



Socio-Economic Status of Farmers affecting the Effectiveness of Printed Tractor Advertisements

KEYWORDS

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ABSTRACT *The present study was carried out in two villages of Udham Singh Nagar district of Uttarakhand. The objective of the study was to ascertain the socio-economic characteristics of the farmers in the study area and seeking their views on effectiveness of printed tractor advertisements. The study revealed that majority of respondents belonged to middle age group, educated up to intermediate, belonged general caste, nuclear family, large farmers and had no social participation. However, majority of respondents were having 'medium' level of level of income, mass media exposure, exposure to ads and good in reading habit. These characteristics influence their perception towards effectiveness of printed tractor advertisements, as the selected advertisements were perceived to have medium to high level of effectiveness.*

Introduction

Advertising, being one of the means which can be used to market an offer by communicating to an audience, is intimately connected to primarily two areas. One area is marketing, which has the purpose to create, communicate and deliver value to customers (Darroch et al., 2004). Advertising is thought to be the most visible technique and are in general the most frequently used (Wells et al., 2000). Print media revives the largest area of advertising spending in most countries. Print media deliver messages on one topic at a time and one thought at a time, whereas TV- commercials deliver sound, motion and text messages simultaneously. Because of its structured nature, people seem to trust print media more than broadcast and absorb it more carefully (Isaksson and Nilsson, 2004). But for effective advertising there is need to understand perception, preference and comprehension of the people. The advertisers are being able to change the behaviour of urban consumers successfully but the perception, preference and comprehension of ruralities are different in all together.

There are very few researches on rural consumers. Therefore, advertisements for rural audience must be designed in a way that farmers can easily understand and intended action is achieved.

METHODS

The present study was carried out in two villages of Rudrapur block, namely Lalpur and Shimla Pistor of Udham Singh Nagar district of Uttarakhand. Purposive sampling was followed for selection of block and villages as the farmers were quite progressive and they had taken up new technologies including equipment intensively. There was good number of hoardings and ads on walls so farmers had good exposure to ads. Stratified random sampling method was followed for selection of total 80 respondents and strata were formed on the basis of farmers' education level. Relevant data on various aspects were collected through interview schedule and focus group discussion. In the present study, a clear understanding of the characteristics of the selected respondents in total as well as category wise would enable the investigator to interpret the data gathered in a meaningful way. For this purpose, eleven profile characteristics of respondents were identified and included. In order to know the relative variability of the each character of respondents, mean and standard deviation were calculated. This would provide a clear understanding about the profile of the farmers which affect effectiveness of printed tractor advertisements.

RESULTS AND DISCUSSION

The socioeconomic approach is mainly concerned with the social, economic, and political aspects of individuals or social groups in society (Adger, 1999). Generally the socioeconomic approach focuses on identifying the adaptive capacity of individuals or communities based on their internal characteristics such as, education, gender, wealth, health status, access to credit, access to information and technology, formal and informal (social) capital, political power, etc. Variations of these factors are responsible for the variations in socioeconomic characteristics of farmers. These characteristics governs the attitude, preference and perception of the farmers towards any object, in this case the printed tractor advertisements. The findings about the socioeconomic status of the study were given below.

Age: The age of the respondents were categorized in three different categories. It is evident from the table 1 that majority (52.5 %) of the respondents was found in the middle age category followed by young age category (28.75 %) and old age category (18.75 %).

Education: The maximum (40 %) respondents had education up to intermediate category followed by high school (27.5 %). Equal percentages (12.5 %) of respondents had education up to Primary and Above Graduation. Only 10 per cent respondents were educated up to middle school. The overall educational status of the respondents is better as the educational institutes were easily accessible to the villagers of the locality.

Caste: Traditionally, villages have been divided into various caste groups. The respondents of the present village were categorized into three groups. The majority (60 %) of the respondents of selected villages belonged to general/ upper caste followed by OBC category (30 %) and Scheduled Caste/ Scheduled Tribe (10 %). The majority of farmers belonged to the Punjabi community, so the upper caste population was maximum compared to the other categories.

Family Type: The majority of the respondents (53.75 %) belonged to nuclear family followed by joint family (46.25 %). The villagers generally preferred to live separate as the son got married.

Occupation: The majority (57.5 %) of respondents had Agriculture as their main occupation followed by Agriculture and Business (31.25 %) and Agriculture with Service (11.25 %).

%) while none of the respondents belonged to Animal Husbandry, Business and Service. The farmers of the Udham Singh Nagar and nearby area of Uttarakhand was having well fertile land with adequate resources, so the farmers generally preferred farming as their main occupation and most of the farmers were possessed all equipments required for the farming operation including tractor.

Income: The maximum number of respondents (43.75 %) had medium level of income followed by high (37.5 %) and low (18.75 %) level of income. The nearly fifty per cent of the farmers used take all three seasons in the year, so the most of farmers were belonged to the medium level of income.

Land holding: The majority (62.5 %) of the respondents was large farmers followed by small farmers (37.5 %). None of the respondents belonged to marginal and landless categories.

Social Participation: The great majority (85 %) of respondents had no membership followed by membership of one organization (11.25 %). Only 1.25 per cent respondent was the members of more than one organization, office holder and had distinctive feature. Only one respondent was the member of gram panchayat thus, fall under the category of distinctive feature.

Mass Media Exposure: The majority (58.75 %) of respondents had medium level of mass media exposure followed by high (28.75 %) and low (12.5 %) level of mass media exposure. In the selected villages and nearby area of district having good numbers of hoardings along the road and also the wall advertising was common in the villages. The most of the farmers possessed the electronic media like TV and Radio. The mobile is very common in the all age categories. The farmers preferred the print media, as the information of that could be verified and crosscheck before application.

Reading Habit: The majority (66.25 %) of the respondents had good reading habit followed by better (27.5 %) and Poor (6.25 %). The findings of the study are in conformity with the 02

Bhalekar (1986). The overall educational status of the respondents was better and villagers generally preferred printed media than electronic media for getting information and remain updated with the new things.

Exposure to Advertisements: Maximum number of the respondents (47.5 %) had medium level of exposure to advertisements followed by high (37.5 %) and low (15 %) level of exposure to advertisements. It can be concluded that the most of respondents had medium level of mass media exposure and good in their reading habit. So this could be the possible reason that majority of them had medium level of exposure to advertisements.

Focussed group discussion results

The two FGD were conducted in both the selected villages for the purpose. The farmers opined that the headline is not such an outstanding element when it comes to grabbing attention. Since, product ads do not have any specifically long and explanative body or text, the headline is not the most vital element. The ruling element is the illustration used and all elements of ad (heading, illustration, text and layout) equally

dominant and shapes the farmers mind of how the product advertised. The use of appropriate elements of ad as well as the colours of text and background is the most important element. The farmers said that advertisements has several appeals can be used in one single ad. This is because ads can be perceived differently among people. However, colour, text, headline, illustration are a good way of repeating the product, if they are used correctly in an appropriate manner (layout properly). The elements should congruence to give the right message. Therefore, message of ads is express through arrangement of different elements in structured way, which makes an effective way of repeating the brand.

Some farmers argued that generally advertisements are false and misleading. It resulted in higher price of advertised product, it forced people to buy things and also sometimes it exaggerated facts. As against some farmers said advertising plays a vital role in educating them about new product and their uses. In this process, it introduced new ways of life to the people at large and prompts them to give up their old habits. Thus, it improved their standard of living as well. The farmers specifically pointed out that there is need to give information on different governmental subsidies or schemes for buying of tractor and way of getting bank loan facility in tractor advertisements.

CONCLUSION

The socioeconomic characteristics of farmer are important for better policy options. Though the research focused on progressive and literate farmers, the characteristics of farming community are different than other social groups. Due to high agricultural mechanization, farmers were interested seeking information about different equipments specially tractors. The advertisements play very important role in giving information about numbers of product available in the market but the attitude and preference of the farmers depends on the socio-economic characteristics, which was generally neglected area. The farmers can identify different elements of the selected advertisement. The perception of farmers towards each component of advertisement was different due to variation in their experience, socio-economic backgrounds, and exposure to mass media.

Table 1. Socio-economic profile of the respondents (n=80)

Sl. No.	Variable	Major Category	Respondents (%)
1	Age	Middle (35-53 years)	52.5
2	Education	Intermediate	37.5
3	Caste	General	60
4	Family type	Nuclear	53.75
5	Occupation	Agriculture	57.5
6	Income	Medium	43.75
7	Land Holding	Large farmer (>5 acre)	62.5
8	Social Participation	No membership	85
9	Mass media exposure	Medium (4-6)	58.75
10	Reading Habit	Good (6-8)	66.25
11	Exposure to advertisement	Medium (6-8)	47.5

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