

## Impact of Advertisement on Buying Behavior of Rural Women Consumers

M. Natarajan\*<sup>1</sup> and S. Manimaran<sup>2</sup>

<sup>1</sup>Assistant Professor, Vivekanandha Institute of Engineering & Technology,  
Tiruchengode, Namakkal Dt, India – 637 205

<sup>2</sup>Professor & head, Management Studies, P.S.N.A College of Engineering &  
Technology, Dindigul – 624622

<sup>1</sup>[mba.natarajanm@gmail.com](mailto:mba.natarajanm@gmail.com), <sup>2</sup>[hodmba@psnacet.edu.in](mailto:hodmba@psnacet.edu.in)

### Abstract

*Advertisement is the non-individual correspondence of the data typically paid for also, enticing in nature about items, administrations or thoughts by recognized patrons through different media. The advertisement affects rural women consumers' buying behavior. The advertiser plans to spread his thoughts about the items and offerings among the prospective rural women consumers. The modern world of marketing correspondence has got beautiful and immersed with commercials. It is a tough undertaking for the originator of a promoting battle to separate itself from others and pull in viewers' considerations. Ordinary purchasers are presented large number of voices and pictures in magazines, daily papers, and on boards, sites, radio and TV media. Each brand endeavors to illuminate the diverse quality of their current items. The main objective of this paper is to study the impact of advertisements on rural women consumers buying behavior.*

**Keywords:** Consumer, Advertisement, Buying behavior, rural area, Marketing, Advertising Media

### 1. Introduction

In General the target of the business is to realize the economy. The Business is used to raise the economic level of an individual or trust or a company or nation. Business is nothing but an organization involved in the trade of products, services, or each to consumers. Business are prevalent in capitalist economies, where most of them are privately owned and provide goods and services to customers in exchange for other goods, services, or money [1]. The efficient and effective operation of a business, and study of this subject, is called management [3]. The key branches of management are Financial, Marketing, Human Resource, Strategic, Production, Operations, Service, Information Technology. In these, the Marketing is plays a vital role for raising the economic level of the Business. At the same time, the advertisement plays an important role in the contemporary marketing scenario. In General, without advertisement the business people cannot able to achieve their goal. Rural consumers are fundamentally different from their urban counterparts socially, psychologically, physiologically and literally because the rural consumers are relatively poor and highly price sensitive [5-8] and [12].

### 2. Literature Review

Langdon (1990) stresses that heavy advertisement on the part of MNCs distorts the structure of local demands and destroys indigenous industries which cannot afford the costs involved. Sachar and Anand (1995) described that television networks spend about 16 percent of their revenues on tune-ins, which are previews or advertisements for their

own shows. El-Omari (1998) stated that many organizations relate their success with creative advertising campaigns.

Indian advertising is a billion dollar industry today, and at a growth rate of 40-50% per annum, one of the fastest growing industries in the country (Unnikrishnan & Bajpai, 1996). The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see. As a wide range of products and services are consumed or used by children, many companies tend to target them (Chandok, 2005). The National Readership Survey IV and V estimated that 77% of urban population and 30% of rural population has access to TV sets. The rural viewership is expected to go up to 45-48% by 2020. As the number of TV sets increases, the appetite for entertainment of Indian viewers has increased dramatically but there is 'fragmentation' of viewership due to availability of variety of channel/programme options. These programmes reach nearly 90% population of which 500 million Indians (nearly fifty percent of population) watch television regularly as per Statistics of Doordarshan and other researchers (Saxena, 2005). Saxena (1990) found that teenagers were influenced by TV advertisement and mostly purchased those brands and products which are advertised more on television.

Donna (2000) adds that the social cultural effects of a changed consumer taste leads to massive corruption and robbery which adversely affect the economy. They are 'Instructed to desire what desire they cannot afford.' The technology of MNCs is usually misplaced in LCDs while the small economies are integrated into those of MNCs in most strategic sectors rendering the small economies subsistence and incapability of self generation and growth.

Schermerhorn (2001) defined ways to engage developing countries into development with the aid of the MNCs. They are sanctioned non-engagement, principled non-engagement, constructive engagement or unrestricted engagement. It is the responsibility of a developing nation to offer enough allocation opportunities to its people so that the society can provide skilled labour for the worldly market.

Gerrefi (2003) maintains that the cycles of poverty will not be broken from within the domestic economy. The level of investment needed to raise productivity and incomes is not possible. Thus a foreign direct investment through multinational corporations is essential. Haque *et al.* (2005) aimed to identify attitudinal differences due to gender and race concerning internet advertising in Malaysia.

Kotwal *et al.* (2005) concluded that television and advertising together present a lethal combination and has become an integral part of modern society. It is the most convenient route to reach not only the adult consumers but also the adolescents. Television advertising can have a powerful influence on women in case food preferences and consumption behavior. Advertising value has increased dramatically in recent years (Ayanwale *et al.* 2005).

Tripathi and Mittal (2007) stated that innovation creates marketing opportunities and challenges. Tripathi and Siddiqui (2008) critically analyzed the results of binary logistic regression that mobile advertising in its current format does not have a significant impact on the purchase decision of a consumer and there might be other significant factors like a firm's marketing efforts, a consumers' socio-cultural environment and an individual's psychological field that affects his purchase decision.

In the recent past rural India has been witnessing a sea change particularly in the standard of living and life styles. With the population of over one billion, India is on the threshold of becoming one of the world's foremost consumer markets. About a quarter of this huge mass of consumers is urbanized and about three-quarter are rural (Sehrawet & Kundu, 2007).

Ramana Rao (1997) observed that the boom in rural areas is caused by factors such as increased discretionary income, rural development schemes, improved infrastructure, increased awareness, expanding private TV channel coverage and emphasis on rural

market by companies.

Ademola (2009) studied the effect of consumers' mood on advertising effectiveness. The study is essentially an experimental where a subject design was employed. The result revealed that subjects in the induced positive mood group have a more positive attitude and greater intention to try advertised products when compared with subjects in the induced negative mood group. The study suggests that advertisers should present adverts in a context that elicits happiness.

Jennifer *et al.* (2009) explored the priming effects of television food advertising on eating behavior. He found that children consumed 45% more when exposed to food advertising when we watched a cartoon that that contained either food advertising for other product and a snack while watching. Thus, it can be said the marketers and advertisers who are having eyes on this market, must perceive opportunities to target rural consumers of India which is full of young generation (Selvaraj, 2007).

Kaur and Kaur (2002) explored fashion awareness among rural and urban adolescents. They observed that television is the most important media of information regarding fashion awareness among rural and urban respondents.

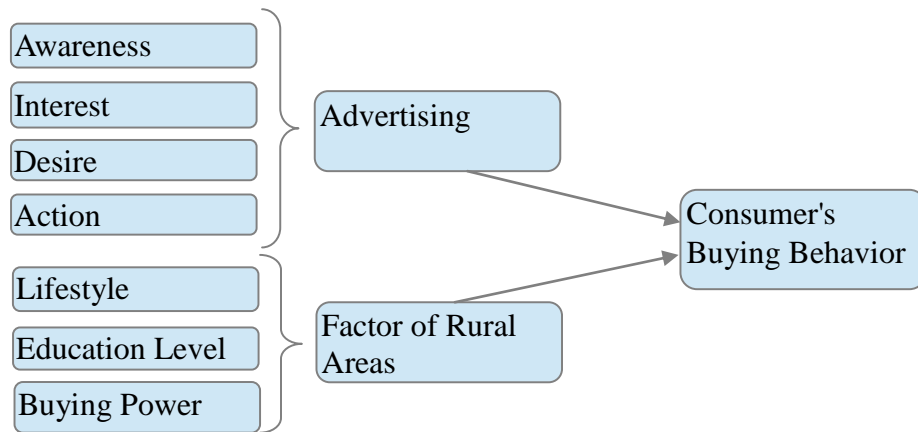
### **3. Advertising**

Low education level, poor media span and presentation and the colossal and differing rural crowd portrayed by varieties in dialect, society and way of life represents numerous difficulties for corresponding with the provincial gathering of people. For rural customers the message must be basic and intelligent [11]. The utilization of instruction with amusement and cut of life requests gets more acknowledgments. The FM radio station has genuinely developed radio as a medium of rural correspondence.

TV is the quickest developing and most popular mass medium in rural territories. Traditional outside media incorporates wall paintings which is a widespread form of advertising. Wall paintings are vital as they help rural individuals continually to remember the brand name and logos, notwithstanding highlighting the key brand guarantee. Week after week business held across over rural likewise furnishes advertisers with awesome chance to impart their message to an extensive crowd who accumulate at a solitary point week after week [15].

### **4. Research Methodology**

The present study is centered around the school/school set young people to know the impact of TV advertisement on their purchasing conduct. For this reason, a multistage examining technique was embraced. The study involved four locale of North Tamilnadu which was chosen indiscriminately from all the regulatory divisions.



**Figure 1. Conceptual Research Model**

### 5. Analysis and Findings

The information for urban respondents was gathered from these locales. Further, two towns from every region were chosen in such a way, to the point that one town lies close to the city and alternate lies far from the city. The closeness was considered up to 50 kilometers from the region.

A sum of 1000 surveys (250 in each regulatory division) was flowed among the respondents. Out of the gathered surveys, a sum of 866 polls was viewed as fit for the examination. Of these, 440 were from rural and 426 were from urban respondents. Further points of interest are indicated in underneath the tables.

While directing the overview, due consideration was given to the respondents of diverse strolls of life, *i.e.* diverse sexual orientation, range of home, instructive models, financial foundations and age bunches.

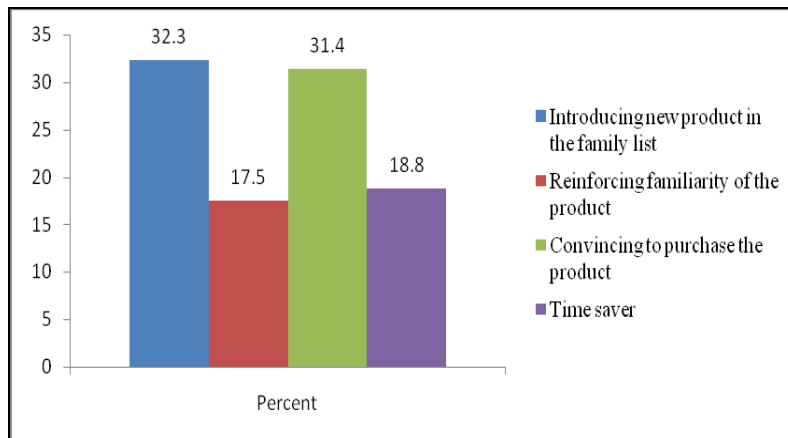
**Table 1. Characteristics of the Sample**

Demographic Variables	Categories	Residential Background		Total
		Rural	Urban	
Age (In Years)	25-35	135	166	301
	35-45	157	162	319
	45-55	148	98	246
Education (as per Class)	Upto 10 <sup>th</sup> Standard	143	174	317
	Upto 12 <sup>th</sup> Standard	178	133	311
	Graduation	119	119	238
Annual Income	<1,00,000	285	31	316
	1,00,000-3,00,000	127	196	323
	>3,00,000	28	199	227
<b>Total</b>		440	426	866

It was chosen to include young people in the age gathering of 25-35 concentrating on in, reviews Upto10<sup>th</sup>, Upto12<sup>th</sup> Standard & Graduation in the study and was customary viewers of TV. In Table: 1 the rural respondents are taken an interest in this study is 50.8%. The Urban respondents are taken an interest in this study is 49.2%.

**Table 2. Opinion Regarding the Role of T.V Advertisement on Buying Behavior**

Responses	Frequency
Introducing new product in the family list	142
Reinforcing familiarity of the product	77
Convincing to purchase the product	138
Time saver	83
Total	440

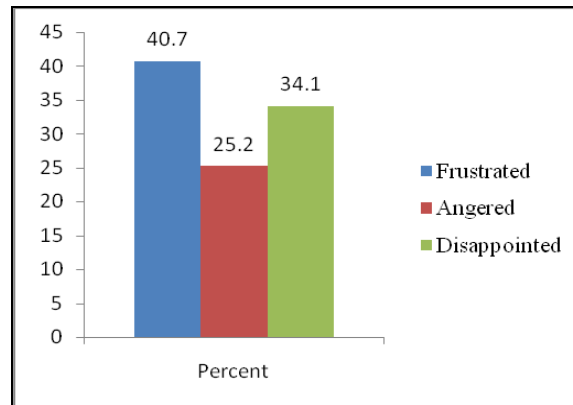


**Figure 2. Opinion Regarding the Role of T.V Advertisement on Buying Behavior Percentage Analysis**

Table: 2 depicts that 32.3% of the respondents were of the supposition that TV plugs assume an imperative part in presenting new items in the family list. 31.4% and 18.8% of the respondents react that it persuades to buy the item and fortify recognition of the item separately. Then again, a percentage of the respondents said that it went about as help on the grounds that promotions lessen the time to review about products. Inquires about have demonstrated that for a normal customer encourage goes about as a wellspring of data, a period saver and certification of value [13].

**Table 3. Attitude on Not Being Able To Buy the New Brand**

Responses	Frequency
Frustrated	179
Angered	111
Disappointed	150
Total	440

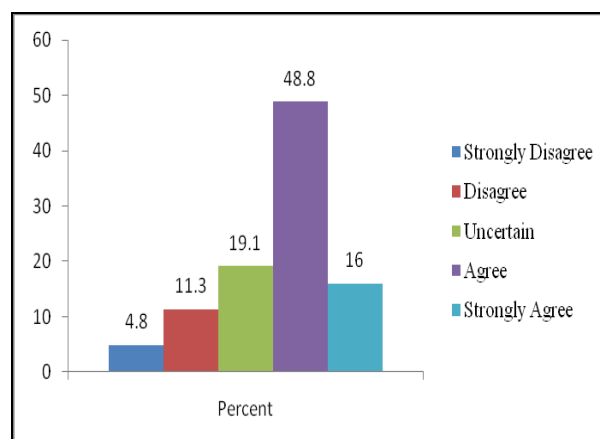


**Figure 3. Attitude on Not Being Able To Buy the New Brand Percentage Analysis**

It is clear from Table 3 that 40.7% of the respondents got to be baffled when they were not ready to purchase the fancied items found in ads as a result of monetary issues, appropriation issues, family choices *etc*. Then again, some got to be infuriated and baffled for not having the capacity to purchase the new brand observed in TV plugs and the figure is 25.2% and 34.1% individually.

**Table 4. More Frequency of Television Advertisement Increases the Product Demand**

Responses	Frequency
Strongly Disagree	21
Disagree	50
Uncertain	84
Agree	215
Strongly Agree	70
Total	440



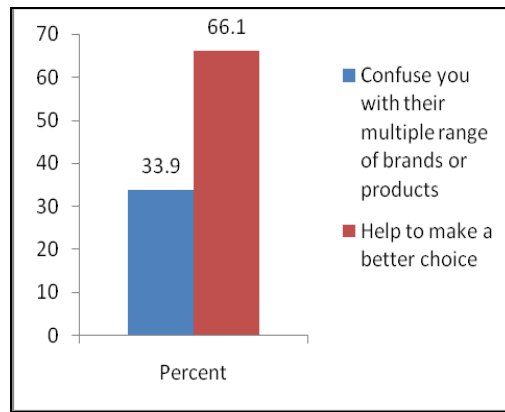
**Figure 4. More Frequency of Television Advertisement Increases the Product Demand Percentage Analysis**

The study found that more recurrence of TV advertisement builds the product request demonstrated in Table 4 on the grounds that 65% of the respondents concurred that when

they watched a commercial of an item an increasing amount, then they got to be slanted to buy that item. The outcome may be clarified by the way that when individuals observe ceaselessly the elements, advantages, costs and different offices of an item, they inclined to purchase that item [4]. Then again, some were of the sentiment that more recurrence of TV advertisement does not expand the item request in light of the fact that they may not be responsive to any new products or brands.

**Table 5. Opinion about T.V Advertisement on Choice Making**

Responses	Frequency
Confuse you with their multiple range of brands or products	149
Help to make a better choice	291
Total	440

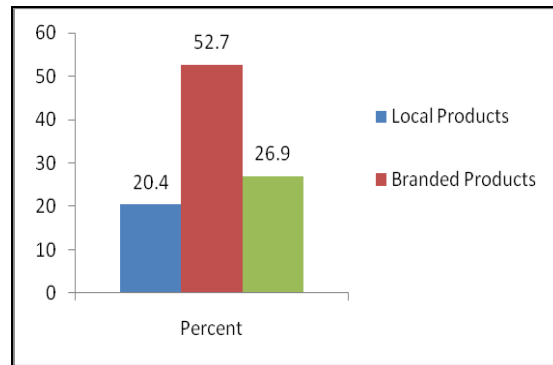


**Figure 5. Opinion about T.V Advertisement on Choice Making Percentage Analysis**

It is clear from the Table: 5 that dominant part of the respondents 66.1% conceded that TV advertisements helped ladies to settle on a superior decision amid shopping by sufficiently giving data about the items or brands. Understudies and Housewives have a tendency to buy those items which are all the more every now and again publicized on TV. However, the rest 33.9% of the respondents were of the conclusion that TV advertisements made them mistook for their different scope of brands or items advertised at once.

**Table 6. Preferred Products**

Responses	Frequency	Percent
Local Products	90	20.4
Branded Products	232	52.7
Standardized Products	118	26.9
Total	440	100



**Figure 6. Preferred Products Percentage Analysis**

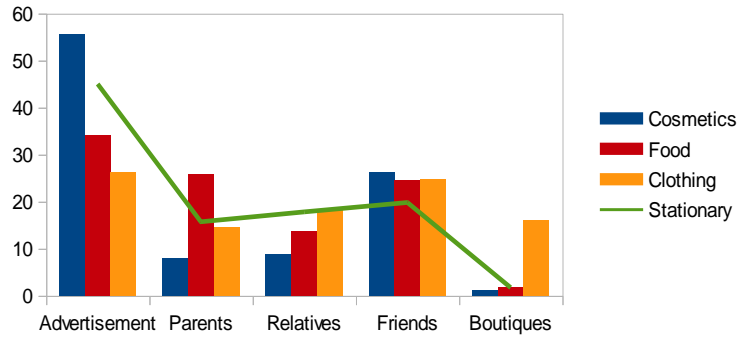
Table 6 demonstrate 52.7% of the respondents saw that they liked to purchase the marked items indicated in advertisement. The rural lady's accepted that marked items would offer the quality, advantages, fixings and different offices guaranteed through advertisement messages [2-7]. Then again, a percentage of the respondents wanted to purchase the institutionalized and nearby items for self-learning.

**Table 7. Factors Affecting the Purchase of Different Products**

Factors	Percent			
	Cosmetics	Food	Clothing	Stationary
<b>Advertisement</b>	55.7	34.1	26.3	45
<b>Parents</b>	8	25.9	14.6	15.7
<b>Relatives</b>	8.9	13.7	18.2	17.8
<b>Friends</b>	26.3	24.6	24.8	19.8
<b>Boutiques</b>	1.1	1.7	16.1	1.7
<b>Total</b>	100	100	100	100

It is clear from Table 7 that TV ads influence the acquiring choice of ladies if there should be an occurrence of makeup, sustenance, dress and stationary instead of different variables. Figures show that 55.7%, 34.1%, 26.3% and 45% respondents were affected by advertising to buy beautifiers, nourishment, apparel and stationary individually. In the event of beautifying agents, other than advertisement, companions likewise impact the purchasing example of ladies. It is additionally seen that folks is one of the impacting elements that convince ladies for taking sustenance.





**Figure 7. Factors Affecting the Purchase of Different Products**

The respondents saw that they added to their sustenance taking conduct from gang. Like notice, companions and boutiques likewise impact in buying choice of garments. The respondents were of the feeling that notice did not give enough data with respect to the quality, washing guideline and its cost. Kaur & Kaur (2002) watched that TV was the most essential media of data with respect to design mindfulness among youths, while companions were the following imperative wellspring of data. In the event of stationary, there is a tad bit effect of different components other than TV advertising.

## 6. Economy of India

The Economy of India is the seventh-biggest on the planet by ostensible GDP and the third-biggest by buying force equality (PPP). The nation named Newly Industrialized Country, one of the G-20 noteworthy economies, an individual from BRICS and a creating economy with pretty nearly 7% normal development rate throughout the previous two decades. India's economy turned into the world's quickest developing significant economy from the last quarter of 2014, supplanting China's.

The long haul development forthcoming of the Indian economy is respectably positive because of its young populace, comparing low reliance proportion, sound reserve funds and speculation rates, and expanding combination into the worldwide economy, The Indian economy can possibly turn into the world's third biggest Economy by next decade, and one of the biggest economies by mid-century[10]. What's more, the viewpoint for transient development planned is likewise great as indicated by IMF, the Indian economy is the "splendid spot" in the worldwide scene, India additionally beat World Bank's development standpoint for the year 2015-16 interestingly with economy grown 7.3% in 2014-15.

## 7. Indian Economy Affects through Advertisement

The web promoting market in India will touch Rs 3,575 crores (577.97 million) by March 2015, a 30 for each penny ascend from Rs 2,750 crores (US\$ 444.59 million) in March 2014, according to a joint study by the Internet and Mobile Association of India (IAMAI) and IMRB International. Of the ebb and flow Rs 2,750 crores (US\$ 444.59 million) advanced advertisement market, pursuit and display contribute the most - inquiry notices constitute 38 % of aggregate advertisement spends took after by presentation advertisement at 29%, according to the study.

The Internet's offer altogether advertisement income is expected to grow twofold from 8% in 2013 to 16% in 2018, according to a joint report by Confederation of Indian Industry (CII) and PricewaterhouseCoopers (PwC). Web advertising, which was evaluated at Rs 2,900 crores (US\$ 468.84 million) in 2013, could bounce triple to Rs 10,000 crores (US\$ 1.61 billion) in five years, expanding at a compound yearly rate of 28%.

Likewise, as per the report, Indians paid Rs 25,200 crores (US\$ 4.07 billion) to get to

the Internet in 2013, a figure more noteworthy than the Rs 22,300 crores (US\$ 3.61 billion) the print medium collected in membership and advertising. The advertising and marketing part in India is relied upon to appreciate a decent run. Development is normal in retail advertisement, on the back of elements, for example, a few players entering the sustenance and refreshments section, e-business increasing more fame in the nation, and residential organizations testing out the waters [6]. The country area is a possibly gainful target.

## 8. Result & Conclusion

Way of life, training level and purchasing force are the issues that influence the customers purchasing conduct, particularly in rustic zones. The study has exceptional enthusiasm to comprehend the purchasers purchasing conduct in rustic regions. In rustic regions, the training level and purchasing force is low when contrasted with urban zones[9]. In like manner, the state of mind towards promotion might likewise be distinctive when contrasted with urban regions because of way of life contrasts. In this way, the study can be entranced.

There is negative relationship between the elements of rural zone and consumers purchasing behavior. The above discourse prompts build up a calculated model for the study. The study is in battle to focus the impact of successful advertisement and impacts of some demographic components of rural zones on customers purchasing behavior.

The discoveries propose that for rural buyers the utilization example is all that much affected by family size and structure. Subsequent to landing at the decision set in the assessment phase of the purchaser choice process, all the chose brands are adequate to the rural buyer. In this Circumstance the last decision is guided to Cosmetic and Stationary Items. Even though the Food and Clothing items also influenced by advertising, it is not predominant. After advertisement friends are another important factor which influences the buying behavior which is considered as word of mouth advertising on the other side [16].

Advertisers need to concentrate on diving the data pursuit time by inciting item trials and effectively connecting with the customer through perfect data channels. Advertisers additionally need to comprehend the item particular assessment process from essential examination to mapping the progression of their image from thought set to decision set. This arrangement with the item inadequacies in connection to rivalry and enhances its shots of choice amid assessment. Consumer loyalty is the way to building a gainful and manageable association with rural clients.

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## Authors



**M. Natarajan**, he is a professor in marketing in Vivekananda Institute of Engineering and technology, Tiruchengode, Namakkal, Tamilnadu, India. He has decade of experience in teaching. His Area of interest includes marketing, advertising.



**S. Manimaran**, he completed his Ph.D from Madurai Kamaraj University in Management with specialization in Information Systems. Currently he is working as a Professor and Head in the Department of Management Studies in PSNA College of Engineering and Technology, Dindigul, Tamilnadu, India. Has two decades experience in Administration and Teaching. His research interests include adoption of Information System, Behavioral studies, Quality of Work Life and Service Quality. His papers have appeared in journals such as Technology and Health Care, Quality and Quantity which are in Annexure I indexed listing of Anna University Chennai

