



Role of Advertisements and its Effects on Rural Consumers

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ABSTRACT: In the past year, due to the lack of amenities available in the rural areas, the rural consumer goes to a nearby city to buy branded products and services. Today the markets have realized the prospective in the rural market, which has become serious for them, be it for a branded shampoo or an automobile. Today, television has made the customer in rural areas quite literate about countless products that are on offer in the market places. Media plays a significant role in the presentation of goods like cosmetics, mobile phones, and other fast-moving goods products, etc. in the rural areas. This paper focused the impact of advertisement on buying behaviour of the rural consumer. Well-structured questionnaire has been created and collected a total of 120 responses from the people.

KEYWORDS: consumers, advertisements, rural, brands, products, markets

I. INTRODUCTION

This study investigates distinctive Influencing factors and among every one of those influencing factors, which factor influences the rural people for the purchase decision. The study also aims to evaluate the effect of commercials on consumer purchase trends and to find out which advertisement mode influenced the respondents' preference of rural consumers. For information inventories were used to gather observational figures from non-urban consumers. Factor inquiry and Chi-Square (χ^2) was used for analyzing the impact of variables. The result indicated that advertisement is the biggest influence with respect to all factors and it has been observed that social media, and other sources of advertisements are practiced by the marketer, but television is the most potent intermediary of advertisement to sway buying preferences of rural consumer. This research paper is experiencing some impediments as the area of research is limited to the rural populace of thirty-two villages of Uttar Pradesh simply because of which the outcomes can't be summed up for other areas.[1,2,3] A large portion of the rural respondents are men, so efforts should be carried out to get responses from women as well. This research paper provides an insight to the marketers. The marketers can measure how by using appropriate strategies they would be able to make their advertising progressively successful. It was recommended that marketers must use the appropriate strategies to make their products/brands progressively pertinent and important among rural consumers. This study represents a novel attempt to determine the factors that affect the buying behavior of rural consumers using factor analysis, and as per the authors' knowledge, has not been attempted by prior researchers in this territory.

In an increasing globalized world, where consumers demands are unending, and pricing strategies are under constant pressure, competition is ruling the market. Corporate are compelled to maximize efficiencies, streamline their supply chain, optimize their input costs and device innovative strategies. Due to the entry of MNCs, India is flooded with superior products and services at competitive prices. This has resulted in heavy competition, which forced the weaker firms to exit from the business while others opted for facing the challenges courageously. Several firms refocused their attention towards rural market. Examples are Nirma, HLL, Samsung, Hero Honda, TVS Motors, Godrej etc. (Manjunatha K, 2004).

India being an agricultural country where 75% of its population is living in rural side and agriculture as their main business is developing tremendously to compete with other developed countries. Several companies follow upward movement to become global player while some others concentrate on downward movement, not in their business and profit, but in target market. In both the cases, market is very vast and the competition is less compared to the first case. India's top companies that are in the FMCG and durables are now targeting on rural market where the vast potential is yet to be tapped. As a result of the growing affluence, fuelled by good monsoons and the increase in agricultural output to 200 million tonnes from 176 million tonnes in 1991, rural India has a large consuming class with 41 per cent of India's middle-class and 58 per cent of the total disposable income. The importance of the rural market for some FMCG and durable marketers is underlined by the fact that the rural market accounts for close to 70 per cent of toilet-soap users and 38 per cent of all two-wheeler purchased. The rural market accounts for half the total market for TV sets, fans, pressure cookers, bicycles, washing soap, blades, tea, salt and toothpowder, What is more, the rural market for FMCG products is growing much faster than the urban counterpart.



Since, rural market has a vast potential, companies can concentrate on these market and influence them by using different advertising strategies. Consumers in the rural area use soaps normally referred by their family members and sometimes on their own, and hence companies should give advertisements featuring a family wherein all the members use a same brand of soap. As age has significant effect on the attitude variables, marketing managers should concentrate on the age of consumes and give advertisement accordingly. For example, youngsters can like youth oriented advertisements; old age people might like spiritual related advertisements, etc. Since, self-esteem is an important variable, advertising managers should give advertisements that should enhance the image of the users when they use the advertised product. In rural area, more families use single soap. Though it is not advisable to use one soap for all the members of the family, advertisements should be designed so as to create awareness about acquiring of disease when more people use one soap. Gender specific products can be easily marketed in the rural market as they significantly differ in their opinion towards the advertisement. While ranking the reason for purchasing the products, rural consumers mentioned 'own interest' in the first place, and 'availability' in the second place. Nowadays, mere giving advertisement will not earn good results, but it is the distribution that should be supported by the advertisement. Hence, distribution managers should distribute their products to all the places of the territory, so that once the advertisement is featured in the media, people can enquire and may purchase the products from the market / shop / store.

Corporate spend lakhs and lakhs of rupees on advertisements on the premise that it will give a positive result and create an impact in the minds of the consumers. Another important role of giving advertisement is to persuade consumers. However, rural consumers attitude could be difficult to understand and this study provided a way to understand about the rural consumers, their behavior, their preference and their attitude. This study concluded that though advertising creates awareness about the products and brands, consumers based on their own interest take the final decision. Advertising agencies are recommended to give advertisements to attract the entire family members. This research study contributes to an understanding of how advertising affect rural consumers' attitude towards the product and company. This study suggests that, advertisements should be given based on both nature of the product and target audience by considering their demographic characteristics. Experimental research can be conducted in forthcoming years to find out the perception of respondents in rural market. This study has done with the respondents who have television in their houses, whereas research can be done by considering two groups, one with televisions and other without television in their house and results can be compared.[4,5,6] Research in rural market can be done in future by comparing it with urban and town consumers.

II. DISCUSSION

Advertising is the effective source to influence the mind of viewers and gives viewers exposure towards a particular product or service (Katke, 2007). Advertising play an important role in business presentation and is a useful strategy to attract customers. It is a part of promotional mix to create awareness among target population. Like other parts of the world, in Pakistan too, it has become a weapon for businesses to change customers' mind and their behavior towards purchasing. Now days, advertising have become one of the crucial commercial activities in competitive business environment. Every region has its own culture and varying pictures and symbols for product promotion are used by the marketers. Actually these symbols, most of the times, reflect traditional culture and lifestyle. In the present digital world, everything like culture, habits of the people, technology etc, are on their way of globalization. This fast pace globalization is minimizing the distance among customers'. Now with the help of advanced technology, it has become possible for advertisers to reach all segments of a target market. Along with advanced technology, in rural areas the marketers further need to address other factors as well to effectively influence customers' mind. For example customers in rural areas may need to be educated for better understanding advertisers' message. Similarly, customers residing in rural areas may not have high purchasing power and lifestyle may be different than urban areas. Without proper investment, no business can become a market leader (Hussainy et al., 2008). Firms are spending a huge amount of their budget for advertising their products and services. They are investing to influence the buying behavior of customers and determining the factors that have direct or indirect effects on buying behavior like purchasing power (Ayanwale et al., 2005). This focus on advertising is because it is considered an effective tool to motivate customers and influence their buying behavior (Niazi et al., 2012). Advertisers hope that their ads will change the buying behavior of target market and consumers will buy their products. In order to make their advertising campaign even more effective and rewarding, advertisers are trying to analyze various factors which may influence customers' buying behavior e.g. residential area lifestyle, education and purchasing power etc. For this purpose, as Niazi et al., (2012) mention advertisers apply hierarchy of effects model to expose brand cognition, where attitude leads towards actual purchasing. This study is based on the hierarchy of effects model of advertising and is intended to analyze the effects of advertising on consumers' buying behavior in rural areas of Pakistan. The study aims to determine relationship between advertising and some characteristics of in rural areas on consumers' buying behavior. Telecommunication is one of the major and



fast growing industries in Pakistan. This calls for investigating advertising of telecommunication [7,8,9] companies and its effects on consumers buying behavior in rural areas. This study may reveal new insights in the knowledge area.

The study assessed the effects of advertisement and factors of rural areas on consumers buying behavior. Specifically, the study applied the concept of AIDA model to assess the influence of advertisement on buying behavior. Further, the effects of some factors of rural areas (where education level and buying power is low) were assessed. Results of the study show that advertising has positive while factors of rural areas have negative effect on buying behavior. The results of the study contributed in marketing literature and have important marketing implication that advertising is significantly influence the buying behavior in rural areas. The managerial prospective of the study was to examine whether advertising and factors of rural areas have any effect on buying behavior. The results of the study showed that advertising and factors of rural areas have influence on buying behavior. This study is in line with Malik et al (2013) in term of assessing advertisement effect on consumers buying behavior. The study examined the effects of brand image and advertisement on consumers buying behavior. Results indicated that both the variables have positive effects on consumers buying behavior. Further, the study found out that teenagers are more conscious in branded products. The study is in line with Niazi et al (2012), who assessed the influence of effective advertisements on consumers buying behavior. The study assessed the effects of emotional response and environmental response on consumers buying behavior and found out that emotional response has significant, while, environmental response has insignificant effect on consumers buying behavior. Further, the study found out that consumers prefer those brands from which they are emotionally attached.

The study used correlation statistics and simple regression for data analysis. The results of the study show that advertising has positive and statistically significant effect on buying behavior, while, factors of rural areas have negative but statistically significant effect on buying behavior. Further, the results of correlation indicate that advertising is positively correlated with consumers buying behavior but factors of rural areas are negatively correlated with consumers buying behavior.

III. RESULTS

Rural Marketing in India could be a challenging process because of the regional and ethnic diversity. Since rural marketing aims to address the needs and wants of the rural areas in India, developing and promoting a rural marketing strategy could be demanding.

Rural marketing is known to carry out business activities that bridge the gap between rural areas and urban areas in the country. Rural marketing includes a series of activities but broadly speaking, these activities fall into two precise sections:

1. The sale of agriculture or rural products in the urban areas; and
2. The sale of urban developed products in rural areas.

As is evident, the ethics of rural marketing differs drastically from regular marketing. Hence, it is important to adopt a different set of advertising concepts, ethics, and processes for rural consumers.

Rural Advertising Approach in India

Before one sets out to plan the marketing strategy of a brand in the rural areas, one needs to carry out detailed research. The research should include the following strategies:

1. The demand for a product – The feasibility of a product depends on the consumption pattern and the need of the people. This is why, before a rural brand launch, the company should indulge in extensive surveys in the area. Generally, rural people wish to buy longer-lasting products at low costs.
2. The price of a product – Usually, the rural people are more inclined towards lower prices. That is to say, they pay more heed to the price tag than the quality of a brand. Therefore, the manufacturer of a brand should be extra careful in managing the production costs of the brand. [10,11,12] In this way, the brand will be more accessible to rural consumers. This approach helps in geo-targeting the consumer base of a brand.
3. The brand awareness strategy – To spread maximum awareness among the target audience, a marketer should chalk out an intricate plan to promote the brand. The awareness strategy of a rural advertising campaign needs to be easy and direct to grasp. This approach would be simple enough for the brand to pursue and influence rural consumers. Since the literacy rate in rural India is not that high, marketing techniques like newspaper and magazine advertising could be a failure. The rural people are more inclined to the mediums of radio, television, and cinema to absorb information.
4. The distribution of a product – Any marketing strategy might turn out to be a failure if the distribution of the products is not monitored properly. To ensure that the product reaches every corner of the rural areas, strategies

such as selling the product in the local village fair, haats, and melas could be adopted. The other distribution policies can include the inauguration of retail outlets, regular interaction with the village consumers to know about the status of the products, monitoring company delivery vans delivering to the rural markets, etc.

One can take the help of a few age-old advertising strategies that have always clicked in the case of rural advertising. Rural people get more engaged with a brand with the incorporation of media for promotional purposes. One could take refuge to the following measure to increase brand visibility:

1. Cultural shows like folk shows
2. Village melas
3. Regional newspaper
4. Promotional activities in the concerned village school
5. Puppet shows; and
6. Involving the members of the village panchayat or the gram sabha.

FAQ's for Rural Marketing in India

What is Rural advertising in India?

Rural advertisement consist of various brand promotional activities carried out by companies in order to enhance brand awareness and visibility in Indian villages among rural audience.

What are different types of outdoor media used to target rural audience for branding?

OOH media options like Mobile van advertising, Kiosk Advertising, Hoardings and Wall painting are used to target rural markets and audience in India.

What are the features of rural marketing in India?

Rural markets in India, unlike their counterparts in urban areas are highly difficult to predict, and have specific characteristics and behavior. Financially, the rural population of India is mostly mix of low and medium level varying irregular income and flow of farm income may vary as per the monsoon season.

What is rural brand promotion in India?

Rural promotion or brand activation in Indian villages primarily include set of various activities to boost particular brands visibility and awareness in remote village areas in a given geographical location.

Over years, how are Indian villages doing on average spending?

In India's growth story of being a developing nation, villages have played an important role. Overall rural development efforts has reached villages as well and same can be seen in data of average rural household spending. Growing purchase power definitely attract brands to grow their footprints in Indian rural areas.

How MyHoardings (Jugnoo Media) can help brands make their reach to rural audience?

MyHoardings have capability and expertise to help brands build their rural marketing strategy. With vast experience in brand promotion in rural areas of India, MyHoardings can provide planning expertise and hassle free campaign execution of ad plans and branding in every corner of India.

What are the various problems brands face in rural marketing?

Despite a long growth story, challenges remain in rural marketing sector in India. Data shows that number of people under the poverty line has not reduced at the planned and expected rates. Along with that, lack of better transport infrastructure, multiple languages and dialects, low income per capita and seasonal low demand clouts rural markets with clouds of uncertainty in India.

How do you measure performance of rural marketing?

Since India rural markets remain uncertain when compared to urban counterparts, performance measurement also remain a challenging task in limited time periods. As far as Rural marketing is concerned, sustained presence in market is the key to perform in Indian villages and performance can only be verified with sales data in hand for ample period.[13,14,15]

Do MyHoardings manage the promoters involved in rural marketing?

Yes. As an established rural branding agency in India, MyHoardings help brands to provide end to end services in rural marketing sector in India. We also provide experienced and influential promoters for interactions with villagers who can be beneficial for brands in Kiosk branding and roadshow advertising campaigns in India.



Have MyHoardings done any rural advertising campaigns in India?

Yes. MyHoardings is growing rural advertising agency in India and multiple brands have chosen to collaborate with MyHoardings to execute their rural branding campaigns in Indian villages.

What are various ways a product can be advertised in Indian villages?

Products and services can be promoted with static ads like OOH hoardings, wall painting or interactive advertising mode involving promoters using mobile Kiosks or roadshow advertisement.

What is Wall paint advertising in India?

Wall painting is traditional, popular and impact creating mode of advertisement in rural Indian. Brand promotion in Villages with Wall painting include painting client creatives on available large walls in rural areas of India.

What is Wall wrap advertising?

Wall wraps are usually considered as advanced version of wall painting, include large size flex or vinyl stickers pasted on road walls and retail areas in India. Wall wrap is an very economical and cost effective mode of outdoor advertisement and branding in India, especially in rural areas.

How can rural advertising agency like MyHoardings help to increase brand sales in India?

Growth story of Indian rural markets in past few decades is a well-known. Will rise in rural economy, increasingly more and more brands plan to increase their presence in Indian villages in order to increase company footprint and enhanced sales.

What is roadshow advertising targeting Indian villages in India?

Roadshow advertising is used to promote a particular company products and services by displaying same on vehicles and carrying vehicle in busy rural areas of India. Usually promoters also accompany the roadshows in order to explain the product details or plans to the rural audience.[16,17,18,19]

IV. CONCLUSION

Rural advertisement activities vary highly when compared to urban marketing which need separate planning and crafting different messages for different audience groups. Rural advertising is also dependent on the cultural, geographical and social formats of living.[20]

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