3.2188 | 32  | .42001  |         |      |
|     |                       | f. 58 years and above      | 2.9355 | 31  | 1.15284 |         |      |
| 3.  | Education Level       | a. None                    | 1.0000 | 5   | .00000  | 165.677 | .000 |
|     |                       | b. Diploma                 | 1.0000 | 67  | .00000  |         |      |
|     |                       | c. Graduate                | 1.5714 | 203 | .53452  |         |      |
|     |                       | d. Postgraduate            | 2.7440 | 125 | .78189  |         |      |
| 4.  | Occupation            | a. Student                 | 1.0000 | 53  | .00000  | 192.796 | .000 |
|     |                       | b. Private Sector Employee | 1.4362 | 188 | .53854  |         |      |
|     |                       | c. Government Employee     | 2.3039 | 102 | .46222  |         |      |
|     |                       | d. Professional            | 3.0877 | 57  | .91184  |         |      |
|     |                       | a. Single                  | 1.3484 | 244 | .51075  |         |      |
|     |                       | b. Married                 | 2.5526 | 152 | .68850  |         |      |

|    |                       |                         |               |    |               |                |             |
|----|-----------------------|-------------------------|---------------|----|---------------|----------------|-------------|
| 5. | <b>Marital Status</b> | c. Separated/Divorced   | <b>2.0000</b> | 1  | <b>.00000</b> | 162.488        | <b>.000</b> |
|    |                       | d. Widowed              | <b>5.0000</b> | 3  | <b>.00000</b> |                |             |
| 6. | <b>Income Level</b>   | a. Below Rs. 5,000      | <b>1.0000</b> | 51 | <b>.00000</b> | <b>178.248</b> | <b>.000</b> |
|    |                       | b. Rs. 5,000-15,000     | <b>1.0000</b> | 33 | <b>.00000</b> |                |             |
|    |                       | c. Rs. 16,000-26,000    | <b>1.0000</b> | 29 | <b>.00000</b> |                |             |
|    |                       | d. Rs. 27,000-37,000    | <b>1.3571</b> | 28 | <b>.73102</b> |                |             |
|    |                       | e. Rs. 38,000-48,000    | <b>1.6364</b> | 77 | <b>.48420</b> |                |             |
|    |                       | f. Rs. 49,000-59,000    | <b>2.0208</b> | 96 | <b>.14358</b> |                |             |
|    |                       | g. Rs. 60,000 and above | <b>3.0581</b> | 86 | <b>.74130</b> |                |             |

From the table above, it is observed that female respondents have the highest influence on desire. With the age category, those within the 50-57 years category have the highest desire to engage in the process. Postgraduate respondents also have the highest mean difference in the education level category.

From the occupation category, professional obtained the highest mean difference. Married respondents also have the highest mean difference. Employees receiving Rs. 60,000 and above also have the highest influence in the income category.

Lastly, all the demographic variables of the consumers' have a significant influence on their desire towards Swachh Bharat campaign. This is because the F values of all the categories are significant with their significance levels = .000.

**H4: There is a significant difference between consumers' demographic variables and their action towards Swachh Bharat campaign**

**Table 4.6: Demographic Variables versus Action**

| No. | Demographic Variables | Descriptions | Mean          | N   | SD            | F | Sig. |
|-----|-----------------------|--------------|---------------|-----|---------------|---|------|
|     |                       | a. Male      | <b>1.1183</b> | 186 | <b>.32381</b> |   |      |

|    |                        |                            |               |     |                |         |             |
|----|------------------------|----------------------------|---------------|-----|----------------|---------|-------------|
| 1. | <b>Gender</b>          | b. Female                  | <b>2.4206</b> | 214 | <b>.93485</b>  | 326.774 | <b>.000</b> |
| 2. | <b>Age</b>             | a. 18-25 years             | <b>1.0000</b> | 114 | <b>.00000</b>  | 161.255 | <b>.000</b> |
|    |                        | b. 26-33 years             | <b>1.4118</b> | 85  | <b>.49507</b>  |         |             |
|    |                        | c. 34-41 years             | <b>2.0000</b> | 92  | <b>.00000</b>  |         |             |
|    |                        | d. 42-49 years             | <b>2.2609</b> | 46  | <b>.77272</b>  |         |             |
|    |                        | e. 50-57 years             | <b>2.6562</b> | 32  | <b>1.18074</b> |         |             |
|    |                        | f. 58 years and above      | <b>3.8387</b> | 31  | <b>1.03591</b> |         |             |
| 3. | <b>Education Level</b> | a. None                    | <b>1.0000</b> | 5   | <b>.00000</b>  | 103.836 | <b>.000</b> |
|    |                        | b. Diploma                 | <b>1.0000</b> | 67  | <b>.00000</b>  |         |             |
|    |                        | c. Graduate                | <b>1.5468</b> | 203 | <b>.49904</b>  |         |             |
|    |                        | d. Postgraduate            | <b>2.7200</b> | 125 | <b>1.13308</b> |         |             |
| 4. | <b>Occupation</b>      | a. Student                 | <b>1.0000</b> | 53  | <b>.00000</b>  | 179.168 | <b>.000</b> |
|    |                        | b. Private Sector Employee | <b>1.4096</b> | 188 | <b>.49307</b>  |         |             |
|    |                        | c. Government Employee     | <b>2.1078</b> | 102 | <b>.54331</b>  |         |             |
|    |                        | d. Professional            | <b>3.3860</b> | 57  | <b>1.22116</b> |         |             |
| 5. | <b>Marital Status</b>  | a. Single                  | <b>1.3279</b> | 244 | <b>.47040</b>  | 112.909 | <b>.000</b> |
|    |                        | b. Married                 | <b>2.5132</b> | 152 | <b>.98993</b>  |         |             |
|    |                        | c. Separated/Divorced      | <b>5.0000</b> | 1   | <b>.00000</b>  |         |             |
|    |                        | d. Widowed                 | <b>5.0000</b> | 3   | <b>.00000</b>  |         |             |
| 6. | <b>Income Level</b>    | a. Below Rs. 5,000         | <b>1.0000</b> | 51  | <b>.00000</b>  | 88.199  | <b>.000</b> |
|    |                        | b. Rs. 5,000-15,000        | <b>1.0000</b> | 33  | <b>.00000</b>  |         |             |
|    |                        | c. Rs. 16,000-26,000       | <b>1.0000</b> | 29  | <b>.00000</b>  |         |             |
|    |                        | d. Rs. 27,000-37,000       | <b>1.0000</b> | 28  | <b>.00000</b>  |         |             |
|    |                        | e. Rs. 38,000-48,000       | <b>1.7013</b> | 77  | <b>.46069</b>  |         |             |
|    |                        | f. Rs. 49,000-59,000       | <b>2.0729</b> | 96  | <b>.26136</b>  |         |             |
|    |                        | g. Rs. 60,000 and above    | <b>2.9651</b> | 86  | <b>1.26907</b> |         |             |

According to the table, female respondents have the highest influence on action. Regarding the age category, respondents who are found within the 58 years and above category have the tendency to engage in the action process. Postgraduate respondents also have the highest mean difference in the education level category.

In occupation, professional recorded the highest mean difference. Concerning marital status, separated/divorced and widowed respondents had the same mean difference outcome. Employees receiving Rs. 60,000 and above have the highest influence.

Finally, from the table, all the demographic variables of the consumers' have a significant influence on their action towards Swachh Bharat campaign. This is because all the F values of every category are significant with their significance levels = .000.

## **5.0 Conclusion**

This study selected six (6) demographic variables and measured them against the constituents of the AIDA model. A conceptual model was developed by combining the AIDA model with literature to explain how demographic variables affect the effectiveness of the communication of Swachh Bharat. The objectives of this study were;

- To identify the significant differences that exists between each demographic variable with consumers' awareness, interest, desire and action towards Swachh Bharat.
- To find out the demographic variables which have the most significant influences on consumers' contact with the campaign.
- To identify the distinctive roles of demographic variables as deterministic factors for effective communication of the Swachh Bharat campaign.

The succeeding results, therefore, confirmed that demographic variables considered for this study contributed significantly on the communication the Swachh Bharat campaign. Hence, the study has provided an answer that the demographic variables of consumers influence their level of awareness, to interest, to desire and finally to action with the communication process.

Based on this, better communication programmes focusing consumers' demographic variables can generate a positive reaction to the Swachh Bharat campaign as it aims at bringing

complete sanitation solutions and changing people's attitudes and mindsets. Finally, the overall findings of the study bring theoretical contributions to literature.

### **5.1 Managerial Implications**

- It was revealed that all the demographic variables employed in this study were significant with the awareness, interest, desire and action of consumers' towards the campaign. Hence, in order to a design successful campaign, it is important to target demographic factors in the communication process since they are central to the success of the message.
- Secondly, it was also identified that all the demographic variables have significant differences. Thus, the message of the campaign should be modified according to the needs and requirements of the specific demographic category.
- Furthermore, females, adults, professionals and more educated consumers have the highest significant mean differences. They are, therefore, the remarkable leading factors in assessing the effectiveness of the campaign. Due to their characteristics, effective educational campaigns undertaken by these sets of participants of the society will make others follow suit to change their attitudes over time. For example, peer groups and celebrities in these categories could be used as messengers in the communication process.
- Moreover, as this study attests that demographic variables are significant predictors in the effective communication of the campaign, it generates an opportunity to include them in formulating and executing any communication programme which will help the management of waste better.
- Lastly, as a result of the various target audiences, the campaigns' messages may also be diffused through different channels. That is, they should be sent through many different channels or a combination of the same.

### **5.2 Limitations and Future Areas of Research**

- A total of 400 consumers were included as the sample size. Due to this, it is likely to pose a limitation in terms of generalisation. The findings from this study may not be applicable to other conditions. A further study using a larger sample size would explain the situation better.
- The scope of this study was limited to six (6) demographic variables. A further study addressing and exploring other demographic variables would definitely yield different results.

- This research was limited to the consumers of four Tier-1 Cities of India (New Delhi, Mumbai, Bangalore and Chennai). Hence, reflects the specificities of Urban India. Therefore, another perspective could be added by replicating this study to Rural India.
- Moreover, the study focused primarily on demographic variables and measured them against the constituents of the AIDA model to explain how demographic variables affect the effectiveness of the communication of Swachh Bharat campaign. A future study employing psychological factors would be interesting.

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