



## Factors Influencing Through Television Advertisements on the Buying Decision of Rural People

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### ABSTRACT

*The rural viewership of TV is on the rise with two recent developments. The increasing numbers of regional channels are making TV programs more captivating. The four southern states account for as many as ten private channels between them. The mass media has created and increased demand for goods and services in rural areas. Smart marketers are employing the right mix of conventional and non-conventional media to create increased demand for their products. TV advertisement is expected to help the consumers to have the right mindset to go in for the purchase of a product or service. People are very much influenced by advertisement in TV media due to its easy access and other attractions. In the above context the present study is an attempt to identify the Factors Influencing the rural people through Television advertisements in the Selection of Products and Services in Dindigul District. The factors in TV advertisements are classified as relevancy of information, truthfulness of information, accuracy of information, creativity and presence of celebrities. These factors equally influenced the buying decision of the rural people. The advertiser should concentrate on all the five factors equally before framing the advertisement copy.*

**Keywords: Advertisement, Media, Rural people, buying decision**

### 1.1. Introduction

Television is the best advertising media as compared to other media like print and radio. It can easily attract vast number of viewers in urban as well as rural areas. Marketers also prefer this media because of its audio visual effects and its easy reachability to many of the audience compared with other media. Rural Consumers are getting more information about all products and services through TV advertisements like Fast Moving Consumer Goods (FMCG), Home Appliances, Mobile Phone Services, Textile Show Rooms and Jewellery and Public Welfare awareness. It is helping the rural consumers to take their buying decision on various products and services and it has also changed the socio - economic conditions of rural people to day.

Rural consumers now aspire to buy well known, popular brands rather than just purchase commodities. For instance, consumption of branded food products grew between 4 per cent and 42 per cent in 2003, while all categories of toiletries and cosmetics (including insect repellents, personal hygiene products like sanitary tissues) grew more than 16 per cent in rural areas.<sup>1</sup>

The language of TV advertisement is firmly connected to cultural norms, which in turn have an influence on modes of advertising which hinges upon devising creative ways to match the advertising content with socio-cultural norms and the legal environment of any particular country. Advertising must consider differences among the states in the national scene, taking into account factors such as culture, media availability, and the state of industrial development.

### 1.2. Statement of the Problem

TV advertisement is not only an important profession but it also helps consumers in so many ways. However, it needs attention from different angles. TV advertisement is expected to help the consumers to have the right mindset to go in for the purchase of a product or service. People are very much influenced by advertisement in TV media due to its easy access and other attractions. This is the reason why advertisers generally favour this medium for their advertisements. This intangible agreement needs a thorough and repeated analysis.

No organization can think of surviving today in the absence of long lasting customer satisfaction. Customer orientation, which can be an important unifying force in bringing success for an advertisement, has not received its due importance. When customer orientation in advertisement permeates in all its width and depth, it facilitates clarity of focus and vision for the efforts made. People are left confused after viewing some advertisements. Only a very few advertisements in fact help the people to make intelligent and right decisions in purchasing of goods and services. There are five factors influencing the buying decisions of the rural people through TV advertisements such as relevancy of information, truthfulness of information, accuracy of information, presence of celebrities and creativity. In the above context the present study is an attempt to identify the Factors Influencing through Television Advertisements on the Buying decision of Rural people in Dindigul District.

### 1.3. Review of Literature

Amitjain et al. in their article on 'Distribution and Retailing Trends in Rural Markets' analyzed the better understanding of rural consumer's psyche and problems faced with the existing system. They concluded that the companies had to increase awareness about these options amongst rural consumers. Companies had to design proper communication and marketing strategies to prevent imitation and counterfeiting of their products. The need of the hour is correct profiling of rural consumers and detailed study of rural buying behaviors and purchasing patterns in rural markets.

Swati Balaji in her article, "Designing A Rural Communication Strategy" conducted a study in three districts of UP viz, Allahabad, Bhadobi and Morabad covering a cross – section of villages. The objective of the study was to understand the unique mindset of the rural consumer and how that knowledge could help in developing appropriate strategy. In conclusion, it is clear, that along with a good comprehension of the market dynamics, a clear understanding of rural customs, beliefs, perceptions and aspirations particularly with regard to the product category in question, is an absolute necessity. For only when communicator is aware of the emotional triggers of various stimuli, could any truly effective communications

strategy be developed.

Rajesh Shindein his article "Recent Facts of Consumer Behavior: A Case of Rural Market" explained that rural India has more than 70 per cent population in 6.27 lakh villages which has a huge market for FMCG products. The entire income group purchased the FMCG product, but their brands differed from each other. The place of purchase, which the rural consumer preferred, was the weekly market, which was a good channel of distribution of FMCGs. Moreover the youth who visit the towns and cities are influenced by the city culture and it is reflected in their purchasing decision. Overall, the marketer should understand the customer before taking up the road to the rural market.

**1.4. Research Design and Methodology**

In this research both primary and secondary data were used. The research problem was identified from the past reviews and on the basis of that data, the analyses were made. Therefore, this research is considered as exploratory research which is most appropriate for the present study. The suggestions of the study emerged from the inference drawn from the sample survey of rural television viewers in Dindigul District of Tamilnadu. This district is divided into 3 Revenue Divisions, 7 Taluks, 14 Panchayat Unions and 306 villages. The total population of the district is 19,23,014. Out of which 12,49,762 (65 per cent) were residing in rural areas<sup>10</sup>. Totally 500 rural television viewers were selected by using Multistage Random Sampling Technique.

**1.5. Analysis and Interpretation**

Television Advertisement consists of several factors such as Relevancy of Information to the Product or Service, Accuracy of Information, Truthfulness of Information, Presence of Celebrities in Advertisements and Creativity influencing the customers while choosing a product or service. Here, the researcher has made an attempt to find out how the above factors in TV advertisements will affect the buying decision of the respondents on the selection of products and services like Fast Moving Consumer Goods (FMCG), Textile Showrooms, Jewelry Showrooms, Home Appliances, Two Wheelers, Four Wheelers, Agriculture Products, Banking, Insurance, Mutual Fund, Hotels, Hospital and Health Care Services, Mobile Phone Services, Internet Services, Tourism Services, Educational Services, Employment Services, Public Welfare Awareness Services, Political Services and Environmental Services.

Descriptive Analysis, Weighted Average Analysis and Factor Analysis were used to identify the factors which influenced the respondents through TV advertisements on the selection of product and services.

**Weighted Average Analysis**

In this section to compare the factors influencing through advertisements in television the selection of products and services, weighted average analysis is performed using three rating scales, assigning score 3 for highly influenced, score 2 for averagely influenced and score 1 for not influenced and the results are presented in the following tables.

**TABLE 1**  
**Weighted Average Score for Factors Influencing through Television Advertisements for Selecting the Products and Services**

Factors influencing through advertisements in television on selection of products and services	Weighted average score
Relevancy of information	1.888
Truthfulness of information	1.837
Accuracy of information	1.847
Presence of celebrities	1.836
Creativity	1.843

Source : Primary data.

**Null Hypothesis:**

There is no significant difference in the mean scores on factors influencing through advertisements in television for se-

lecting product and service among respondents

**TABLE 2**  
**ANOVA – Mean Score on Factors Influencing through Advertisements in Television for Selecting Products and Services among Respondents**

SOURCE	Degree of freedom	Sum of squares	Mean sum of squares	F value
Between groups	4	.035	.009	.501 ns
Within groups	85	1.462	.017	
Total	89	1.1497		

ns- non significant at 5 per cent level

The F value 0.501 is less than the table value V1 (2.45) and V2 (2.45) at 5 per cent level of significance. Hence the null hypothesis of no difference in the mean score among the respondents was accepted and there is no significant difference in the mean score on factors influencing through TV advertisements for the selection of products and services among the respondents.

It is understood from the above tables 4.47 and 4.48 that all the five factors such as relevancy of information, truthfulness of information, accuracy of information, presences of celebrities and creativity in TV advertisements equally influenced the buying decision of the respondents.

**Factor Analysis**

Factor analysis is a multivariate statistical technique used to condense and simplify the set of large number of variables to smaller number of variables called factors. Here, factors in TV advertisements such as relevancy of information, truthfulness of information, accuracy of information, presence of celebrities and creativity which influenced the buying decision of the respondents on eighteen products and services were simplified and condensed into four factors.

**TABLE 3**  
**Rotated Factor Loadings - Factors Influencing on the Selection of Products and Services through TV Advertisements**

Products and services	Factor				Communitality
	1	2	3	4	
Fast Moving Consumer Goods	.118	.285	.900	-.307	0.999
Textile showrooms	.802	.511	-.042	-.307	1
Jewellery showrooms	.846	-.390	.155	-.328	0.999
Home appliances	.989	.089	.117	.013	1
Two wheelers	.564	.789	.222	.098	1
Four wheelers	.608	.245	.288	-.699	1.001
Agriculture products	.890	-.452	-.004	.063	1
Banking and insurance	.004	.194	.077	.978	1
Hotels	.035	.013	.907	.420	1
Hospitals & health care	.158	-.221	.901	-.337	0.999
Mobile phone services	.960	.033	.030	.275	0.999
Internet services	.767	-.241	-.594	.015	0.999
Tourism services	-.299	.950	-.042	.074	0.999
Educational Services	-.013	.144	.820	.554	1
Employment services	.955	-.017	.175	-.238	1
Public welfare awareness	-.777	.451	.328	.291	0.999
Political information	-.330	.917	.025	-.222	1
Environmental services	.073	.939	.129	.311	1
Eigen value	7.088	4.385	3.807	2.720	18
Percentage of variables explained	39.378	24.362	21.151	15.109	100
Cum. percentage Explained	39.378	63.741	84.891	100	

Source: Primary data

Table 8 gives the rotated factor loadings, communalities, eigen values and the percentage of variance explained by the factors. Out of the eighteen products and services, four factors have been extracted and these factors put together explain the total variance of the variables to the extent of 100 per cent. In order to reduce the number of factors and enhance the interpretability, the factors are rotated. The rotation

increases the quality of interpretation of the factors. There are several methods of the initial factor matrix to attain simple structure of the data. The varimax rotation is one such method to obtain better result for interpretation which is employed and the results are given in table.

**TABLE 4**  
Clustering of Factors Influencing through Advertisements in Television

Factor	Product and services	Rotated factor loadings
I.(7.088 per cent)	1 Textile showrooms	.802
	2 Jewellery showrooms	.846
	3 Home appliance	.989
	4 Agriculture products	.890
	5 Mobile phone service	.960
	6 Internet Services	.767
	7 Employment service	.955
	8 Public welfare awareness	-.777
II.(4.385 per cent)	9 Two wheelers	.789
	10 Tourism	.950
	11 Political information	.917
III.(3.807 per cent)	12 Environmental services	.939
	13 FMCG	.900
	14 Hotels	.907
	15 Hospitals	.901
IV.(2.720 per cent)	16 Educational institutions	.820
	17 Four wheelers	-.699
	18 Bank and insurance	.978

Source: Primary data

It is concluded that the respondents were highly influenced through factors in TV advertisements such as relevancy of information, truthfulness of information, accuracy of information, presence of celebrities and creativity on the selection of eight products and services such as textile showrooms, jewellery showrooms, home appliances, agriculture products, mobile phone services, internet services, employment services and public welfare awareness services respectively which constitute the first factor and account for 7.088 per cent of the total variance.

#### 1.6. Findings

It is also understood from the analysis that all the five factors such as relevancy of information, truthfulness of information, accuracy of information, creativity and presence of celebrities in TV advertisements equally influenced the buying decision of the respondents.

It is concluded from the analysis that respondents were highly influenced by all the five factors in TV advertisements such as relevancy of information, truthfulness of information, accuracy of information, creativity and presence of celebrities in TV advertisements on the selection of eight products and services

such as textile showrooms, jewellery showrooms, home appliances, agricultural products, mobile phone, internet, employment and public welfare awareness services respectively.

#### 1.7. Suggestions

The rural people are scattered in many areas, and differ in their languages, behaviour and cultural values. In India, there are more than 400 languages and 18 scheduled languages are spoken in 28 different states. Due to the above reason, the rural people are unable to understand all the advertisements in television. Therefore, before framing the advertisement, the advertiser should concentrate on the geographical features of the areas of the viewers in a particular state.

While watching TV advertisements, the rural people are attracted by songs in the advertisements. So, the advertiser should include catchy lyrics relating to the geographical character of the people in a particular region, and concentrate on the picturisation, demonstration and presence of celebrities in advertisements within a minimum duration of time, while making frequent changes in the advertisements for the sake of variety.

The factors in TV advertisements are classified as relevancy of information, truthfulness of information, accuracy of information, creativity and presence of celebrities. These factors equally influenced the buying decision of the rural people. So, the advertiser should concentrate on all the five factors equally before framing the advertisement copy.

#### 1.8. Conclusion

Communicating the vision is a never-ending task. TV Advertisement communicates the vision and mission of products and services. The result of the research has revealed that the rural people were highly preferred only a few advertisements like fast moving consumer goods, textile showrooms, jewellery showrooms, home appliances, two wheelers and mobile phone services because they are the products largely aired in Television. The rural people are scattered in many areas, and differ in their languages, behaviour and cultural values. Therefore, before framing the advertisement, the advertiser should concentrate on the geographical features of the areas of the viewers in a particular state. The factors in TV advertisements are classified as relevancy of information, truthfulness of information, accuracy of information, creativity and presence of celebrities. These factors equally influenced the buying decision of the rural people. The advertiser should concentrate on all the five factors equally before framing the advertisement copy. The rural people were highly influenced by all the five factors in TV advertisements on the selection of products and services such as textile showrooms, jewellery showrooms, home appliances, agricultural products, mobile phone, internet, employment and public welfare awareness services respectively.

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