Rural Populace Preference towards the Use of Media of Advertising: An Analysis

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Abstract
We all know, rural markets are playing a vital role in the growth and development of a nation like India as they are emerging themselves for different products and services. But, many of the areas are out of the reach of advertisers and marketers and they may not create their demand for their products. Therefore, an attempt is made to study the preferences of rural buyers for using various media of advertising for viewing, listen and reading the advertisements of various products and to recommend the policies which may be adopted by the advertisers to enhance awareness among the rural buyers towards products and services and focus on media of advertising which is or are in the reach of rural buyers. To achieve these objectives, the study used primary data collected from a sample of 1000 rural consumers from the 40 villages of 04 districts of Haryana state with the help of a well-structured questionnaire by following 'Foot-in-Door Strategy' (FIDS). And found that 695 rural buyers respond to 8th rank (Median=8, the highest rank and S. D. =1.271) for Television followed by newspaper and hoarding got 6th ranks with S.D.=1.665 and 1.556, respectively. On the contrary, 919 rural buyers ranked at 1st for Internet (Median=1, the lowest rank, S. D. =0.658. Further, radio, magazine, demonstration and other modes of advertising like word-of-mouth are less preferred by rural buyers. Therefore, it may be recommended that if electronic and print media are being used in rural India then the advertisers and marketers should promote these two media of advertising for giving the advertisements of all kinds of products in rural areas by which they can attract rural buyers and boost up the standard of living of them (rural buyers) by creating awareness about existing and new products and services. Further, they have to develop advertising campaign in low literacy level rural areas so that people become aware and purchase advance technological products for satisfying their needs.

Key Words: Advertising, Effectiveness, Foot-in-Door Strategy, Integrated Marketing Communication, Word-of-Mouth

INTRODUCTION
Integrated Marketing Communication (IMC) is very important tools for the success of all industries. Being the advertising is a subset of IMC mix, it is served as an essential tool in

creating product awareness and conditions in the mindsets of present and potential consumers to take eventual purchase decision. As far as definition of advertising is concerned, it is a paid form of non-personal communication of information about products or services by an identified sponsor. It makes an appeal to potential buyers to purchase any kind of product or service which is in need of them and view, read and listen any advertisement. The advertising appeal is an attempt to create an interface between a product or service and the audience[1]. Although, sales promotions are common practices which are pursued by many retailers, not all stores follow the same pricing strategy and not with the same intensity. Supermarkets that advertise themselves as "everyday low price" rarely apply sales promotion and keep product prices constant for longer periods than their competitors. Beyond monetary savings, sales promotion provides consumers with a range of benefits that comprise of value expression, entertainment, and exploration (hedonic benefits) and product quality and shopping convenience(utilitarian benefits). Nonmonetary promotions offer more hedonic benefits and fewer utilitarian benefits than monetary promotions. Specifically, monetary promotions are more effective for utilitarian products than for hedonic products. Non-monetary promotions are relatively more effective for hedonic products. Price-off and event sponsorship programs have a considerably positive effect on the consumer expenditure and repeat visits. Some sales promotion elements such as coupons and sweepstake do not have a significant effect on consumer spending and repeat visits. In order to increase consumer spending and repeat visits, department store should invest in mechanisms that enhance price-off and event sponsorship even programs. A survey shows that married and non-married consumers are equally likely to use coupons and rebates that require some degree of planning. Single consumers are more prices and value conscious than the married ones and use more of bonus packs, loyalty programs, price deals and samples *(Ling, Cheng and Hsien, 2009)*[2]. In view of that advertising plays a significant role to create more awareness about products and services and then buyers become more price-sensitive and curious about these products and services.

Review of Literature

Jayswal and Shah (2012)[3] analyzed the effect of some selected FMCG product's television advertisements with commonly used negative emotional appeals on cognitive message processing style of Indian house wives. The study revealing different effect of

[1] Kundu, Surinder Singh and Kumar, Vinod (2013). "Modes of Advertisements Used by Rural Populace: An Empirical Study", In Kundu, Subash C., Punia, Bijender K., Shabnam Saxena, Suresh K. Mittal and Anjali Gupta, *Researches in Business and Management –Academic and Professional Perspective (Edited)*, Delhi: Wisdom Publications, p. 404.

[2] Ling, L. S., Cheng, S. Y., and Hsien, C. C. (2009), "The effects of sales promotion strategy, product appeal and consumer traits on reminder impulse buying behavior", *International Journal of Consumer Studies*, Vol. 33, pp. 274–284.

[3] Jayswal, M., and Shah, K. (2012), "A study of effect of negative emotional appeals on cognitive message processing style of Indian house wives with specific focus on FMCG product's television advertisements", *Asian Journal of Research in Business Economics and Management*, Vol. 2, Issue 3, pp. 58-72.

different advertisement with negative emotional appeals derived that advertising creative aspect has considered most important and it has been truly said that "what you say is equally important to how you say." Through varied hypothesis developed by the researcher, the findings is negative emotional advertising appeal makes the cognitive response positive, helps to form positive attitude and this increases the customer intention to buy the brand. The different advertising themes have difference in their effect on individual perception.

Jain and Sharma (2012)[4] analyzed the brand awareness and customer preferences for FMCG products in rural market of Garhwal region. The study found that average awareness of the respondents in the rural market is approximately 75 per cent, 70 per cent, 72 per cent, 64 per cent and 73 per cent in case of shampoo, washing powder, soap, tea, toothpaste respectively, which infers that people in the rural market have on an average awareness about most of the products. In the shampoo category, the study found that the respondents give 1st rank to Pantene and last rank to Chik; in case of washing powder, 1st rank to Surf Excel and last rank to Nirma; to soap category, 1st rank to Dettol and last rank to Rexona; in case of Tea, 1st rank to Tata tea and last rank to Maharani tea and in category of toothpaste, 1st rank to Colgate and last rank to Cibaca which infers that advertising and marketing activities have major influences in choices of people in rural market. The study further found that among various factors like quality, price, easy availability, family liking, advertisement, variety, credit attributes of brand preference; the quality is the first preference in case of brand choices and rural people give least preference to variety and credit attributes. It is also concluded that there is a positive impact of media on brand preference of FMCG products among consumers.

Prajapati and Thakor (2012)[5] examined the competitive and innovative promotional tools used by toothpaste companies in rural market and its impact on consumer buying behaviour in Gujarat. The study found that rural consumers are more concerned about the quality, brand name of the oral care products purchased by them. Further, it was also found that once the rural consumers found that certain brands are suitable to them, they do not change it easily due to influence of friends or social groups and lack of availability of their usual brands. In toothpaste category, Colgate and Close-up are the most favorite brands. Price, promotional schemes, color and availability of the product are more influencing factor when they buy the toothpaste. Rural consumers are generally following the instructions of the retailers for buying the toothpaste and also consider the promotional scheme when buy the toothpaste and the prices off schemes are the most

[4] Jain, A., and Sharma, M. (2012), "Brand awareness and customer preferences for FMCG products in rural market: an empirical study on the rural market of Garhwal region", *VSRD International Journal of Business & Management Research*, Vol. 2, No. 8, pp. 434-443.

[5] Prajapati, S. and Thakor, M. (2012), "Competitive and innovative promotional tools used by toothpaste companies for rural market and its impact on consumer buying behavior in Gujarat", *International Referred Research Journal*, Vol. 3, Issue 3(2), pp. 82-86.

influencing scheme to them. When there are special discount and dentist suggest them to purchase the toothpaste they definitely purchase it.

Mishra, et al. (2012)[6] examined the major dimensions of consumers' perception about the benefits they derive from different types of sales promotion schemes in durable goods and to build a framework showing the valid relationships among all types of multiple consumer benefits of sales promotion in consumer durables. This exploratory study is mainly based on field survey carried out in India. The findings indicate that consumers perceive factors like savings, higher product quality, shopping convenience categorized as utilitarian benefits and value expression, entertainment, exploration categorized as hedonic benefits as primary reasons for taking advantage of various sales promotion schemes.

Franco, et al. (2012)[7] analyzed and focused on use of modern portfolio theory in price promotions, which have become a key component in the marketing mix of stimulating sales, particularly in the FMCG environment. The hypothesis of this study is that previous limitation of modern portfolio theory in marketing can be overcome through use of brackets of price promotion. This is proven through study of FMCG data and it is shown that price promotions can be optimized to improve return without increased risk.

After, reviewing the existing literature it is observed that the above studies are concerned with the sales promotion tools, effectiveness of the advertising with reference to its objectives and criteria of it. Further, these studies have considered the measurement of effectiveness of advertising on consumer goods includes consumer behaviour and the pattern of consumption of consumer goods among the buyers. But, there is no study which deals directly with the preference of modes of advertising used for creating the awareness about fast moving consumer goods with reference rural buyers. After that it is felt that this aspect must be highlighted and the present study entitled "*Rural Populace Preference towards the Use Media of Advertising: An Analysis*" may be conducted.

Methodology and Objectives

The present study is the mixture of exploratory, descriptive, pure and empirical in nature. To expand the understanding of advertising effectiveness dilemma, to gather background information on the topic, to refine the research questions (objectives of the study) and to identify or define the concepts, construct, key terms and operational definitions, books as

[6] Mishra, U. S., Das, J. R., Mishra, B. B. and Mishra, P. (2012), "Perceived benefit analysis of sales promotion: a case of consumer durables", *International Research Journal of Finance and Economics*, Issue 98, pp. 145-154.

[7] Franco-Laverde, J., Littlewood, A., Ellis, C., Schraner, I., and Varua, M-E, (2012), "FMCG portfolio budget allocation to price promotions using modern portfolio theory", *International Review of Business Research Papers*, Vol. 8, No. 5, pp. 16-30.

well as articles in journals or professional literature and Internet search was done. Being descriptive, it was tried to discover answers to the questions of who, what, when, where, and sometimes how. The researcher attempts to describe or define a subject by creating a profile of group of people, problems and events. It involved the collection of data by creating a distribution of events or characteristics (known as a research variable), which involved the interaction of two or more variables *(Cooper, et al., 2003)*[8]. As far as pure or basic research is concerned, the present study is of marketing arena involved the researcher for conducting the Major Research Project funded by University Grants Commission, New Delhi entitled "*Advertising Effectiveness on Rural Buyers: An Empirical Study of Fast Moving Consumer Goods*" to study the effectiveness of advertisements among rural buyers of four districts of Haryana State in India in terms of change in their purchase behaviour. Further, research does call for hypotheses. Fred defines scientific research as a "systematic, controlled, empirical and critical investigation of natural phenomena guided by theory and hypotheses about the presumed relations among such phenomena." The term systematic and controlled refers to the degree to which the observations are controlled and alternative explanations of the outcome are ruled out. For the purpose, most of the questions in questionnaire were close-ended. The term empirical or critical points to the requirements for the researcher to test subjective beliefs against objective reality and have the findings open to further scrutiny and testing *(Cooper, et al., 2003)*[9]. Consequently, various univariate and multivariate statistical techniques have been applied to test the reliability, validity of data and to test the hypotheses.

The present research paper attempts to study the preference of rural buyers towards the use of media of advertising for various products and services, and to recommend the policies which may be adopted by the advertisers to enhance awareness among the rural buyers towards products and services. To achieve the said objectives, only one question item of the questionnaire (Total 16 question items) was used. The study used primary data collected with the help of a well-structured questionnaire by following 'Foot-in-Door Strategy' (FIDS) *(Malhotra, et al., 2010)*[10].

Hypotheses of the Study

In the light of the above mentioned objectives, the following hypotheses have been designed.

H_1: There is no significant difference among the rural buyers towards the media of advertising for all kinds of products due to age of rural buyers.

H_2: There is no significant difference among the rural buyers towards the media of advertising for all kinds of products due to education level of rural buyers.

[8]Cooper, Donald R. and Schindler, Pamela S. *Business Research Methods*. 8th ed. (New Delhi: Tata McGraw-Hill Publishing Company Limited, 2003), p. 10.

[9]Cooper, Donald R. and Schindler, Pamela S. *Op cit*., p. 13.

[10] Malhotra, Naresh K. and Dash, Satyabhusan. *Marketing Research-An Applied Orientation*. 6th ed. (New Delhi: Pearson Education, Inc. 2010), p. 373.

H_3: There is no significant difference among the rural buyers towards the media of advertising for all kinds of products due to gender of rural buyers.
H_4: There is no significant difference among the rural buyers towards the media of advertising for all kinds of products due to marital status of rural buyers.
H_5: There is no significant difference among the rural buyers towards the media of advertising for all kinds of products due to income levels of rural buyers.
H_6: There is no significant difference among the rural buyers towards the media of advertising for all kinds of products due to different occupations of rural buyers.
H_7: There is no district-wise significant difference among the rural buyers towards the media of advertising for all kinds of products.

SAMPLING PLAN

The basic idea of sampling is that by selecting some of the elements in a population by which conclusion about entire population may be drawn. In the present study, the sampling was done due to (i) minimise the cost of survey, (ii) maximise the accuracy of results, (iii) accomplish within specified period of time, and (iv) as per the availability of population elements. The steps in the sampling design were as follows:
5.1 *Target Population:* Elements: Male and Female Rural Buyers;
Sampling Unit: Rural Buyer;
Extent: Haryana State; and
Time: May, 2011 to September, 2011.
5.2 *Sampling Frame***:** Map of Haryana State.
5.3 *Sampling Technique:* Multi-Stage Sampling.
5.4 *Sample Size:* 1,000 (04 districts x10 villages per district x 25 respondents per village).
5.5 *Execution:* Foot-in Door Strategy' (FIDS) for face to face interaction with respondent.
To confirm the sample size of 1,000 was adequate, calculations for sample size(n) determination by proportion were made as follows, using the maximum possible population variation (π=0.5). The precision of D in the present study was ±0.05 for a 95 percent confidence level (z=1.96).
$n=\pi(1-\pi)z^2/D^2$, $n=(0.5)(1-0.5)(1.96)^2/(0.05)^2$ =384.16 or 385 rounded to the next higher integer.
Therefore, the 1,000 sample size may be considered more than sufficient *(Malhotra, et al., 2010)*[11].
As far as, the accuracy and validity of sample is concerned, in the present study, there was no systematic variance in the sample and the sample was having low standard error of estimate which causes high precision in the sample. With regard to sampling design is concerned, the present work involved such population that was identified from different geographic areas or districts such as Mewat, Panchkula and Sirsa from the corners and

[11] Malhotra, *et al.,Op cit.,* p. 368.

Jind from the centre of Haryana state. In view of that, area sampling, the most important form of cluster sampling (a type of probability sampling) was used and it was single-stage cluster sampling. Because, area sampling overcomes both the problems of high sampling cost and the unavailability of practical sampling frame for individual elements. Needless to mention, the theory of clustering is that the means of sample cluster are unbiased estimates of the population mean **(Cooper, *et al.*, 2003)**[12]. Therefore, sample results may be generalised for population concerned. Moreover, if a sample has the same distribution on these characteristics described, and then it is likely to be representative of the population regarding other variables on which we have no control. Therefore, the quota sampling (the second type of purposive sampling) was used to improve representativeness of population and the logic behind quota sampling was that certain relevant characteristics described the quota on various dimensions of the population. In the present study, the sampling quota called for sampling rural buyers at 50:50 ratio to eliminate distortion and due to a non-representative gender ratio (Table 1). Hence, gender was the control dimension. In total, multi-stage sampling was used in the present study, as under (Exhibit 1):

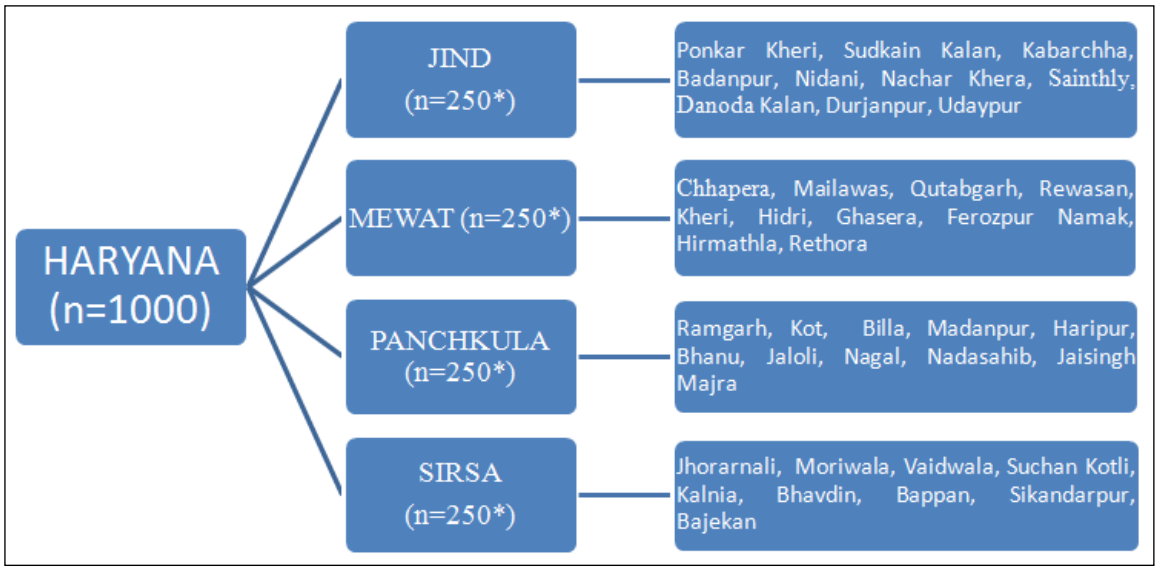

Exhibit 1: Description of Sample Size

Source: Primary.

Note: 10 villages selected from a district at random firstly and then 25 respondents selected randomly from a village for finalising 125 female and 125 male from the district concerned.

[12]Cooper, *et al.*, *Op cit.*, pp. 179-213.

Table 1: Demographic Profile of Rural Buyers

Demographic Basis		Gender		Total
		Male	Female	
Age (Years)	10-20	117	132	249
	20-30	126	125	251
	30-40	98	98	196
	40-50	99	93	192
	50 and Above	60	52	112
Total		500	500	1000
Education	Illiterate	16	54	70
	Below Matric	68	146	214
	Matric	184	161	345
	10+2	107	65	172
	Graduate	75	49	124
	Post-Graduate	28	15	43
	Any Other	22	10	32
Total		500	500	1000
Marital Status	Bachelor	199	182	381
	Married	301	318	619
Total		500	500	1000
Income (Rs.)	Less Than 5,000	22	10	32
	5,000-10,000	35	37	72
	10,000-15,000	90	83	173
	15,000-20,000	160	189	349
	20,000-25,000	110	120	230
	More Than 25,000	83	61	144
Total		500	500	1000
Occupation	Student	174	175	349
	Housewife	3	277	280
	Businessman	54	2	56
	Employee (Private Sector)	67	15	82
	Employee (Public Sector)	100	26	126
	Farmer/Labourer	82	1	83
	Any Other	20	4	24
Total		500	500	1000
Districts	Jind	125	125	250
	Mewat	125	125	250
	Panchkula	125	125	250
	Sirsa	125	125	250
Total		500	500	1000
Villages	Ponkar Kheri	14	11	25

	Sudkain Kalan	11	14	25
	Kabarchha	12	13	25
	Badanpur	16	9	25
	Nidani	12	13	25
	Nachar Khera	10	15	25
	Sainthly	10	15	25
	Danoda Kalan	15	10	25
	Durjanpur	10	15	25
	Udaypur	15	10	25
	Chhapera	17	8	25
	Mailawas	13	12	25
	Qutabgarh	10	15	25
	Rewasan	18	7	25
	Kheri	8	17	25
	Hidri	10	15	25
	Ghasera	12	13	25
	Ferozpur Namak	12	13	25
	Hirmathla	11	14	25
	Rethora	14	11	25
	Ramgarh	11	14	25
	Kot	9	16	25
	Billa	15	10	25
	Madanpur	12	13	25
	Haripur	15	10	25
	Bhanu	13	12	25
	Jaloli	14	11	25
	Nagal	15	10	25
	Nadasahib	11	14	25
	Jaisingh Majra	10	15	25
	Jhorarnali	13	12	25
	Moriwala	13	12	25
	Vaidwala	11	14	25
	Suchan	14	11	25
	Kotli	12	13	25
	Kalnia	12	13	25
	Bhavdin	13	12	25
	Bappan	13	12	25
	Sikandarpur	14	11	25
	Bajekan	10	15	25
Total		500	500	1000

Source: Primary (Data processed through PASW 18.0).

Validity and Reliability

In the present research paper, Chi-square and other tests were used at (.01) alpha value for statistical validity or to test the hypotheses and to make precision in the study at higher side. Usually, scientists prefer to make alpha a fairly small number, such as 0.05, 0.01. The reason is that scientists believe that to decide that an experimental finding is true when it is not a more serious error that it is to miss true findings *(McBurney, 2001)*[13]. In the present study, the adequacy of the sample size is justifiable. The size of 1000 questionnaires may be treated, as a large sample constituting of the target population, is adequate enough for the findings. It seems to be safely reliable and adequately representative of target population. Cronbach's alpha was applied to check the internal consistency of the data. The coefficient varies from 0 to 1 and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability *(Malhotra, et al., 2003)*[14]. In the present research work, the value of Cronbach's alpha coefficient was found 0.868 for 4 items which indicate that the data collected from the survey was reliable and suitable for further analysis.

Data Preparation

After the data collection, the data was prepared for the further analysis. Initially, all 1, 000 questionnaires were checked for completeness and interviewing quality. Editing was made for guarantee (ing) the data was accurate, consistent with intent of the questions and information gathered in the survey; uniformly entered, complete and arranged to simplify coding and tabulation. Further, to increase the accuracy and precision, all questionnaires were reviewed to identify illegible, incomplete, inconsistent, or ambiguous responses. The field editing review, all the questionnaires were reviewed to ensure that the same abbreviation, acronyms and symbols properly understood as per the requirement of questionnaire and entered in the database as used during data collection. To avoid self-

[13]McBurney, Donald H. (2001), "*Research Methods" (5th ed.)*, USA: Wadsworth/Thomson Learning, pp. 127 and 169.
[14]Malhotra, *et al*., p. 279.

interview and to validate the field results, 10 per cent of the respondents were interviewed by the first author. To produce maximum consistency in data and to get the better data, first author detected the proper answers for inappropriate or missing replies or entries in wrong place by reviewing the other information in questionnaires. Further, to strike out the clearly inappropriate answers, entry of no answer and to avoid fake interviews; questionnaires were returned to the field. Alphanumeric and numeric codes were used to group the responses into a limited number of classes or categories. The responses to the closed questions including scaled items and others, pre-coding was done at the time of pilot study. For the open-ended questions, to record the respondents' verbatim, post-coding was used for assigning the additional codes to these responses. Standard code of 9 for a single-column variable and 99 for a double column variable were used for missing data and a data file namely *"UGC_F. No. 5-270(1)2009 (HRP)_MRP_Datawarehouse"* was prepared which was viewed as an $n \times m$ matrix of number and values, where n is the number of respondents or records and m is the number of variables or fields. In the said file, transcribing of data (transferring of coded data from questionnaires onto computers) was done via keypunching. About 40 per cent of the data was verified for keypunching errors. For transcription of data, a full-screen editor for editing and browsing entire data file *i.e. "UGC_F. No. 5-270(1)2009 (HRP)_MRP_Datawarehouse"* was prepared with the use of a statistical package namely Predictive Analysis Soft Ware (PASW 18.0) Licensed Product, 10 Network users having serial number 5078569 (Exhibit 2). The software was demanded on request from the Department of Business Administration, Chaudhary Devi Lal University, Sirsa.

Exhibit 2: Data Fields, Records, Files, and Database

Source: Primary.

The spreadsheet was used as a convenient and flexible means for entering and viewing the data at a glance. To place the data entries in the spreadsheets, 1000 numbered rows and 787 letter columns with a $n \times m$ matrix of 787 thousands of cells were used in the present study. The data was cleaned by identifying out of range and logically inconsistent responses. Most of the rating information was obtained was obtained using 1 to 5 scales, so responses of 0, 6, 7, 8, were considered out of range and a code of 9 was assigned to missing responses. No treatment of missing responses was done where the proportion of missing responses was not more than 10 per cent. Wherever, these responses were more than 10 per cent then they were considered for the purpose of further data analysis and a neutral value, typically the mean response to the variable was substituted for the missing responses. To enhance the quality of data analysis and to make the consistency of variables with the objectives of the study, the data was adjusted statistically through variable re-specification only. To adjust the data statistically, scale transformation was not used because most of the variables (which were considered for comparison) were measured on 5-point Likert scale. Therefore, the data was transformed by recoding of variables, firstly. Secondly, dummy variables were used to modify the existing variables. For example, to re-specify a categorical variable with K categories, K-1 dummy variables were needed. In the present study, information about the K^{th} category was derived from

information about the other *K*-1 categories *(Malhotra, et al., 2003)*[15]. For example, marital status, a variable having seven categories assigning the seven values, such as 1 for bachelor, 2 for married and so on. In total, only six dummy variables were needed. Information on the number or percentage of live-in-relationship in the sample data were readily derived from the number or percentage of the other six categories.

In the present research paper, the second question item's data from the said data warehouse was used for analysis and interpretation.

Results and Discussion

To analyze and interpret the data frequency distribution, cross tabulation, median, percentage for exploratory data analysis and standard deviation (S. D.), Chi-Square, Kruskal Wallis H test, Mann Whitney U and Wilcoxon W were used for confirmatory data analysis.

Table 2: Media of Advertising used by Rural Buyers

Nature of Respon-se	Media							
Ranking	Television	Radio	Internet	Magazines	Newspapers	Hoarding	Demonstrations	Any other
1	0	4	919	1	1	4	5	65
2	5	161	49	159	53	30	80	465
3	19	238	8	279	72	105	230	47
4	33	122	9	293	113	61	309	64
5	55	123	10	178	164	186	205	82
6	72	146	4	64	202	257	138	114
7	121	187	1	26	283	284	29	64
8	695	19	0	0	112	73	4	99
Total	1000	1000	1000	1000	1000	1000	1000	1000
Median	8	4	1	4	6	6	4	2
Standa	1.271	1.84	0.658	1.244	1.665	1.556	1.283	2.2

[15] *Op cit.*, p. 418.

rd Deviation		0						63

Source: Primary (Data processed through PASW 18.0).

The exploratory data analysis of Table 2 shows that 695 rural buyers respond to 8th rank (Median=8, the highest rank and S. D. =1.271) for Television followed by newspaper and hoarding got 6th ranks with S.D.=1.665 and 1.556, respectively. On the contrary, 919 rural buyers ranked at 1st for Internet (Median=1, the lowest rank, S. D. =0.658. Further, the table shows that radio, magazine, demonstration and other modes of advertisements like word-of-mouth are less preferred by rural buyers. Hence, it may be concluded that electronic and print media are being used in rural India.

Table 3: Media of Advertising used by Rural Buyers (Age-wise)

Media		Age (Years)						Test Statistics[a, b]	
		10-20	20-30	30-40	40-50	50 and above	Total	Chi-square (df = 4)	Asymp. Sig.
Television	N	249	251	196	192	112	1000	22.815	.000*
	Mean Rank	544.38	499.25	519.53	461.18	439.84			
Radio	N	249	251	196	192	112	1000	2.689	.611
	Mean Rank	478.96	495.07	516.29	514.47	508.97			
Internet	N	249	251	196	192	112	1000	18.059	.001*
	Mean Rank	517.93	515.97	498.32	475.71	473.38			
Magazine	N	249	251	196	192	112	1000	13.623	.009*
	Mea	539.0	524.6	463.7	482.8	455.2			

	n Rank	8	7	5	1	1			
Newspaper	N	249	251	196	192	112	1000	14.919	.005*
	Mean Rank	533.51	529.54	469.52	490.57	433.26			
Hoarding	N	249	251	196	192	112	1000	2.898	.575
	Mean Rank	484.09	495.99	502.01	528.91	495.74			
Demonstrations	N	249	251	196	192	112	1000	1.683	.794
	Mean Rank	490.77	512.37	496.40	489.68	521.24			
Any other	N	249	251	196	192	112	1000	28.212	.000*
	Mean Rank	447.31	477.58	511.68	531.08	598.12			

a. Kruskal Wallis Test, b. Grouping Variable: Age, * significant at .01 level.
Source: Primary (Data processed through PASW 18.0).

During confirmatory data analysis and by considering highest mean ranks of the media of advertising, it is found that Television, Internet, magazine and newspaper are preferred most by 20-30 years age group and the same are least preferred by old age persons having the age 50 years and above, for observing the advertisements of different products and services (Table 3). As far as radio is concerned, it is found that radio is preferred most by 30 to 40 years age group and least preferred by 10-20 years age group for listen to the advertisement. And demonstration and word of mouth as Media of Advertising are preferred most by old age person, whereas these are least preferred by teenagers. Table 4.10 also presents that Chi-square value (Kruskal-Wallis H) shows that there is a significant at .01 level with regard to Television (H (4)=22.815, *p*=.000), Internet (H(4)=18.059, *p*=.001), magazine (H(4)=13.623, *p*=.009), newspaper (H(4)=14.919,

p=.005), and any other like word of mouth (H(4)=28.212, *p*=.000), media of advertising among various age groups of rural buyers by rejecting null hypotheses ……H_1. Hence, it may be concluded that rural buyers use most of the media of advertising for observing the advertisements of different products and services.

Table 4: Media of Advertising used by Rural Buyers (Education-wise)

Media		Education								Test Statistics [a,b]	
		Illiterate	Less than Matric	Matric	10 + 2	Graduate	Post-Graduate	Any other	Total	Chi-square (df = 6)	Asymp. Sig.
Television	N	70	214	345	172	124	43	32	1000	12.038	.061
	Mean Rank	413.72	495.03	507.03	508.68	524.67	524.98	485.97			
Radio	N	70	214	345	172	124	43	32	1000	13.172	.040
	Mean Rank	464.77	478.86	503.45	547.23	525.18	463.99	393.89			
Internet	N	70	214	345	172	124	43	32	1000	14.969	.021
	Mean Rank	460.00	499.83	493.10	509.35	517.03	505.02	555.66			
Magazine	N	70	214	345	172	124	43	32	1000	36.988	.000*
	Mean Rank	393.85	446.79	500.27	559.54	516.04	546.38	656.27			
Newspaper	N	70	214	345	172	124	43	32	1000	68.843	.000*
	Mean	296.54	439.57	526.00	525.47	600.44	569.36	465.16			

	Rank										
Hoarding	N	70	214	345	172	124	43	32	1000	10.613	.101
	Mean Rank	467.52	534.71	519.51	467.86	461.35	481.42	491.66			
Demonstrations	N	70	214	345	172	124	43	32	1000	22.204	.001*
	Mean Rank	578.59	547.63	470.62	482.76	452.48	538.98	566.45			
Any other	N	70	214	345	172	124	43	32	1000	81.812	.000*
	Mean Rank	749.82	541.18	485.02	453.62	416.69	469.71	468.00			

a. Kruskal Wallis Test, b. Grouping Variable: Education, * significant at .01 level.
Source: Primary (Data processed through PASW 18.0).

Table 4 shows that illiterate and below matric educated rural buyer preferred most the demonstrations (Mean rank=578.59) and hoardings (Mean rank=534.71) media of advertising for observing advertisement, whereas, newspaper (Mean rank=600.44) and television (Mean rank=524.98) are preferred most by graduate and post-graduate rural buyers to observe the advertisements, respectively. Magazine (Mean rank=656.27) as media of advertising is preferred most by those rural buyers who have the education more than Post-Graduation like M. Phil., Ph. D. or any other professional qualification. By using Chi-square value (Kruskal-Wallis H) at 0.01 level of significance, df=6, it is interpreted that these is a significant difference among rural buyers as per their education level towards magazine, newspaper, demonstration and others like word-of-mouth as media of advertising by rejecting null hypotheses.....H_2.

Hence, it may be concluded that education plays a vital role towards the use of different media of advertising.

Table 5: Media of Advertising used by Rural Buyers (Gender-wise)

Media	Gender	N	Mean Rank	Test Statistics[a]			
				Mann Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Television	Male	500	466.71	108103.500	233353.500	-4.548	.000*
	Female	500	534.29				
Radio	Male	500	503.75	123377.000	248627.000	-.361	.718
	Female	500	497.25				
Internet	Male	500	507.02	121740.000	246990.000	-1.509	.131
	Female	500	493.98				
Magazine	Male	500	494.69	122096.000	247346.000	-.655	.513
	Female	500	506.31				
Newspaper	Male	500	549.00	100751.000	226001.000	-5.416	.000*
	Female	500	452.00				
Hoarding	Male	500	496.84	123167.500	248417.500	-.411	.681
	Female	500	504.16				
Demonstrations	Male	500	498.89	124195.500	249445.500	-.181	.856
	Female	500	502.11				
Any other	Male	500	485.22	117361.500	242611.500	-1.768	.077
	Female	500	515.78				

a. Grouping variable: Gender, * significant at .01 level.
Source: Primary (Data processed through PASW 18.0).

Table 5 shows that female rural buyers preferred most Television followed by magazine, hoarding, demonstration and others for observing advertisement in comparison to male as they earn highest mean ranks. Whereas, radio, internet and newspaper having highest mean ranks shows that these media of advertising are preferred most by male rural buyers. Further, it is found that male and female rural buyers significant differ at 0.01 level of significance (U=108103.5, 100751.0 and *p*=.000), towards the use of television and newspaper as media of advertising, respectively by rejecting the null hypotheses.....H_3.
Hence, it may be concluded that television is most preferred media of advertising and internet is least preferred Media of Advertising in rural areas.

Table 6: Media of Advertising used by Rural Buyers (Marital Status)

Media		Marital Status			Test Statistics [a,b]	
		Bachelor	Married	Total	Chi-square (df = 1)	Asymp. Sig.
Television	N	381	619	1000	5.875	0.015
	Mean	523.46	486.37			

	Rank					
Radio	N	381	619	1000	1.632	0.201
	Mean Rank	485.86	509.51			
Internet	N	381	619	1000	4.696	0.030
	Mean Rank	512.43	493.16			
Magazine	N	381	619	1000	4.858	0.028
	Mean Rank	525.42	485.16			
Newspapers	N	381	619	1000	19.488	0.000*
	Mean Rank	550.89	469.49			
Hoarding	N	381	619	1000	0.182	0.670
	Mean Rank	495.65	503.48			
Demonstrations	N	381	619	1000	0.396	0.529
	Mean Rank	493.37	504.89			
Any other	N	381	619	1000	16.763	0.000*
	Mean Rank	455.40	528.26			

a. Kruskal Wallis Test, b. Grouping Variable: Marital Status, * significant at .01 level.
Source: Primary (Data processed through PASW 18.0).

As far as the mean ranks of marital status of rural consumers are concerned, it is found that bachelor or unmarried rural people having higher mean ranks for television, internet, magazine and newspaper Media of Advertising because they prefer these media to read, listen and view the advertisements of all kind of products (Table 6).Whereas, married rural buyer prefer radio, hoardings, demonstration and others like word-of- mouth to observe the advertisement. To validate the results Chi-square value (Kruskal Wallis H) at 0.01 significance level, df=1 reported that there is a significant difference among rural buyers towards newspaper and others like word-of-mouth as media of advertising due to their marital status by rejecting the null hypothesis……
……..$H_{4.}$
Hence, it may be concluded that married people use the traditional media of advertising for getting information towards different kinds of products and services.

Table 7: Media of Advertising used by Rural Buyers (Income-wise)

Media		Income							Test Statistics[a,b]	
		Less than 5000	5001 - 10000	10001- 15000	15001- 20000	20001- 25000	More than 25000	Total	Chi-square (df = 5)	Asymp. Sig.
Television	N	32	72	173	349	230	144	1000	20.335	0.001*
	Mean Rank	597.00	420.99	463.07	513.16	517.63	505.72			
Radio	N	32	72	173	349	230	144	1000	3.437	0.633
	Mean Rank	487.61	472.81	493.69	493.88	529.27	495.48			
Internet	N	32	72	173	349	230	144	1000	42.192	0.000*
	Mean Rank	602.48	549.56	523.75	490.10	485.34	474.16			
Magazine	N	32	72	173	349	230	144	1000	24.403	0.000*
	Mean Rank	673.97	450.99	441.76	511.98	499.29	531.38			
Newspapers	N	32	72	173	349	230	144	1000	14.515	0.013
	Mean Rank	601.05	483.40	442.14	497.81	520.84	530.84			
Hoarding	N	32	72	173	349	230	144	1000	47.942	0.000*
	Mean	206.61	427.80	489.42	504.06	537.43	547.85			

	Rank									
Demonstrations	N	32	72	173	349	230	144	1000	19.268	0.002*
	Mean Rank	514.19	590.28	547.21	498.16	468.24	453.65			
Any other	N	32	72	173	349	230	144	1000	20.891	0.001*
	Mean Rank	453.42	554.31	564.43	499.80	451.73	486.84			

a. Kruskal Wallis Test, b. Grouping Variable: Income
Source: Primary (Data processed through PASW 18.0).

Income-wise data of rural buyers in Table 7 shows that television, internet, magazine newspaper are preferred most by those rural buyers who have income below Rs. 5,000 per month as they ranked these media of advertising at highest rank i.e. 8 and mean rank=597.00, 602.48, 673.97, 601.05, respectively; whereas, radio is preferred most by those rural buyers who have income from Rs. 20,000 to 25, 000 per month. Hoardings, demonstrations and others like word-of-mouth media of advertising are preferred by rural buyer having income more than Rs. 25,000, Rs. 5,000 to 10,000 and 10,000 to 15,000 per month, respectively.

Statistically, Chi-square value (Kruskal Wallis H) reported that there is a significant difference at 0.01 significance level, df=5 among rural buyers towards television, internet, magazine, hoarding, demonstrations and others like word-of-mouth as media of advertising used by them by rejecting null hypotheses……..…… …..$H_{5.}$

Hence, it may be concluded that rural buyers prefer their media of advertising as per their income range.

Table 8: Media of Advertising used by Rural Buyers (Occupation-wise)

Occupation	Media of Advertising															
	Television		Radio		Internet		Magazine		Newspaper		Hoarding		Demonstrations		Any other	
	N	Mean Rank	N	Mean Rank	N	Mean Rank	N	Mean Rank	N	Mean Rank	N	Mean Rank	N	Mean Rank	N	Mean Rank

Students	349	530.74	349	490.27	349	508.69	349	534.49	349	554.33	349	494.07	349	486.35	349	444.33
Housewife	280	527.30	280	502.01	280	481.36	280	472.99	280	388.51	280	515.60	280	512.60	280	570.62
Businessman	56	394.33	56	478.43	56	485.93	56	494.20	56	555.15	56	547.97	56	459.87	56	548.30
Employee (Private Sector)	82	489.47	82	564.65	82	551.89	82	499.70	82	562.45	82	402.84	82	518.13	82	426.34
Employee (Public Sector)	126	475.57	126	498.00	126	491.48	126	517.56	126	569.48	126	516.93	126	506.64	126	453.79
Farmer/ Laborer	83	400.47	83	502.06	83	503.40	83	430.15	83	460.10	83	507.71	83	478.36	83	617.93
Any other	24	510.33	24	471.75	24	500.33	24	498.38	24	462.69	24	529.15	24	644.00	24	480.10
Total	1000		1000		1000		1000		1000		1000		1000		1000	
Chi-square (df = 6)	37.536		5.229		19.578		13.535		72.007		13.159		9.732		60.056	
Asymp. Sig.	0.000*		0.515		0.003*		0.035		0.000*		0.041		0.136		0.000*	

a. Kruskal Wallis Test, b. Grouping Variable: Occupation, * significant at .01 level.
Source: Primary (Data processed through PASW 18.0).

On the basis of mean ranks of occupation of rural buyers as shown in Table 8, it is analysed that students preferred television and magazine (530.74 and 534.49), followed

by housewives and employees of public sector (527.30 and 5117.56), respectively as media of advertising. Whereas, private sector employees preferred radio and Internet (564.65 and 562.45) followed by farmers or labourers and students (502.06 and 508.69), respectively for viewing the advertisement of all kinds products or services. The newspaper, hoarding, demonstration and others like word of mouth are preferred by public sector employees (569.48) businessman (547.97), other occupationists (644.00) and farmer or labourer (617.93) followed by private sector employees (562.45), other occupations (529.15), private sector employees (518.13) and housewives (510.62), respectively. As per inferential statistics, Chi-square value (Kruskal Wallis H), df=6 at 0.01 level of significance depicts that there is a significant difference among rural buyers towards television, internet, magazine, newspaper, hoardings and others used as due to diversity in the their occupation and rejects null hypothesis……..……
……$H_{6.}$

Hence, it may be concluded that people use electronic media and print media simultaneously in spite of difference in their respective occupation.

Table 9: Media of Advertising used by Rural Buyers (District-wise)

Districts	N	Media of Advertising							
		Television	Radio	Internet	Magazine	Newspaper	Hoarding	Demons-trations	Any other
		Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank	Mean Rank
Jind	250	546.46 (1)	521.56 (2)	562.93 (1)	636.14 (1)	578.60 (1)	354.17 (4)	470.10 (3)	398.82 (4)
Mewat	250	438.12 (4)	433.24 (4)	501.35 (2)	463.14 (2)	471.10 (3)	520.64 (3)	573.51 (1)	567.88 (1)
Panchkula	250	507.40 (3)	557.90 (1)	465.81 (4)	447.73 (4)	523.56 (2)	574.24 (1)	436.52 (4)	471.79 (3)
Sirsa	250	510.02 (2)	489.29 (3)	471.91 (3)	454.99 (3)	428.74 (4)	552.95 (2)	521.87 (2)	563.51 (2)
Chi-square (df = 3)[a,b]		27.806	25.942	79.296	78.323	39.425	94.479	34.209	65.840

Asymp. Sig. [a,b]		0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*

a. Kruskal Wallis Test, b. Grouping Variable: Districts, * significant at .01 level.
Note: Value in parenthesis shows rank of mean ranks.
Source: Primary (Data processed through PASW 18.0).

Table 9 shows that the rural consumers of Jind districts prefer to view the advertisement of all kinds of products by watching television (546.93), reading the magazine (636.14) and newspaper (518.60). The rural consumers of Mewat districts prefer demonstration and others like word of mouth as Media of Advertising. In Panchkula, rural buyers prefer radio and hoardings media to view the advertisements of different kinds of products. Hence, it may be concluded that the rural buyers of Panchkula uses radio due to availability of different FM channels. The rural buyers of Sirsa are in habitual to use television followed by hoarding, demonstrations and other like word-of-mouth as media of advertising.

As per confirmatory data analysis through inferential statistics, Chi-square value (Kruskal Wallis H), df=3 at 0.01 level of significance depicts that there is a significant difference among rural buyers district-wise towards all media of advertising by rejecting null hypothesis.....$H_{7.}$

Concluding Remarks

In total, it is found that rural buyers are habitual to listen and read the advertisements of different products and services through various media of advertising. It may be recommended that if electronic and print media are being used in rural India then the advertisers and marketers should promote these two media of advertising for giving the advertisements of all kinds of products in rural areas by which they can attract rural buyers and boost up the standard of living of them (rural buyers) by creating awareness about existing and new products and services. Further, they have to develop advertising campaign in low literacy level rural areas so that people become aware and purchase advance technological products for satisfying their needs.