

## Impact of Tv Advertisement on the Buying Behaviour of Rural People



### Management

**KEYWORDS :** Advertisement impact, rural consumer

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### ABSTRACT

*In recent years, rural markets have attained significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. We see a huge thrust by marketers in to rural markets triggered by saturating urban markets and huge rural potential very much reflected in growing demand. This upsurge in the rural demand has its genesis in people's recognition of their otherwise latent needs brought to their consciousness largely by their marketer's efforts. And their own increased interaction riding on the growing reach of media, of course apart from increased purchasing power. Television allows marketers to show and tell a wide audience your business, product, or service. This paper is an attempt to find out the impact of TV advertisement on the buying behaviour of rural consumers. A survey was conducted on 60 respondents chosen from Annur village in Coimbatore district. The results indicate that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product.*

### INTRODUCTION:

In developing economies like India, it is important to target rural market as a very large section of potential customers resides in villages. The marketers need to convert the latent needs of the village people into specific wants. The rural folk are ready to imbibe modern way of living. The basic challenge in front of the rural marketer is to deal with the rural consumer who is undergoing transformation. Many marketers perceive that the rural markets are the protrusions of the urban slums or poor markets. The truth is that the rural consumer's concept of value is different from the urban consumer. The rural consumer purchases only when it is extremely needed by them, not because of tempting promoting offers.

To be successful in the rural market, companies will have to be innovative and sensitive while deciding marketing strategies. Traditional urban marketing strategies will have to be localized as per the demands of the rural market. The advertiser intends to spread his ideas about the products and offerings among the prospects. Popularization of product is thus the basic aim of advertisement. Over a long period of time, the TV set has become a permanent fixture in all upper and middle class households and it is not uncommon over in the poorer society. The national readership survey IV and V says that rural viewership is expected to go up to 45 – 48% by 2020. Ramana rao observed that the boom in rural areas is caused by factor such as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural markets by companies.

Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Advertising through Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums. (swati bisht)

### STATEMENT OF THE PROBLEM:

Having realized the importance of varying effects of TV advertising, it influences not only on the purchasing pattern but also on the total life style of the rural consumers. TV advertising has enhanced their involvement in product selection and purchase; they prefer to buy TV advertised products and it is helpful in buying the new products. This study is an attempt to find out how advertisements have influenced the attitude and thinking of the ruralites as regard to the purchase behaviour.

### REVIEW OF LITERATURE:

When consumer views an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it (Goldsmith & Lafferty, 2002)

Kaur and Kaur (2002) explored fashion awareness among ru-

ral and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

The purpose of this paper is to examine the cultivation effects of television advertising viewing on the perceived affluence in society and the materialistic value orientations among adolescents in urban and rural China. Television advertising viewing demonstrated first and second order cultivation effects among urban as well as rural respondents. Heavy television advertising viewers were more likely to have a higher perceived affluence than light television advertising viewers. Heavy television advertising viewers were also more materialistic than light television advertising viewers. A survey of 646 adolescents aged 11 to 17 in Guangzhou city and in a rural county of Henan province were conducted in 2006. ( research paper)

Makgosa Rina (2010) investigated how vicarious role models such as television celebrities and entertainers influence purchase intentions of teenagers in Botswana. Data was collected from a convenience sample of 200 senior secondary school students using a structured questionnaire. The results reflected that there is a relatively high level of vicarious role model influence of television celebrities and entertainers among teenagers in Botswana. Similarly, the results of regression analysis demonstrated that television celebrities and entertainers as vicarious role models positively influence teenagers' purchase intentions, especially their switching behaviour and response to the problem.

### OBJECTIVES OF THE STUDY:

The study is aimed to see the effects of advertisements on consumer behaviour by pursuing the following objectives.

- To study the impact and receptivity of advertisements.
- To know perception of the respondents towards the advertised products.
- To find out whether advertisements plays any influences in changing the brands of fmcg products.

### HYPOTHESIS:

The following hypothesis was formulated in order to achieve the objectives of the study.

- Ho: There is no association between the age of the respondents and watching the advertisements.
- Ho: There is no association between the educational level of the respondents and watching the advertisements.
- Ho: There is no association between family income of the respondents and watching of the advertisements.

### METHODOLOGY OF THE STUDY:

Both primary data and secondary data have been collected for

the study. Primary data are collected from 60 respondents using a well-structured questionnaire. The survey was done in Annur village in Coimbatore district. The sample consumers were selected using convenience sampling method. The secondary data were collected from books, journals and websites.

**RESULTS AND DISCUSSION:**

**Demographics:**

The study shows that 10 % of the respondents are in the age group of 8-25, 20% are in the age group of 26-35, 23% are in the age group of 36-45, 36.7% are in the age group of 46-55 and 10% are in the age group above 55 years.

Regarding the literacy rate, 23.3 % of the people are literate. Majority (73.3%) are at school level. Though it is a village, among the surveyed respondents, people engaged in private work are more constituting 33.3 % followed by 27% doing agriculture. Majority of the respondents are married (80%). Income is one criteria that determines the buying behaviour. Among the surveyed group, 43.3% of the people have family income between 2000 and 5000 per month. And 30 % earnings are between 5000-10000. 13.3 % of the respondents earn between 10000 and 150000. A large majority (73.3%) of people live in joint families. Similarly 76.7% of the people live in family group of 3-6 members. Based on the frequency of seeing the advertisement, 33.3 % of the people often watch advertisements. 36.7 % sometimes see advertisements, 6.7 % rarely see advertisements. When asked about the influence of advertisements on the rural consumers, only 10 % are influenced to a greater level and 40 % to a moderate level. And 33.3 % to a lesser level. Most of the rural consumers (60 %) purchase the product only through self-experiences followed by influence through neighbours and friends (13.3 %), advertisements (23.3%) and other aspects like family members play a very meagre role. When asked about the major source of providing information, majority (80%) of the people say that TV media plays a good role in providing information followed by newspaper.

**Table: 1 Influence of advertisements on the purchase of FMCG:**

	High level	Moderate level	Low level
House hold products	23.3 % (14)	16.7%(10)	60%(36)
Personal care products	13.3%(8)	46.7%(28)	40%(24)
Food & beverages	6.75 (4)	50% (30)	43.3% (26)

**Source: primary data (The number in parenthesis represents the number of respondents)**

The above table shows that a majority (60%) of respondents are not influenced by advertisements while purchasing household goods. Only few people say (23.3%) are influenced to a high level. Similarly in the case of personal care products, 46.7% of respondents are influenced to a moderate level while buying personal care products. In the 3rd category of fmcg (ie) food & beverages, the buying decision of the 50% of the respondents are influenced moderately by the advertisements. Hence we can conclude that, among the 3 categories of fmcg, the impact of advertisement is more in the buying of house hold, followed by personal care and food & beverages. On general observation, a good majority of people feel that the influence of advertisements brings on the buying decision of fmcg as less only. Also this can be found out from the table that only meagre number of people has been highly induced by the advertisements.

**H0:** There is no association between Age of the respondent and watching of advertisements

The chi square test reveals that the Age of the respondent and watching of advertisements is associated because the p - value is less than the level of significance i.e. 0.015 < 0.05.

**H0:** There is no association between educational lev-

el of the respondent and watching of advertisements. The chi square test reveals that the Educational level of the respondent and watching of advertisements is not associated because, the p - value is greater than the level of significance i.e. 0.172 > 0.05.

**H0:** There is no association between family income per month of the respondent and watching of advertisements

The chi square test reveals that the family income of the respondent and watching of advertisements is not associated because the p - value is greater than the level of significance i.e. 0.229 > 0.05.

**FACTOR ANALYSIS:**

Component	Extraction Sums of Squared Loadings				Rotation Sums of Squared Loadings			
	Total	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.979	19.861	2.979	19.861	19.861	2.150	14.336	14.336
2	2.157	34.241	2.157	14.380	34.241	2.055	13.699	28.035
3	1.842	46.522	1.842	12.281	46.522	1.980	13.199	41.234
4	1.768	58.306	1.768	11.784	58.306	1.795	11.965	53.199
5	1.327	67.154	1.327	8.848	67.154	1.777	11.846	65.044
6	1.268	75.608	1.268	8.454	75.608	1.585	10.564	75.608

From the above table it is inferred that the six factors extracted together account for 75.60% of the total variance hence we have reduced the number of variables from 15 to 6 underlying factors. The above tables found that the variables; Advertised products carry false claims and I don't believe it. Have loadings of 19.861% on factor 1. In Factor 2 found that I consider price as the most important criteria while purchasing a product, have loadings 14.380%.

As for in factor 3 that I trust the product and buy it if it is advertised by a celebrity, have loadings of 12.281%, factor 4 are the products which I buy after it is being advertised are really worthy and I believe advertised products are better than un advertised products., have loading 11.784%. Factor 5 is I always buy national branded products rather local branded products, have loadings of 8.848%, of Finally, factor six is Since it is fmcg I rely more on TV advertisements 8.454% concluded that from the above factor analysis tables only six factors are exist.

		SA	A	N	DA	SDA
1.	I can get all types of information through advertisements.	-	16(26.7)	14(23.3)	24(40)	6(10)
2	The products which I buy after it is being advertised are really worthy.		14(23.3)	10	28	8
3	I trust the product and buy if it is advertised by a celebrity.		12(20.10)	-	26(43.3)	22(36.7)
4	Even if I don't need a product advt inspires me to buy a product.		22(36.7)	8	14(23.37)	16(26.7)
5	I came to know through adv. the various price offers and gifts/coupons extended in purchasing a product	8	26(43.3)	4(6.7)	12(20)	10(16.7)

6	I came to know about various brands available only through advt.	6(10.0)	24(40)	8(13.3)	20(33.3)	2(3.3)
7	I believe advertised products are better than non-advertised products	4(6.7)	26(43.3)	18(30)	12(20)	-
8	I consider price as the most important criteria while purchasing a product.	14(23.3)	14(23.3)	2(3.3)	24(40)	6(10)
9	I buy only national branded products rather local products	14(23.3)	28(46.7)	2(3.3)	14(23.3)	2(3.3)
10	I feel the quality of the advertised product is good.	2(3.3)	14(23.3)	12(20)	22(36.7)	10(16.7)
11	Advertised products carry false claims and I don't believe it.	2(3.3)	14(23.3)	14(23.3)	28(46.7)	2(3.3)
12	An advertised product does not carry credibility	8(13.3)	16(26.7)	6(10)	12(20)	8(13.3)
13	Advertising influences impulse and on the spot buying		16(26.7)	16(26.7)	20(33.3)	8(13.3)
14	For buying fmcg products, I rely mostly on advertisements.	8(13.3)	12(20)	12(20)	26(43.3)	2(3.3)
15	Products that are advertised are reasonably priced.	6(10)	24(40)	8(13.3)	20(33.3)	2(3.3)

Source: primary data

Most of the people (70%) prefer to buy only branded products. Majority (50%) of the people came to know about various brands only through advertisements. Even advertisements help them in providing information about various price offers, gifts, coupon etc. They also feel that the advertised products are reasonably priced. Majority (51%) of people feel that advertisement influences them but not to the extent of buying the product in case when it is not needed. Besides, they say (46.7%) that advertisement does not promote impulse or on the spot buying. A good number of people feel that not always the products can be relied upon. It seems to be an exaggeration claims and doesn't carry credibility as felt by 40 % of people.

Regression

Descriptive Statistics			
	Mean	Std. Deviation	N
Size of the family	2.0333	.48596	60
House hold care	2.3667	.84305	60
Personal care products	2.2667	.68561	60
Food and beverages	2.3667	.60971	60

Model Summary									
Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.476 <sup>a</sup>	.227	.185	.43858	.227	5.479	3	56	.002

a. Predictors: (Constant), Food and beverages, House hold care, Personal care products

The model summary table reports the strength of the relationship between the model and the dependent variable. R, the multiple correlation coefficients, is the linear correlation between the observed and model-predicted values of the dependent variable. Its large value indicates a strong relationship between the variables taken for the analysis.

RECOMMENDATIONS & CONCLUSION:

It can be inferred that marketer's efforts have gone well beyond just mere selling of the products and goods. The study had made sure that efforts taken by the marketers have created awareness about the product, made them understand the importance of the product and prepared them to buy branded products. The rural consumers believe that modern marketing has really helped them in knowing about the modern products, new fashion and changing life styles. Though advertisements are able to provide awareness and knowledge about the products, their influence level on the purchasing behaviour is less only. Most people stick on to the concept of buying the product based on past experience as they are little bit reluctant to try new products. Marketers should understand that rural consumer's value for money and they don't believe in exaggeration and flirt in advertisement. Marketers need to understand that advertisement have been able to change the way how consumers look upon the products and brands thereby building an association which goes to an extent of giving rural consumers an expression of getting identified with the product.

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