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THE ECONOMICS OF PUBLIC SERVICE ADVERTISING OF HEALTH CARE SERVICE SECTOR – A LITERATURE REVIEW

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ABSTRACT

Management of the economics of public service advertising of health care service sector shall be followed very efficiently and effectively by any nation proactive to human beings or society in general. In this context the main objective of this study is to review the literature on the economics of public service advertising of health care service sector from the secondary sources. This study is mainly based on the secondary data collected from the various sources like Published report, Web Articles, Journals and research report etc. Comparative study for this research have been done through the assessment of existing research report, articles related to the literature for the economics of public service advertising of health care service sector. It is observed that all the study has provided some positive outcome and further expansion of field study frequently basis may give more effective and efficient social wellbeing's.

KEYWORDS

literature, assessment, economics, public service ad, health care industry.

INTRODUCTION

Health Economics covers the branch of economics concerned with problems associated to effectiveness, efficacy, value and behavior in the creation and use of healthcare service sector. Broadly, health economists study the operation of overall healthcare systems and health-moving manners such as smoking, Immunization etc. Health economists need to appraise various categories of financial information like costs and expenditures. Health economics also deals with the promotion of health through the study of health care service providers, hospitals and clinics Ads and public health promotion activities. In public health promotion activities Public service advertising is used to inform the public on issues that are frequently considered to be in the general best interests of the community at large.

Typically, it reflects a social wellbeing, philosophical theory and humanitarian notion. It is also commonly referred to as a public service announcement (PSA) or a community service announcement (CSA). The ads are usually broadcast on radio or television, but may also appear in newspapers or magazines. Public service advertising is commonly aimed at altering public attitudes by raising consciousness about particular issues. The public service advertising campaigns are often sponsored by government, trade associations, civic organizations, non-profit institutions or religious groups.

In India Public service advertising related to health care service sector regularly carried out by the Central and State Government. Some important health care service sector related public awareness campaign are Dengue, Women health, Smoking, Swine Flu, HIV / AIDS, Don't drink and drive, Anti-Alcohol, Cancer, Polio, Typhoid, Thalassemia, Drinking and smoking, Family Planning, Malaria, Iodine salt, Immunization for kids in government Hospital etc.

To promote these philanthropic causes central and state government spends lot of money every year but it need to be measure that actually these public service advertisements related to health care service sector produces what nature of effective and efficient result.

OBJECTIVES

The main objective of this study is to review the literature for the economics of public service advertising of health care service sector from the secondary sources.

METHODOLOGY

This study is mainly based on the secondary data collected from the various sources like Published report, Web Articles, Journals and research report etc. Comparative study for this research have been done through the assessment of existing research report, articles related to the literature for the economics of public service advertising of health care service sector.

STATEMENT OF THE PROBLEM

By and large Indian healthcare Industry projected to increase to US\$ 280 billion by 2020, having a composite annual growth rate of 22.9 per cent. Healthcare service sector in India provide service in the area like, hospitals, nursing homes, diagnostics centers and pharmaceuticals which comprises of 65 per cent of the total market. There is an important opportunity for improving healthcare related services taking into consideration that healthcare related expenditure as a percentage of Gross Domestic Product (GDP) is increasing. In India, approximately 70 per cent of the population staying in rural areas, which is an emerging segment for health care service and potential demand, may arise. In context to that the Government also promotes important health care service sector related public awareness campaign are Dengue, Women health, Smoking, Swine Flu, HIV / AIDS, Don't drink and drive, Anti-Alcohol, Cancer, Polio, Typhoid, Thalassemia, Drinking and smoking, Family Planning, Malaria, Iodine salt, Immunization for kids in government Hospital etc. Since the nineteenth century, advertising like outdoors advertising, electronic advertising and print advertising have continued to compete as a top communication channel. State Government and Central Government spends huge amount of money for promoting the social issues related to the health care service sector in India. Therefore, the purpose of the research work is to understand the literature for the economics of public service advertising of health care service sector from the secondary sources which may make the Public Service Advertising Related Health Care Service Sector more effective and successful.

MOTIVATION AND PRACTICAL UTILITY OF THE STUDY

The results of this study shall help to know the literature to measure the Economics of Public Service Advertising of Health Care Service Sector. This study will also help to improve Public Service Advertising of Health Care Service Sector economic efficiency. This study will help to identify the economics of selected health care service sector related public service outdoors advertising, specifically pertaining to the internal and external elements that make them effective and successful for

both public or consumers and the government. This study also helps to find out influence of selected health care service sector related public service television advertising in electronic media and its effect in pursuing the announcement made for public cause. This study again helps to find out influence of selected health care service sector related public service print media advertising and its effect in pursuing the announcement made for public cause. Medium term benefits of this study may be altered arrangements in the Public Service Advertising of Health Care Service Sector. Long term benefits of this study may be the results can useful to institute, government departments, NGOs, State Marketing Board, Private companies' etc. It will help to formulate ways and means of efficient functioning of Public Service Advertising of Health Care Service Sector which would in turn help the all public in general gaining additional health benefits and shall help in reducing the health deficit at national level.

RESEARCH GAPS

It can be seen from the review of literatures related to The Economics of Public Service Advertising of Health Care Service Sector in Tripura, India, that no study on economics of Public Service Advertising of Health Care Service Sector has been conducted for the state of Tripura. Hence, present study having in depth economic analysis of Public Service Advertising of Health Care Service Sector state perspectives covering various aspects like outdoors, television and print media advertising is very significant for sustainable development of Health care service sector of Tripura, India.

LITERATURE REVIEW

In order to build up an appropriate perception of the research problem recognition and to expand a theoretical structure to carry out the assessment of existing literature for the economics of public service advertising of health care service sector from the secondary sources, the following literature have been reviewed.

Martin S (2016) article on Word-of-mouth in the health care sector: a literature analysis of the current state of research and future perspectives reveals that Word-of-mouth (WOM) might spread in networks and influence large groups of people, stakeholder theory further proposes considering Word-of-mouth (WOM) as a possible way to distribute specific health care recommendations.

Islam M., Sheikh S. (2016) study on college students reveals that in Korea students pay much more attention on clarity of the emotional advertisements and found more effective in changing people mind to quit smoking and recommended that Government should play vital role to select emotional ads and broadcast frequently to reduce number of smoker and improve health condition of its citizen.

Hinde S et al. (2015) Concluded that Subject to the accessible proof, the analysis on Modeling the cost-effectiveness of public awareness campaigns for the early detection of non-small-cell lung cancer advocates that early consciousness movements in lung cancer have the possibility to be cost-effective. In addition to that the projected ordinary history model presents before was unavailable to forecast of the occurrence and speed of disease development in the undiagnosed populace.

Thomas (2015) study proved that there are common internal and external elements on billboards which brands strategically implement for them to receive a large return on their investment.

Clayforth *et al.* (2014) accomplished a study on cost-effectiveness analysis of online, radio and print tobacco control advertisements targeting 25-39 year-old males and found out that online advertising may be a highly cost-effective channel for low-budget tobacco control media campaigns. This finding is contrary to the current assumption that the use of a consistent message across multiple media simultaneously is the most cost-effective way of reaching and affecting target audiences.

Hsu *et al.* (2012) study on Comparative costs and cost-effectiveness of behavioral interventions as part of HIV prevention strategies suggests that while individual involvements are an attractive use of resources to raise awareness, this may not translate into a cost-effective impact on behavior change. The study found that the extensive reach of public outreach events did not seem to influence behavior change as cost-effectively when compared with magazines or radio broadcasts. Behavioral interventions are context-specific and their effectiveness influenced by a multitude of factors. Further analyses using a quasi-experimental design would be useful to programme implementers and policy makers as they face decisions regarding which HIV prevention activities to prioritize.

Unlike television and print ads, in outdoor advertising billboards advertising cannot be turned off or leave out. Iveson (2011) mentioned that how billboards have become the only mass medium capable of reaching consumers as they go about their everyday lives.

Bora (2010) has mentioned that Promoting significant social concerns which normally go ignored, public service advertising is well thought-out to be one of the most effective way to generate and nurture social awareness and bring about a transformation.

Bhatia (2009) has pointed out about public awareness campaigns ongoing in rural India in 1990s. Some of the vital campaigns are AIDS awareness, children's, women welfare, and clean water programs.

Hurley and Matthews (2008) carry out a survey on Cost-effectiveness of the Australian National Tobacco Campaign in Australia. It was establish that the quit benefits model (QBM) predicted that the NTC avoided over 32 000 cases of COPD, 11 000 cases of AMI, 10 000 cases of lung cancer, and 2500 cases of stroke. Prevention of around 55 000 deaths, gains of 323 000 life-years and 407 000 QALYs, and healthcare cost savings of \$A740.6 million were predicted. The NTC was therefore both cost saving and effective and concluded that reducing smoking prevalence, the NTC was unequivocally cost-effective.

Kahende *et al.* (2008) research work on A Review of Economic Evaluations of Tobacco Control Programs found that smoking cessation therapies, including nicotine replacement therapy (NRT) and self-help are most commonly studied. There are far fewer studies on other important interventions, such as price and tax increases, media campaigns, smoke free air laws and workplace smoking interventions, quitlines, youth access enforcement, school- based programs, and community-based programs. Although there are obvious gaps in the literature, the existing studies show in almost every case that tobacco control programs and policies are either cost-saving or highly cost-effective.

Peterson M (2008) researched on Cost-effectiveness analysis of a statewide media campaign to promote adolescent physical activity and their study reveals that A cost-effectiveness analysis of a statewide social marketing campaign was performed using a statewide surveillance survey distributed to 6th through 12th graders, media production and placement costs, and 2000 census data. Exposure to all three advertisements had the highest impact on both intent and behavior with 65.6% of the respondents considering becoming more active and 58.3% reporting becoming more active. Average cost of the entire campaign was \$4.01 per person to see an ad, \$7.35 per person to consider being more active, and \$8.87 per person to actually become more active, with billboards yielding the most positive cost-effectiveness. Findings highlight market research as an essential part of social marketing campaigns and the importance of using multiple marketing modalities to enhance cost-effectiveness and impact.

Chadha, A., Mehdi, A., and Malik, G. (2007) Working Paper No. 198 on "Impact of Preventive Health Care on Indian Industry and Economy." suggested solutions for effective delivery of health care by stressing the importance of prevention through a system of health vouchers issued by the employers for the benefit of employees to be used at their convenience.

Farrelly *et al.* (2007) studied on Effectiveness and cost effectiveness of television, radio and print advertisements in promoting the New York smokers' quitline and found that there was a positive and statistically significant relation between call volume and expenditures for television ($p < 0.01$) and radio ($p < 0.001$) advertisements and a marginally significant effect for expenditures on newspaper advertisements ($p < 0.065$).

Finally, concluded that Television, radio and print media all effectively increased calls to the New York smokers' quitline. Although increases in expenditures for television were the most effective, their relatively high costs suggest they are not currently the most cost effective means to promote a quitline.

Elder *et al.* (2004) studied on Effectiveness of Mass Media Campaigns for Reducing Drinking and Driving and Alcohol-Involved Crashes and found out that according to Community Guide rules of evidence, there is strong evidence that mass media campaigns are effective in reducing alcohol impaired driving (AID) and alcohol-related crashes

McAlister *et al.* (2004) used a randomized testing to estimate the American Cancer Society's telephone counseling service to help smoker's eagerness to give up. The study establishes that psychotherapy almost increase tremendously a smoker's probability of giving up and upholding cessation condition for a year. They recommended that the charge for each case of continued cessation attributable to counseling accessibility.

Hutubessy *et al.* (2003) examined the Generalized cost-effectiveness analysis for national-level priority-setting in the health sector and concluded that Health policy-makers and programmed managers can use results from WHO-CHOICE as a valuable input into the planning and prioritization of services at national level, as well as a starting point for additional analysis of the trade-off between the efficiency of interventions in producing health and their impact on other key outcomes such as reducing inequalities and improving the health of the poor.

Pechmann and Reibling (2000) published their paper on Anti-smoking advertising campaigns targeting youth: case studies from USA and Canada and their study indicates that improvements in campaign cost effectiveness may ultimately increase the likelihood and funding will be sustained until the problem of adolescent smoking is significantly alleviated.

Flora, J. A., Maibach, E. (1990) study shows that in the public service announcement message appraisal it was found that the emotional appeal advertising is better remembered than rational advertising appeal.

FINDINGS, SUMMARIZATIONS AND CONCLUDING OBSERVATION

From the above assessment and that it reveals that healthy and sustenance literatures for the economics of public service advertising of health care service sector are available. Comparative study for this research have been done through the assessment of existing Published report, Web Articles, Journals and research report etc. related to the literature for the economics of public service advertising of health care service sector. It is very much clear that the developed nations are more conscious than the developing and underdeveloped nation on the subject of investigations. It was found that the analysis on Modeling the cost-effectiveness of public awareness campaigns for the early detection of non-small-cell lung cancer advocates that early consciousness movements in lung cancer have the possibility to be cost-effective, a study on cost-effectiveness analysis of online, radio and print tobacco control advertisements targeting 25-39 year-old males and found out that online advertising may be a highly cost-effective channel for low-budget tobacco control media campaigns, Promoting significant social concerns which normally go ignored, public service advertising is well thought-out to be one of the most effective way to generate and nurture social awareness and bring about a transformation, a survey on Cost-effectiveness of the Australian National Tobacco Campaign in Australia was found out cost saving and effective and concluded that reducing smoking prevalence, the NTC was unequivocally cost-effective, Another study on Effectiveness and cost effectiveness of television, radio and print advertisements in promoting the New York smokers' quitline and found that there was a positive and statistically significant relation between call volume and expenditures for television and radio advertisements and a marginally significant effect for expenditures on newspaper advertisements, A mass media campaigns are effective in reducing alcohol impaired driving (AID) and alcohol-related crashes. Finally, it is observed that all the study has provided some positive outcome and further expansion of field study frequently basis may give more effective and efficient social wellbeing's.

SCOPE FOR FURTHER STUDY

The present study is an effort to present an overview of the literature on the economics of public service advertising of health care service sector from the secondary sources after considering a set of variables with specific objectives. However, the study might not have included certain other important variables essential for effective and efficient assessment of the literature on the economics of public service advertising of health care service sector. Hence a more comprehensive study covering a wide range of public service advertising or public awareness campaign of health care service sector and larger area coverage could generate more interesting findings and policy recommendations. Further, a comprehensive primary data collection shall be carried out using few models of economic evaluation with the selection of some areas to know that current practical scenario for interesting findings and policy recommendations. However, niche area in health care service sector related public awareness campaign like Dengue, Women health, Smoking, Swine Flu, HIV / AIDS, Don't drink and drive, Anti-Alcohol, Cancer, Polio, Typhoid, Thalassemia, Drinking and smoking, Family Planning, Malaria, Iodine salt, Immunization for kids in government Hospital etc., developing typology of health care service sector related public awareness campaign, deficiencies in health care service sector related public awareness campaign, technological options available to improve the health care service sector related public awareness campaign, knowing the impact of seasonal fluctuation in the health care service sector related public awareness campaign etc. are some vital areas which may be beneficial also.

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