

AIDA ANALYSIS OF SWACHH BHARAT ABHIYAN: ROLE OF BEHAVIORAL ANTECEDENTS

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ABSTRACT

The aim of advertising is to encourage consumers to buy or use what the company is offering. AIDA theory of advertising describes the effect of advertising media. According to AIDA model, a potential consumer goes through 4 phases when deciding whether to buy a product and these correlate to the 4 phases of the AIDA model. AIDA theory of advertising describes the effect of advertising media. The acronym AIDA stands for Attention/Awareness, Interest, Desire and action. The effectiveness of any advertising campaign can be easily judged through the four stages of AIDA theory. In the first phase, the attention of consumers is captured. Once the consumer is aware that the product or service exists, the business should work on increasing the potential's customer's interest level. In the third phase, an emotional connection is established moving consumer's mindset from "I like it" to "I want it". In the last stage, the focus is on achieving ultimate goal which is to drive the receiver of the marketing campaign to initiate action and purchase the product or service.

India accounts for about 90% of the population in South Asia and 59% of the 1.3 billion people still defecate in open, making it the single largest contributor to open defecation in the world. India loses atleast 1000 children a day to diarrhoeal deaths due to open defecation and lack of proper sanitation facilities. Due to the increment of awareness of environmental issues, health issues and also economic issues, Swachh Bharat campaign has been established. On launching Swachh Bharat Abhiya, PM Narendra Modi had said "the pursuit of cleanliness can be an economic activity contributing to GDP growth, reduction in health care costs and a source of employment.

Mahatma Gandhi wished to see a "Clean India" where people work hand in hand to make the country clean. To work seriously towards this vision of Gandhi Ji, Prime Minister Shri Narendra Modi launched the Swachh Bharat Abhiyaan on October 2, 2014 and asked people from all walks of life to help in successful implementation of this mission. He invited all the Indians to devote 100 hours to clean their surroundings. In order to bring out behaviour change, extensive awareness generation initiatives would need to be undertaken with regards to the negative healthcare issues related to open defecation. The campaign has been described as "beyond politics" and "inspired by patriotism". Post COVID the need for social distancing and personal hygiene is going to bring about several structural changes right from how people stand in a queue or get a haircut to flying or watching movies. The new institutional practices are likely to remain in place for a longer period of time, with some becoming a permanent feature of public life.

The present paper seeks to study the Swachh Bharat Abhiyan (SBA) through the lens of AIDA model. The study investigates the perception of people towards SBA through behavioural antecedents viz. attitude towards SBA, role of social media & subjective norms. This study is carried out to explore consumers' demographic variables and their significant influence on the 4 variables of AIDA theory.

Research Methodology: *This quantitative study employed the exploratory research design. Data was collected from 335 respondents from all over India which covered North region, South-East, South-West, East, West, North-East, North-West and central region with the help of a structured questionnaire and focus groups. Percentage analyses, one way ANOVA and multiple regression are the statistical tools adopted for testing the hypotheses using SPSS.*

Findings and Implications: *The statistically significant results revealed that category influences interest, desire & action of individuals. Education also positively impacts desire & action of individuals. Service class people were found to show more interest in SBA. Females were found to show more desire and action towards SBA activities. Single respondents show more desire in SBA. Religion was also found to affect SBA activities. People from Eastern region are more attentive to SBA activities while people from South West region were found to show interest in SBA activities. North West people have desire to actively participate in SBA while respondents from South East are the most action-oriented people as far as SBA activities are concerned.*

Keywords: Swachh Bharat, AIDA, Demographics, Behavioral antecedents.

INTRODUCTION

Launching a week-long garbage-free India campaign in the run up to Independence Day, called Gandagi Mukh Bharat, the Prime Minister said: “Imagine the situation if a Covid-19-like pandemic had hit us before 2014. Due to lack of toilets, could we have checked the spread of the infection? Would lockdown been possible when 60% of the population was forced to defecate in open?” the PM said.

Swachh Bharat Abhiyan (SBA) (Swachh Bharat Mission (SBM) or Clean India Mission in English) is a campaign in India that aims to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas. The objectives of Swachh Bharat include eliminating open defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism of monitoring toilet use (Perman, 2003).

SBA is India's largest cleanliness drive to date with 3 million government employees, school students, and college students from all parts of India. Modi has called the campaign "Satyagraha se Swachhagrah". There are various implementation policies and mechanisms for the program including three important phases such as planning phase, implementation phase and sustainability phase. This mission has targeted to solve the sanitation problems as well as better waste management all over the India by creating sanitation facilities to all. The endeavor of the Government is to turn it into a mass movement requiring not just toilets, but also a change in behavior and mind-sets of people (The Hindu, October 4, 2014). The Swachh Bharat Abhiyan was expected to bring the following transformation (Table 1).

1. Eliminate the open defecation practice in India and make toilets facilities to everyone.
2. Convert the insanitary toilets into flushing toilets.
3. Eradicate the manual scavenging system.
4. Proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.
5. Behavioral changes among Indian people regarding maintenance of personal hygiene and practice of healthy sanitation methods.
6. Create global awareness among common public living in rural areas and link it to the public health.
7. Support working bodies to design, execute and operate waste disposal systems locally.
8. Private-sector participation to develop sanitary facilities all through the India.

9. Make India a clean and green India.
10. Improve the quality of life of people in rural areas.
11. Sustainable sanitation practices by motivating communities and Panchayati Raj Institutions through the awareness programmes like health education.

Table 1		
EFFORTS IN INDIA FOR IMPROVING SANITATION WITH TIME		
S.No	Timeline	Efforts for Sanitation
1	5000 years ago	Ingenious solutions to facilitate waste water conveyance through underground drainage systems. Sanitary engineering, was at a developed stage. (Indus Valley Civilization and Harappa). Such visions on improved sanitary practices continued across the reign of various dynasties – like the Mauryas, Guptas.
2	Pre Independent era	Marginal concern, when rampant outbreaks of cholera and plague were affecting the health of the British Army personnel, then first Bombay Improvement Trust in 1898.
3	1954	First Five Year Plan of the Government of India Included ‘The National Water Supply and Sanitation Program’ introduced in the health sector.
4	1972	Accelerated Rural Water Supply Program (ARWSP), Designed to provide funds for —problem villages(tribal peoples, Scheduled Caste and, backward classes)
5	1977	ARWSP reintroduced
6	1981	Beginning of the International Drinking Water and Sanitation Decade, Creation of the International Drinking Water Supply & Sanitation Program, Government of India made its first sanitation target.
7	1986	Central Rural Sanitation Program (CRSP) launched The focus of the CRSP was on supply (providing toilets) and subsidy driven.
8	1991	National Technology Mission renamed the Rajiv Gandhi National Drinking Water Mission (RGNDWM).
9	1996-97	Knowledge, Attitude and Practices Survey (KAPs) administered by the RGNDW – Highlighted the convenience and privacy as main motivational factors, rather than subsidies, for toilet construction.
10	1999	CRSP restructured, and TSC launched.
11	2003	Nirmal Gram Puraskar (NGP) launched, Incentive scheme to encourage Panchayati Raj Institutions to become open defecation free
12	2005	Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)
13	2007	MGNREGA was converged with the NBA.
14	2012	TSC is renamed Nirmal Bharat Abhiyan (NBA) Target set for 100% coverage of sanitation in rural areas by 2020.
15	2014	Swachh Bharat Abhiyan (SBA) replaced NBA, New target to make India 100% clean by 2019.

Swachh Bharat Mission goals: According to a report by ET, the coronavirus pandemic helped develop a sanitation and cleanliness consciousness. The outbreak of the pandemic, which has severely impacted the economy and livelihoods, however, has helped achieve some Swachh Bharat Mission goals in the following ways.

Personal hygiene: The government spent nearly Rs 4,000 crore under SBM towards information, education and communication to promote personal hygiene. But a noticeable behavioural change happened post the COVID-19 outbreak when people sought ways to avoid

getting infected by maintaining personal hygiene and social distancing, also nudged by awareness campaigns.

Industry impact: Companies spanning sectors like FMCG, pharma, liquor and paints launched in record time a range of hygiene products such as hand washes, sanitisers, female hygiene products, face masks and surface sanitisers to cater to a sudden demand surge. This is expected to spike further as the lockdown eases and more people step outdoors.

Institutional change: Companies are taking a range of precautionary measures to prevent transmission of the virus at workplaces, from having most employees work from home to making changes in office design. The pandemic is changing the way companies are functioning and streamlining their cost structures.

Daily life: The need for social distancing and personal hygiene is going to bring about several structural changes right from how people stand in a queue or get a haircut to flying or watching movies. The new institutional practices are likely to remain in place for a longer period of time, with some becoming a permanent feature of public life.

REVIEW OF LITERATURE

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.

A) 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. Hence, the Advertiser has to promote the product in order to attract attention of customer. In context of Swachh Bharat, communication and awareness programs are undertaken in order to make people aware about the significance of cleanliness.

B) 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. In India, people are highly influenced by celebrities. They consider them as their role models. Government of India has involved public figures like Vidya Balan for Sanitation awareness program, Akshay Kumar, Amitabh Bachchan etc. Involvement of these celebrities have created interest of people in the cleanliness drive of Government.

C) Desire

The advertiser's task at this stage is to induce desire for the advertised product or service. In context of SBA, the government through its various promotional campaigns keeps on inducing people to undertake cleanliness drive.

D) 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.

The perfect instance was when PM Shri Narendra Modi himself took the broom and started cleaning the roads in order to induce people for cleanliness. Also on birth anniversary of Mahatma Gandhi, cleanliness drive was undertaken on massive scale in various localities, offices, schools and colleges.

Objectives of the Study

The objectives of the study are

- (1) To study the awareness/attention, interest, desire and action of respondents towards SBA.
- (2) To study the demographic-based difference amongst respondents for different AIDA variables.
- (3) To study the impact of attitude, social media & subjective norms on 4 variables of AIDA.
- (4) To draw strategic implications & suggest measures for effective implementation of SBA.

Role of Demographics

Demographic variables are the most influential factors in pro-environmental behavior (Kollmuss & Agyeman, 2002). They are extensively used in explaining people's behavior and attitude (Senauer, 1991). Age, gender, income level, education level & occupation status were found to be most important variables that significantly influence the consumers (Raudsapp, 2001) (Table 2 and Figure 1).

S.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).

The hypotheses relating to demographics are proposed below:

H_{1,1}: Awareness/Attention differs across age.

H_{1,2}: Awareness/Attention differs across category.

H_{1,3}: Awareness/Attention differs across Educational qualifications.

H_{1,4}: Awareness/Attention differs across Occupation.

H_{1.5}: Awareness/Attention differs across Income.

H_{1.6}: Awareness/Attention differs across Gender.

H_{1.7}: Awareness/Attention differs across Marital Status.

H_{1.8}: Awareness/Attention differs across Religion.

H_{1.9}: Awareness/Attention differs across Region.

H_{2.1}: Interest differs across age.

H_{2.2}: Interest differs across category.

H_{2.3}: Interest differs across Educational qualifications.

H_{2.4}: Interest differs across Occupation.

H_{2.5}: Interest differs across Income.

H_{2.6}: Interest differs across Gender.

H_{2.7}: Interest differs across Marital Status.

H_{2.8}: Interest differs across Religion.

H_{2.9}: Interest differs across Region.

H_{3.1}: Desire differs across age.

H_{3.2}: Desire differs across category.

H_{3.3}: Desire differs across Educational qualifications.

H_{3.4}: Desire differs across Occupation.

H_{3.5}: Desire differs across Income.

H_{3.6}: Desire differs across Gender.

H_{3.7}: Desire differs across Marital Status.

H_{3.8}: Desire differs across Religion.

H_{3.9}: Desire differs across Region.

H_{4.1}: Action differs across age.

H_{4.2}: Action differs across category.

H_{4.3}: Action differs across Educational qualifications.

H_{4.4}: Action differs across Occupation.

H_{4.5}: Action differs across Income.

H_{4.6}: Action differs across Gender.

H_{4.7}: Action differs across Marital Status.

H_{4.8}: Action differs across Religion.

H_{4.9}: Action differs across Region.

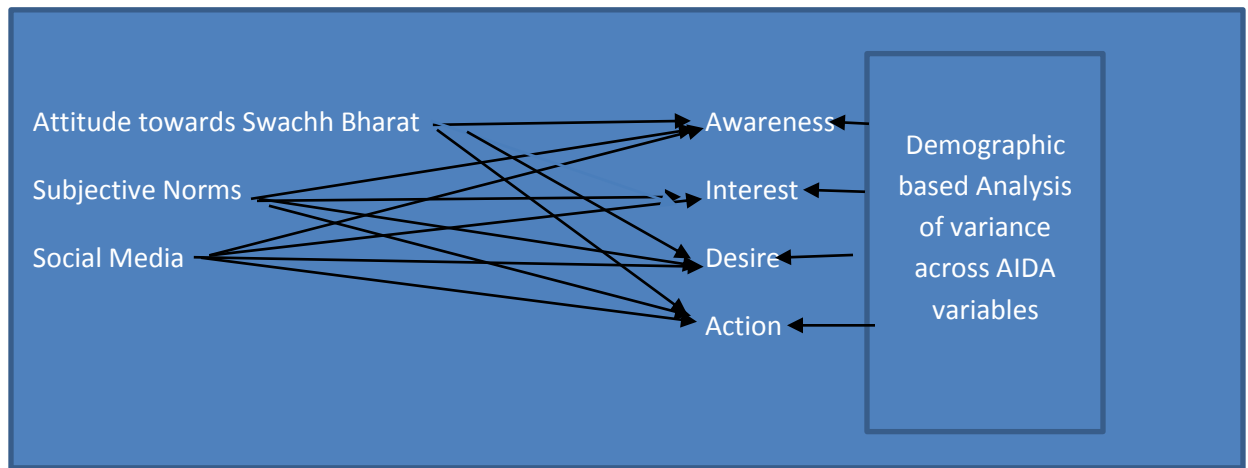


FIGURE 1
CONCEPTUAL MODEL: ROLES OF BEHAVIORAL ANTECEDENTS IN THE EFFECTIVE COMMUNICATION OF SWACHH BHARAT ABHIYAN

(Source: Developed for this study).

Behavioral Factors

The limited success of Clean India Campaign reflects that merely building toilets and creating infrastructure will not be enough to make people use them. The policy designers need to consider the behavior aspect. There should be focus on changing people's behavior in order to facilitate the building of new social norm. To make Clean India a mass movement, behavior change is the solution. Indians largely look down upon the job of cleaning and depend upon certain strata of people for this. People should be made to believe that keeping surroundings clean is the new social norm. The aim should be to implement the "I" factor rather than depending on others. People should take a vow 'I will do this job'. Keeping surroundings clean should become the new social norm that they upload pictures on social media encouraging others to do the same. The present study considers attitude towards SBA, subjective norms & role of social media as major behavioral factors which affect AIDA variables.

Attitude towards Swachh Bharat Abhiyan (SBA)

Attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor (Eagly and Chaiken, 1993). Attitude is seen by many researchers as having three components: affect, cognition and behavior. This tripartite model of attitude views cognitive, affective and behavioral processes as being responsible for the formation of attitudes but also as expressions of them (Breckler, 1984; Zanna and Rempel, 1988). Attitudes are assembled from beliefs, feelings & information about actions towards the object. Attitudes have a big influence on behavior. Swachh Bharat Mission (SBM) will remain incomplete without creating a change in attitude among the Indian populace as also mentioned in the vision documents of SBM. The present study measures attitude as a sum total of three factors viz. evaluation, potency and activity on a semantic differential scale (Osgood et al., 1957). Evaluation is concerned with whether a person thinks positively or negatively about a topic or situation (for eg. Dirty-clean) whereas potency (powerful) is concerned with how powerful the topic is for a person. Activity is concerned with whether the topic is seen as active or passive. On the basis of the above discussion, it is, therefore, hypothesized, that-

H_{5,1}: Attitude towards SBA positively affects Awareness of people towards SBA.

H_{5,2}: Attitude towards SBA positively affects Interest of people towards SBA.

H_{5,3}: Attitude towards SBA positively affects Desire of people towards SBA.

H_{5,4}: Attitude towards SBA positively affects Action of people towards SBA.

Social Media

Social media is defined as a group of internet based applications that allow for the creation & exchange of user generated content (Kaplan & Haenlein, 2010) enabling two way communication & enhanced participation. Social networking sites (hereinafter, SNSs) such as Facebook, YouTube, and Twitter have become increasingly important in people's lives and influence their communication habits. With people deeply engaging in social media, an increasing share of communication is occurring in these new environments (Berthon *et al.*, 2008). In contrast with the static websites in the early days of the Internet, the interactive nature of social media has ultimately changed how people engage with social cause. SBA campaign utilizes social media to increase transparency & publicize globally the country's efforts to improve its image on sanitation.

This section provides the analysis of influence of social media towards AIDA. The hypotheses proposed in this regard are.

H_{6,1}: Social media positively affects Awareness of people towards SBA.

H_{6,2}: Social media positively affects Interest of people towards SBA.

H_{6,3}: Social media positively affects Desire of people towards SBA.

H_{6,4}: Social media positively affects Action of people towards SBA.

Subjective Norms

Human behavior is changed either at an individual level i.e. factors which affect only the individual like awareness level, ability to change etc. or at a social level i.e. factors which are concerned with how individuals relate to each other and influence each other. Subjective norms are the perceived social pressure to perform or not to perform a behavior (Ajzen, 1981). Subjective Norms reveal the beliefs of individuals about how they would be viewed by their reference groups if they perform a certain behavior. Two types of norms are relevant to social norms approach: injunctive & descriptive norms. Injunctive norms involve perceptions of which behaviors are typically approved or disapproved. They assist an individual in determining what is acceptable & unacceptable social behavior. Descriptive norms involve perceptions of which behaviors are typically performed. They normally refer to the perception of other's behavior. They depict what happens, while injunctive norms describe what should happen.

Descriptive norms tend to override the injunctive norm as people have "sab chalta hai" attitude as far as cleanliness is concerned. Subjective norm is a component included in Theory of reasoned action & theory of planned behavior showing that subjective norms can influence one's behavior by impacting on one's behavioral intentions. The following hypotheses are proposed on the basis of above discussion.

H_{7,1}: Subjective norms positively affects Awareness of people towards SBA.

H_{7,2}: Subjective norms positively affects Interest of people towards SBA.

H_{7,3}: Subjective norms positively affects Desire of people towards SBA.

H_{7,4}: Subjective norms positively affects Action of people towards SBA.

RESEARCH METHODOLOGY

A structured questionnaire was made to assess the demographics viz. age, education, occupation status, marital status, income, religion, region, category, AIDA (Awareness, interest, desire and action) variables, attitude towards Swachh Bharat Abhiyan and social media role & subjective norms. A total of 335 valid responses were collected.

This section explains the different characteristics of surveyed respondents, by presenting their demographic information as presented in Table 3:

Age		%	Education		%	Occupation		
18-24	262	77.7	Upto 12 th	72	21.4	Student	265	78.6
25-34	42	12.5	Graduate	180	53.4	Service	44	13.1
35-44	16	4.7	Post-graduate	52	15.4	Professional	18	5.3
45-54	14	4.2	Professional	23	6.8	Self-Employed	4	1.2
55 & above	01	0.3	MPhil/Phd	6	1.8	Housewife	3	0.9
	335	99.4	Diploma	2	0.6		334	99.1
				332	99.4			
Religion			Region*			Income (family)		
Hinduism	280	83.1	North	129	38.3	Upto 3 lacs	103	30.6
Islam	4	1.2	South-East	31	9.2	3-6 lacs	78	23.1
Sikhism	6	1.8	South-West	09	2.7	6-9 lacs	49	14.5
Jainism	12	3.6	North-East	42	12.5	9-12 lacs	51	15.1
Christianity	11	3.3	East	30	8.9	12-15 lacs	26	7.7

Buddhism	5	1.5	West	32	9.5	15 lacs& above	22	6.5
Sanamahism	6	1.8	North-West	47	13.9	Missing	4	1.2
Donoi	2	0.6	Central	15	4.5		333	98.8
None	8	2.4		335	99.4			
	334	99.1						
Category			Marital Status			Source		
Unreserved	193	57.3	Single	287	85.2	Newspaper	81	24
Reserved	142	42.1	Married	48	14.2	Social Media	105	31.2
	335	99.4				TV	94	27.9
Gender						Family & friends	24	7.1
Female	133	39.5				Others	10	3
Male	202	59.9				All	18	5.3
						RSS	3	0.9

*Regions covered include North India (viz. Delhi, Chandigarh, UP, Uttarakhand); South East (Tamil Nadu, Andhra Pradesh, Telangana); South West (Karnataka, Kerala); North East (Meghalaya, Manipur, Sikkim, Tripura, Arunachal Pradesh, Assam, Nagaland, Mizoram); East (Bihar, West Bengal, Jharkhand, Orissa); West (Gujarat, Goa, Maharashtra); North West (Himachal Pradesh, Jammu & Kashmir, Punjab, Haryana) and Central India (MP, Chhattisgarh).

The sample profile shows that of the total sample of 335 respondents, 39.5% were female and 59.9% were male. Majority of the respondents are in the age group of 18-24 years, constituting 77.7% of the total sample, followed by respondents within the age bracket of 25-34 years, 35-44 years, 45-54 years and above 55 years. Many of the respondents were single with 85.2% of the total sample while 14.2% were married.

Respondents were also asked about their qualifications. Most of the respondents were either post graduate (15.4%) or Graduate (53.4%). Only 1.8% of them had done Ph.d. 78.6% of the sample are students. Service employee constitutes 13.1% of the data while 5.3% are professionals.

83.1% of the sample belong to Hindu religion whereas 1.2% are Muslims and 1.8% belong to Sikhism. Majority of the sample is earning upto Rs. 3 lacs (annual family income) whereas only 6.5% are earning more than Rs.15 lacs.

The data was collected from all over India. 38.3% of the respondents are from North India, respondents from east constitutes 8.9%, from south east constitutes 9.2%, from south west constitutes 2.7%, from central India constitutes 4.5% and from west constitutes 9.5%. 12.5% respondents are from North east while 13.9 are from North-west.

Respondents were also asked about their category. 57.3% belong to general category whereas 42.1% are from reserved category (SC/ST/OBC). Majority of the respondents have heard about SBA through social media and TV whereas only 7.1% have heard from friends and family.

Measurement of Variables

The major four variables relating to AIDA model i.e. Awareness, Interest, Desire and Action, were measured with the following statements on 7 point Likert scale ranging from strongly disagree to strongly agree. Attitude towards SBA was measured on a semantic differential scale. Subjective Norms and role of social media are also measured on 7 point Likert scale ranging from strongly disagree to strongly agree.

To estimate the suitability of the items included in the scale, reliability testing was done. A commonly used measure of reliability is the Cronbach's alpha that assesses the consistency of the scale and 0.70 is the generally acceptable or desirable limit of scale reliability (Hair, 2005).

The following table (Table 4) provides a summary of the results of reliability analysis performed on the scale along with statements used to measure various variables.

Table 4		
RELIABILITY RESULTS FOR SCALES USED IN THE STUDY		
Variables	Statements	Reliability Coefficient
Awareness	(1) My participation in cleanliness of my surroundings has increased Post COVID 19.	0.778
	(2) I contribute towards more towards SBA post COVID.	
	(3) I feel participation of celebrities will increase participation of people too.	
	(4) SBA has become a necessity for India post covid.	
	(5) SBA helps in overall development of country.	
	(6) Post pandemic, I feel Municipal Corporations should more actively participate in SBA.	
	(7) SBA hasn't brought any change post pandemic.	
	(8) I feel positive towards SBA post pandemic.	
	(9) Sanitation facilities are still the same in the area post Covid.	
	(10) There is no much change in the attitude of people towards cleanliness post pandemic.	
Interest	(1) I don't mind paying clean cess to Govt after COVID.	0.608
	(2) Post Pandemic, I felt like it is the Govt.'s duty to keep country clean.	
	(3) Post Pandemic, SBA alone won't be able to solve health problems in India.	
	(4) Post Pandemic, SBA will enhance tourism in India.	
	(5) Post covid, it is essential to focus on SBA so as to give better life to our upcoming generations.	
	(6) Post pandemic, SBA will create job opportunity.	
	(7) Post covid, Environment protection will not improve merely by SBA.	
	(8) Now after covid, I feel that India will never be able to overcome sanitation problem.	
Desire	(1) After covid, it is essential that penalty should be imposed against those violating Swachh Bharat regulations.	0.662
	(2) Post pandemic, it is necessary that Celebrities should be involved in organizing Swachh Bharat Run every quarter.	
	(3) Post covid, I feel that problem of hazardous waste can be solved through SBA.	
	(4) Post covid, I feel that SBA is the only solution to increasing pollution.	
Action	(1) Post covid, I ensure that my family doesn't throw waste in public.	0.838
	(2) Post pandemic, I organize cleanliness/awareness drive in my locality in collaboration with Residents welfare association by urging others to use public waste disposal systems.	
	(3) I organize cleanliness/awareness drive in my locality in collaboration with residents welfare association by urging others to use public waste disposal systems.	
	(4) Post covid, I have limited the use of plastic bags after SBA.	
	(5) Post covid, I consume only what I need.	

	(6) I recycle water in my household using appropriate water treatment.	
	(7) I use public transport wherever possible.	
Attitude towards SBA.	(1) Unnecessary.....Necessary (2) Inefficient.....Efficient (3) Humility feeling.....Pride feeling while participating.	0.725
Role of social media	I follow social media to get latest updates on SBA post pandemic.	
Subjective Norms	(1) People important to me support my idea of cleaning my surroundings post covid. (2) My family & friends consider SBA as appropriate for overall development of India post pandemic.	

Starting with the scale of Awareness, an 11 item scale has the cronbach alpha of 0.778. Interest comprising of 8 items, Desire consisting of 4 items and Action consisting of 7 items have cronbach alpha value as 0.608, 0.662 and 0.838 respectively.

Concerning attitude of people towards SBA, a 3 item scale, the alpha value came out to be 0.725.

Thus, all the values are within desirable limit of scale reliability.

ANALYSIS & RESULTS

Demographic variables are extensively used in explaining people’s behavior and attitude (Senauer, 1991). Some of the important demographic factors that influence the behavior are: gender, age, marital status, occupation, education, and income. Along with these variables, some other variables have been hypothesized in the subsequent section.

Relationship of all the dimensions of AIDA with the demographic variables has been assessed using One-way ANOVA. The results of one way ANOVA are given in the Table 5 below.

	Awareness				Interest				Desire				Action				
	N	Mean	F	Sig.	N	Mean	F	Sig.	N	Mean	F	Sig.	N	Mean	F	Sig.	
Age																	
18-24	144	5.01	0.48	0.6	132	4.84	0.45	0.7	257	5.11	1.26	0.28	257	5.17	0.84	0.5	
25-34	27	5.12			26	4.88			42	4.78			42	4.88			
35-44	8	5.03			11	5.09			16	4.75			16	5.01			
45-54	10	5.36			07	4.69			14	4.76			14	5.29			
55 and above	-								01	4.5			01	4			
Category																	
UR	112	5.22	10.7	0.00*	102	4.94	2.8	0.09**	190	5.17	6.19	0.01*	190	5.18	0.78	0.37	
R	77	4.78			74	4.74			140	4.85			140	5.06			
Education																	
Upto 12th	37	5.19	0.64	0.6	38	4.88	0.79	0.55	69	5.24	1.94	0.08**	68	5.47	2.41	0.03*	
Graduate	102	4.96			95	4.79			178	5.04			179	5.12			
Post-graduate	30	5.15			25	5.05			52	4.77			52	4.91			
Professional	15	5.17			15	4.98			23	5.08			23	4.96			
M.Phil/PhD	3	4.58			2	4.62			6	4.45			6	4.26			
Diploma	2	4.75			1	4.00			2	3.75			2	4.21			

Occupation																
Status																
Student	146	5.01	0.42	0.79	132	4.83	3.79	0.00*	261	5.10	1.40	0.2	261	5.18	1.21	0.3
Service	23	5.19			27	5.24			44	4.67			44	4.94		
Professional	14	5.01			10	4.23			18	4.91			18	4.69		
Self employed	4	5.5			4	4.96			4	4.93			4	5.71		
Housewife	2	4.81			3	4.37			3	5.33			3	5.42		
Income																
Upto 3 lacs	62	5.05	0.18	0.9	51	4.90	1.09	0.37	101	5.00	0.31	0.92	100	5.08	1.39	0.21
3-6 lacs	44	5.11			42	4.72			76	5.11			77	5.26		
6-9 lacs	29	4.96			21	4.66			49	4.97			49	5.04		
9-12 lacs	30	4.95			29	4.94			51	5.09			51	5.17		
12-15 lacs	15	5.15			19	5.25			26	5.11			26	5.46		
15 lacs	9	5.08			01	4.75			21	4.78			21	4.68		
									4	4.87			4	4.25		
Gender																
Female	73	5.03	0.02	0.8	79	4.8	0.8	0.3	132	5.21	5.5	0.02*	133	5.30	4.38	0.03*
Male	116	5.05			97	4.9			198	4.91			197	5.01		
Marital Status																
Single	161	5.01	1.52	0.2	149	4.8	0.18	0.6	283	5.03	4.64	0.03*	283	5.16	1.24	0.2
Married	28	5.25			27	4.92			47	4.70			47	4.94		
Religion																
Hinduism	166	5.11	1.22	0.28	148	4.82	1.87	0.06**	275	5.09	1.2	0.24	275	5.19	1.80	0.07**
Islam	2	4.56			1	4.12			4	4.43			4	4.39		
Sikhism	1	4.75			5	4.92			6	5.33			6	5.61		
Jainism	4	4.62			8	5.48			12	5.12			12	4.94		
Christianity	6	4.87			3	5.00			11	4.43			11	4.66		
Buddhism	2	3.87			3	4.16			5	4.50			5	4.60		
None	2	4.06			2	4.56			8	4.28			8	3.92		
Sanamahism	3	4.95			3	5.87			6	4.70			6	5.33		
Donoi AP	2	4.12			2	5.06			2	5.25			2	5.00		
Region																
North	64	4.9	1.90	0.07**	70	4.88	1.94	0.06**	127	5.08	1.98	0.05**	127	5.03	1.81	0.08**
SE	20	4.85			21	4.38			31	5.08			31	5.36		
SW	6	4.60			01	5.25			9	4.50			9	4.2		
NE	26	4.74			19	5.06			42	4.55			42	4.94		
East	16	5.49			18	4.68			28	5.21			28	5.34		
West	18	5.38			17	5.11			31	5.07			31	5.23		
NW	30	5.18			24	4.95			47	5.32			47	5.44		
Central	9	5.34			6	5.02			15	4.8			15	5.00		

*Significant at 0.05 level; **significant at 0.10 level.

	Awareness	Interest	Desire	Action
Age	NA (H _{1,1})	NA (H _{2,1})	NA (H _{3,1})	NA (H _{4,1})
Category	A (H _{1,2})	A(H _{2,2})	A(H _{3,2})	NA (H _{4,2})
Education	NA (H _{1,3})	NA (H _{2,3})	A(H _{3,3})	A(H _{4,3})
Occupation	NA (H _{1,4})	A(H _{2,4})	NA (H _{3,4})	NA (H _{4,4})
Income	NA (H _{1,5})	NA (H _{2,5})	NA (H _{3,5})	NA (H _{4,5})
Gender	NA (H _{1,6})	NA (H _{2,6})	A(H _{3,6})	A(H _{4,6})

Marital Status	NA (H _{1,7})	NA (H _{2,7})	A(H _{3,7})	NA (H _{4,7})
Religion	NA (H _{1,8})	A(H _{2,8})	NA (H _{3,8})	A(H _{4,8})
Region	A (H _{1,9})	A(H _{2,9})	A(H _{3,9})	A(H _{4,9})

Awareness

AGE: The results suggest that awareness does not show significant differences at $p < 0.05$ level in context of age of respondents. Hence, H_{1,1} stands rejected.

CATEGORY: The above Table 6 point towards significant results with $p < 0.05$ for awareness among people about SBA. The mean scores are higher in case of unreserved category. Thus, H_{1,2} is accepted.

EDUCATION: The ANOVA results indicate that awareness of people in context of SBA is insignificant at $p < 0.05$. Hence, H_{1,3} stands rejected.

OCCUPATION: The results suggest that there are no occupation based differences in awareness of people towards SBA. Therefore, H_{1,4} is rejected.

INCOME: On an empirical testing, it was found that people's awareness does not show significant results at $p < 0.05$. Thus, H_{1,5} is rejected.

GENDER: The results suggest that there are no gender based differences in awareness of people towards SBA. Therefore, the hypothesis H_{1,6} is rejected.

MARITAL STATUS: The ANOVA results indicate that there are no marital status based differences in awareness of people towards SBA. Therefore, the hypothesis H_{1,7} is rejected.

RELIGION: The above table point out that there are no religion based differences in awareness of people towards SBA as p value is insignificant at $p < 0.05$. Thus, H_{1,8} stands rejected.

REGION: The ANOVA results suggest that awareness about SBA among people differs across their region. People living in East India (covering Bihar, West Bengal & Orissa in the study) reported the highest mean score of 4.9. Thus, H_{1,9} is accepted.

INTEREST

AGE: The results suggest that interest of people towards SBA does not show significant differences at $p < 0.05$ level in context of age of respondents. Hence, H_{2,1} stands rejected.

CATEGORY: The above table point towards significant results with $p < 0.05$ for interest among people about SBA. The mean scores are higher in case of unreserved category. Thus, H_{2,2} is accepted.

EDUCATION: The ANOVA results indicate that interest of people in context of SBA is insignificant at $p < 0.05$. Hence, H_{2,3} stands rejected.

OCCUPATION: The results suggest that there are occupation based differences in interest of people towards SBA. It was further found that mean scores (5.24) are highest in case of service employees & lowest in case of professionals (4.23). Therefore, the hypothesis H_{2,4} is accepted.

INCOME: On an empirical testing, it was found that people's interest in SBA does not show significant results at $p < 0$. Thus, $H_{2.5}$ is rejected.

GENDER: The results suggest that there are no gender based differences in interest of people towards SBA. Therefore, the hypothesis $H_{2.6}$ is rejected.

MARITAL STATUS: The ANOVA results indicate that there are no marital status based differences in interest of people towards SBA. Therefore, the hypothesis $H_{2.7}$ is rejected.

RELIGION: The above table point out that there are religion based differences in interest of people towards SBA. Further, it was found that mean scores are highest for Sanamahism (5.87) followed by Jainism (5.48), Donoi AP (5.06) & Christianity (5.00). Thus, $H_{2.8}$ stands accepted.

REGION: The ANOVA results suggest that interest in SBA among people differs across their region. People living in South West India (covering Karnataka & Kerala in study) reported the highest mean score followed by Western region, North East & Central India. Thus, $H_{2.9}$ is accepted.

DESIRE

Age: The results suggest that desire of people does not show significant differences at $p < 0.05$ level in context of age of respondents. Hence, $H_{3.1}$ stands rejected.

Category: The above table point towards significant results with $p < 0.05$ for desire among people towards SBA. The mean scores are higher in case of unreserved category. Thus, $H_{3.2}$ is accepted.

Education: The ANOVA results indicate that desire of people in context of SBA is significant at $p < 0.05$. The results indicate positive awareness with degree of education. The mean scores are highest for respondents studied upto class 12th followed by people with professional degree and then graduates. Therefore, $H_{3.3}$ is accepted.

Occupation: The results suggest that there are no occupation based differences in desire of people towards SBA. Therefore, the hypothesis $H_{3.4}$ is rejected.

Income: On an empirical testing, it was found that people's desire towards SBA does not show significant results at $p < 0.05$. Thus, $H_{3.5}$ is rejected.

Gender: The results suggest that there no gender based differences in desire of people towards SBA. The mean score across the genders are significant at $p < 0.05$, supported by high mean scores of female respondents which shows that females have an edge over males. Thus, the hypothesis $H_{3.6}$ is accepted.

Marital Status: The ANOVA results indicate that there are marital status based differences in desire of people towards SBA. Further, it was found that mean scores are higher in case of singles. Therefore, the hypothesis $H_{3.7}$ is accepted.

Religion: The above table point out that there are no religion based differences in desire of people towards SBA as p value is insignificant at $p < 0.05$. Thus, $H_{3.8}$ stands rejected.

Region: The ANOVA results suggest that desire of people towards SBA differs across their region. People living in North West India reported the highest mean score of 5.32 followed by Eastern region respondents & North & South East respondents. Thus, H_{3,9} is accepted.

ACTION

Age: The results suggest that action of people towards SBA does not show significant differences at p<0.05 level in context of age of respondents. Hence, H_{4,1} stands rejected.

Category: The above table point towards significant results with p<0.05 for action among people towards SBA. The mean scores are higher in case of unreserved category. Thus, H_{4,2} is accepted.

Education: The ANOVA results indicate that action of people in context of SBA is significant at p<0.05. The mean scores are highest for respondents who are doing graduation (5.47) followed by graduates (5.12) & lowest for diploma holders(4.21). Therefore, H_{4,3} is accepted.

Occupation: The results suggest that there are no occupation based differences in action of people towards SBA. Therefore, the hypothesis H_{4,4} is rejected.

Income: On an empirical testing, it was found that people’s action towards SBA does not show significant results at p<0.05. Thus, H_{4,5} is rejected.

Gender: The results suggest that there are gender based differences in action of people towards SBA. The mean score across the genders are significant at p<0.05, supported by high mean scores of female respondents. Thus, the hypothesis H_{4,6} is accepted.

Marital Status: The ANOVA results indicate that there are no marital status based differences in action of people towards SBA. Therefore, the hypothesis H_{4,7} is rejected.

Religion: The above table point out that there are religion based differences in action of people towards SBA as p value is significant at p<0.05. The mean scores are highest for Sikhs followed by Sanamahisms & Hindus. Thus, H_{4,8} is accepted.

Region: The ANOVA results suggest that action of people towards SBA differs across their region. People living in North West India reported the highest mean score of 5.44 followed by South East & East. Thus, H_{4,9} is accepted Table 7.

Factor	AWARENESS				INTEREST				DESIRE				ACTION									
	R	R ²	F	p	β	T	V	R	R ²	F	p	β	T	V	R	R ²	F	p	β	T	V	
S	0.66	0.44	4.87	0.008				0.68	0.46	4.02	0.002				0.66	0.44	6.3	0.001				
A				0.00	0.00	0.01					0.00	0.00	0.01					0.00	0.00	0.01		

				0 0 *	5 0 1	8 4 8	1 8				0 *	2 5	8 4 7	1 7				0 0 *	5 5 0	9 0 0	1 0 0				0 *	6 2	8 9	1 1
S				0 . 3 7 3	- 0 . 8 0 0 3	0 . 8 0 0 4	1 . 2 4				0 0 6 * *	- 0 . 8 0 4	0 . 8 4 8	1 . 1 8				0 . 0 0 *	0 . 1 8 2	0 . 8 1 8 2	1 . 1 1 2				0 0 0 *	0 . 1 6	0 . 8 8	1 . 1 2
S				0 . 0 0 *	0 . 0 8	0 . 9 4	1 . 0 5				0 0 0 *	0 . 1 9 0	0 . 9 0 1	1 . 0 1				0 . 0 4 *	- 0 . 0 4					0 0 9 * *	- 0 . 0 4	0 . 7 7	1 . 0 2	

*significant at 0.05 level; **significant at 0.10 level (A stands for Attitude towards SBA; SM stands for social media & SN stands for subjective norms)

Table 7 shows that attitude towards SBA positively impacts awareness/attention, interest, desire & action whereas social media impacts interest, desire & action positively. Subjective norms impacts awareness/attention, interest positively & desire and action negatively. Therefore, hypotheses H_{5.1}, H_{5.2}, H_{5.3} & H_{5.4}, H_{6.1}, H_{6.2}, H_{6.3}, H_{6.4}, H_{7.1} & H_{7.2} are accepted whereas H_{7.3} & H_{7.4} are rejected.

FINIDINGS & CONCLUSIONS

The first objective of the paper was to study the awareness/attention, interest, desire & action of respondents. As far as demographics are concerned, category influences interest, desire & action of individuals. Policy makers should focus more on unreserved category people as they show more interest, have desire & act swiftly for SBA activities. Education also positively impacts desire & action of individuals. College students should be targeted firstly to promote SBA as they show more interest in maintaining nation’s sanitation. Service class people were found to show more interest in SBA; they don’t mind paying cleanliness cess to the govt. Females were found to show more desire and action towards SBA activities. They were found to influence their all family members to maintain cleanliness at public places. Single respondents show more desire in SBA. They opine that SBA is the only solution to country’s increasing pollution. Religion was also found to affect SBA activities. People belonging to Sanamahism (religion followed in North East) show more interest in SBA while people belonging to Sikhism faith show more action oriented behavior towards SBA activities followed by Hinduism.

Attitude towards SBA positively impacts four variables of SBA activities. Time and again, it has been said by our PM Modiji that SBA is not possible without changing the belief system of people of India. The same has been proved by our study. Those who feel that connecting with SBA is a feeling of pride, SBA is necessary & effective measure for our country well-being show more interest in SBA activities. Social media doesn’t impact awareness level of people. As also shown in study, 31% respondents came to know about SBA from social media whereas 24% got the information from Newspaper, 28% from TV, 7% from family & friends, 5.3% from all sources. Social media impacts interest, desire and action oriented activities of individuals relating to SBA. Posting positive comments & videos about SBA, showing time & again how the dream of cleaning our country can be made a reality impacts interest, desire & action variable of SBA. Subjective norms positively impact awareness/attention & interest about SBA activities but negatively impact desire & action about SBA activities. Descriptive norms i.e. what most others do here also override injunctive norms. In India, littering on the road is the

social norm. People don't think that it's their duty to maintain public places as those who consider public places as their own are not viewed in good sense by their reference groups & friends. Here people look forward to municipal corporations & safaikaramcharis to maintain cleanliness at public places.

Respondents were also asked about what needs to be done to make SBA more effective. 4.7% were in favor of construction of toilets and 3.9% wanted proper disposal of industrial waste, 4.7% asserted that ban on plastic bag usage should be top priority to make it more effective. While improvement of sewage system was given top most priority by 6.8% respondents. Majority 75.7% recommended that emphasis should be given on all aspects.

Limitations and Future Research

No study is free from limitations. There are many other behavioral factors which affect people's behavioral change like fear, response efficacy, self-efficacy, physical/cultural barriers, benefits, cues to action & reactance. The effect of these variables on people's attitude towards SBA can be studied further. Likewise, the response to SBA is also affected by rural vs. urban culture. Reaction of individuals from rural backgrounds can be compared with those from urban backgrounds. Study can also be done by taking more respondents from other religions apart from Hinduism. Specific study can also be done to check the response behavior of Govt. Vs. private sector employees.

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