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How Does TV Advertisement Affect Buying Behavior of Rural Consumers

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Abstract:

Advertising is a non-personal communication of information regarding products, services, or ideas by identified sponsors through various media. The present research has been undertaken to study the effect of advertisement on buying behavior of rural consumers in Uttar Pradesh. For the purpose of this study, a sample of 213 rural customers has been selected for the study. Data have been collected through personal interview and questionnaires designed on a five point Likert scale. Paired t-test has been used as the statistical tool to measure the difference in awareness level of respondents before and after telecast of advertisement. The analysis of the data revealed that significant difference exists in awareness level of respondents before and after telecast of advertisement.

Keywords: advertisement, purchase intention, paired t-test, awareness.

Background

The word "advertising" is derived from the Latin word "advertere" which means "to turn the mind to". It is the means by which we make others know what we have to sell or what we want to buy (Ahluwalia & Singh, 2011). It is a non-personal communication of information usually paid for and usually convincing in nature, of products services or ideas by identified sponsors. It is the cheapest and most effective way of making known goods or services in order to sell them and lead to increased sales. The apparent high cost of advertising is relatively small (Tuhin, 1999). Advertisements are very powerful as it holds present customers against the inroads of competition, converts competitive users of advertiser's brand instead of asking for product by genuine name it also converts non-users of the product type to users of products with brand equity and makes steady customers out of occasional customers (Cappo, 2004). Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product or service or idea. This message called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor (Verma, & Istraney, 2000).

Objective of advertising

- a) Preparing Ground for New Product
- b) Creation of Demand and Facing the Competition
- c) Creating or Enhancing Goodwill
- d) Neutralizing Competitor's Advertising
- e) Barring New Entrants

Functions of Advertising

- i. It promotes the sale of goods and services.

- ii. It helps in the introduction of new products in the market.
- iii. It facilitates large-scale production.
- iv. It educates the people about the products and their uses.

Benefits to Manufacturers and Traders

- a) It helps in introducing new products.
- b) It develops new taste among the public and stimulates them to purchase the new product.
- c) It assists to increase the sale of existing products by entering into new markets and attracting new customers.
- d) It helps in creating steady demand of the products.
- e) It helps in meeting the forces of competition in the market.

Benefits to Customers

- a) It helps them to know where and when the products are available and reduces their shopping time.
- b) It educates the people about new products and their diverse uses.

Review of Literature

Dhillon (1997) in his study analyzed the factors affecting consumer behavior for durable goods and food items. The sample comprised of 150 females (75 each from rural and urban areas). The study highlighted that the rural respondents gave primary importance to radio, followed by posters but does not give any importance to magazines. On the contrary, urban respondents were affected the maximum by television and magazines. Mahajan (1997) studied the impact of media on lifestyle of adolescents in the age group of 12-18 years of age and found that media especially television and satellite channels certainly affected the lifestyle of individuals. They tend to buy the product advertised by media, irrespective of its cost. Besides, their study showed that presentation mattered in case of food items whereas designer label mattered in case of clothing. Frings (2001) says few media possess the power to influence fashion trends more than magazines. The researcher revealed that magazines play a crucial role to the advertising mix in case of cosmetics marketing. Kaur and Kaur (2002) in their study explored fashion awareness among rural and urban adolescents. The study was conducted in three villages and three localities of Ludhiana city (Punjab). A sample comprising 100 rural and 100 urban adolescents were selected purposively and then interviewed. Their research highlighted that television was the most important media of information regarding fashion awareness among rural and urban respondents while friends were the next important source of information for these respondents. Kumar & Raju (2013) in his study titled, "*The Role of Advertising in Consumer Decision Making*" analyzed found that television and advertising together become an integral part of modern society. It is the most convenient route to reach not only adult consumers but also the young people. The study highlighted that young are more serious about the celebrity's sex, beauty, reliability, honesty, etc and their buying behavior is depend on the celebrity endorsements as compared to adult. The manufacturers should, therefore, take care to give all the information which

would facilitate the young consumers in decision making process. To conclude, it may be of immense help to young to study the uniqueness of the advertisements, their qualities and demerits, before going away for shopping.

Objective of the Study

The objective of the study is to analyze the level of influence of advertisement on buying behavior of rural consumers in selected districts of Uttar Pradesh.

Hypotheses of the Study

H₀1: There is no significant difference in awareness level of respondents before and after telecast of advertisement.

H_a1: There is a significant difference in awareness level of respondents before and after telecast of advertisement.

H₀2: There is no significant difference in purchase intention of respondents before and after telecast of advertisement.

H_a2: There is a significant difference in purchase intention of respondents before and after telecast of advertisement.

Table 1: Research Methodology

1	Sources of Data	The study is undertaken in rural areas of four Districts of Uttar Pradesh. Both primary and secondary data are used. However, major emphasis is laid on Primary data which is collected from a field survey in the study region. Secondary data is collected from websites, journals, and reports.
2	Sampling Method	Convenient sampling is followed. The villages which are easily accessible have been chosen for the study. In this way, 20 villages have been selected from Aligarh, Meerut, Muzaffarnagar, and Shamli.
3	Method of Data Collection	The period of data collection is six months i.e. from September, 2015 to February, 2016. A well structured questionnaire designed on a five point Likert Scale was prepared by the researcher and used for collecting data.
4	Sample Size	Table 2 highlights the sample size of the study. Firstly, twenty villages from four districts i.e. Aligarh, Meerut, Muzaffarnagar, and Shamli have been selected. Secondly, 400 questionnaires (in Hindi) were distributed in the selected districts. Thirdly, 169 questionnaires were rejected due to error and 231 rural respondents have been finally selected from 400 questionnaires. Hence, 231 is the sample size of the study.
5	Statistical tool	Paired t-test has been used to test the hypotheses.

Table 2: Sample Size

Districts	Villages Selected	Total Respondents	Questionnaires		
			Distributed	Rejected	Final
Aligarh	5	100	100	39	61
Meerut	5	100	100	37	63
Muzaffarnagar	5	100	100	49	51
Shamli	5	100	100	44	56
Total	20	400	400	169	231

Demographic Profile of Respondents

The study also highlights the demographic profile i.e. age, gender; religion, and education of the selected rural respondents.

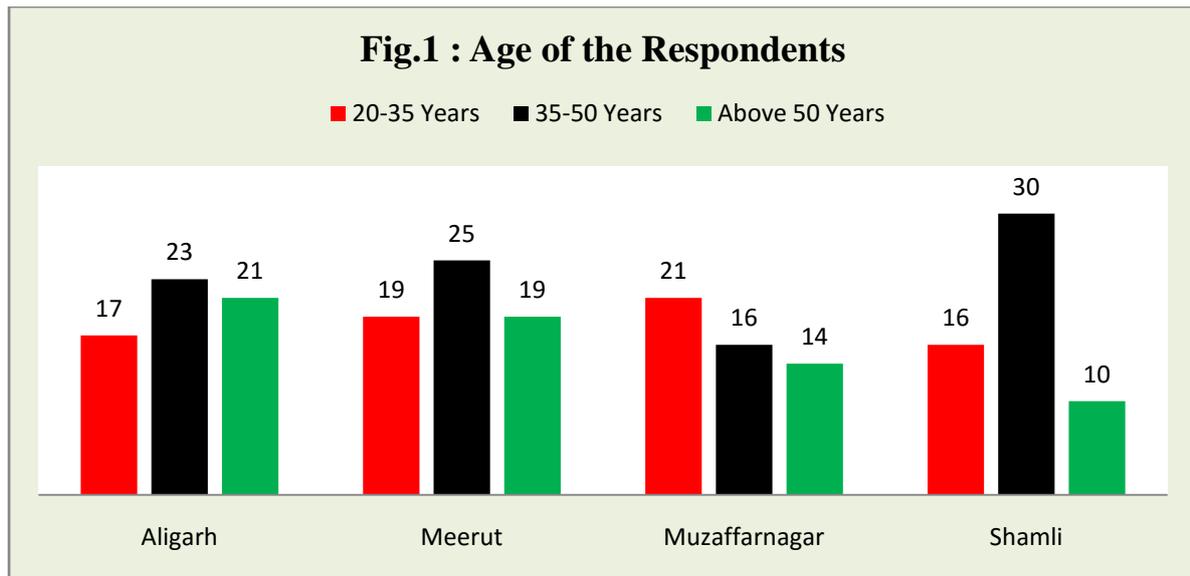
Age of the Respondents

Table 3 and figure 1 highlight the age of the selected rural respondents of four districts. 73 respondents were fall in the age limit of 20-35 years. Besides, 94 respondents belong to the age of 35-50 years whilst 64 were of the age of more than 50 years. In the district of Aligarh, 23 respondents were belong to the age limit of 35-50 years. Moreover, 25 respondents in Meerut were of the age limit of 35-50 years. In Muzaffarnagar, 16 respondents were belong to 35-50 years as against 30 in Shamli.

Table 3: Age of the Respondents

Age	Aligarh	Meerut	Muzaffarnagar	Shamli	Total
20-35 Years	17	19	21	16	73
35-50 Years	23	25	16	30	94
Above 50 Years	21	19	14	10	64
Total	61	63	51	56	231

Source: Primary Data



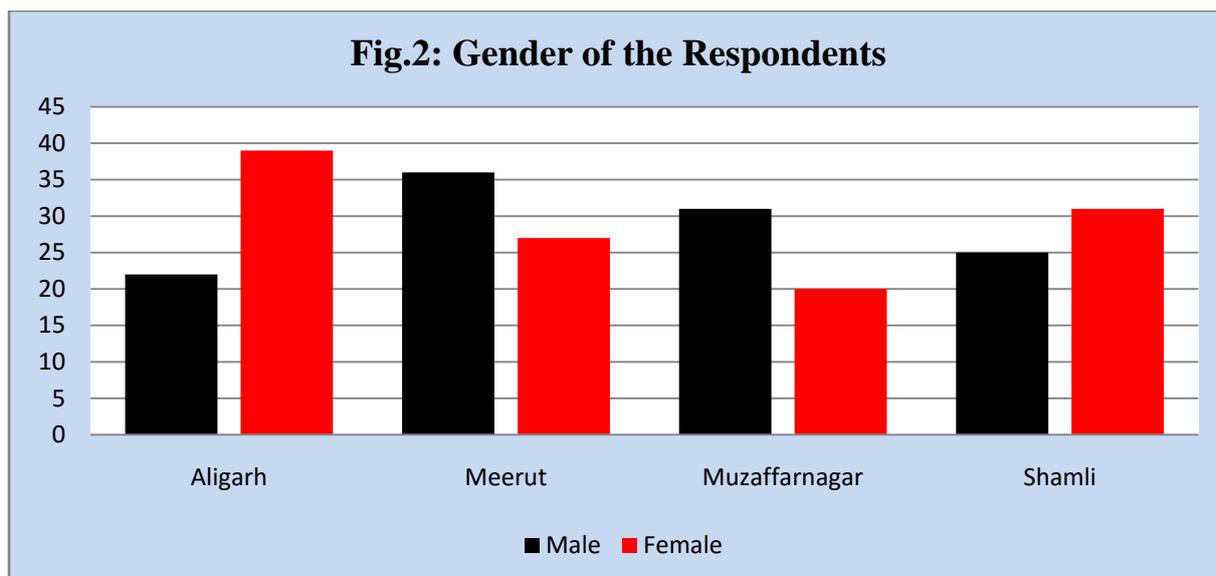
Gender of the Respondents

Table 3 and figure 2 highlight the age of the selected rural respondents of four districts. Out of 231 respondents, 107 were males and 124 were females. In the district of Aligarh, 22 respondents were male while 39 were females. Besides, 27 and 20 females were found in Meerut and Muzaffarnagar. Further, 25 males and 31 females were recorded in the district of Shamli.

Table 4: Gender of the Respondents

	Aligarh	Meerut	Muzaffarnagar	Shamli	Total
Male	22	36	31	25	107
Female	39	27	20	31	124
Total	61	63	51	56	231

Source: Primary Data



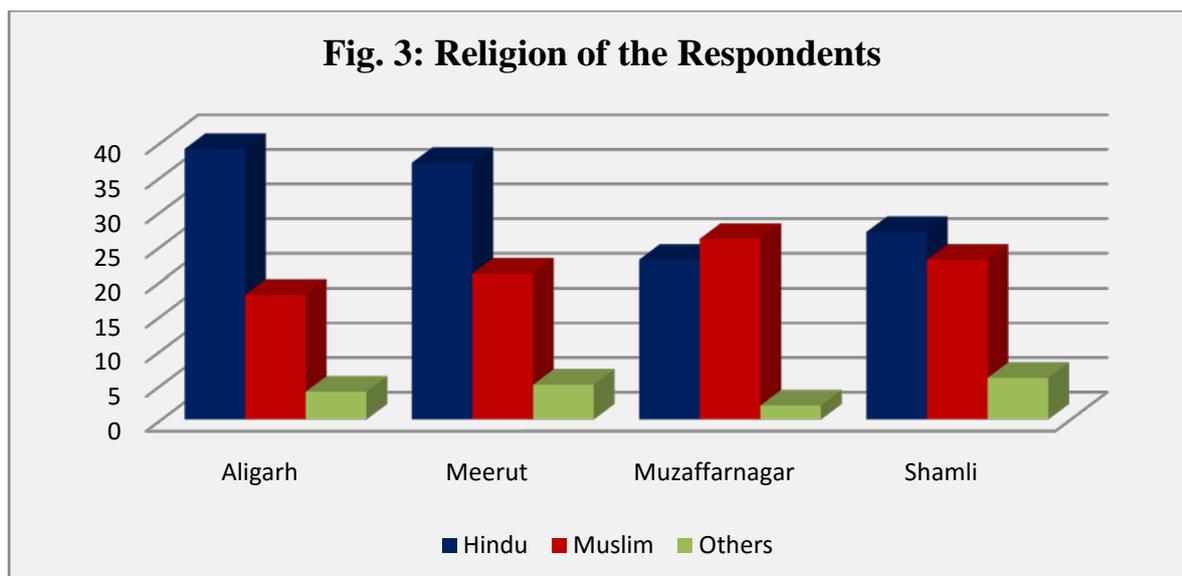
Religion of the Respondents

Table 5 and figure 3 highlight the religion of respondents. The maximum respondents (176) were found Hindu in all four districts. Firstly, 39 and 18 were Hindus and Muslims respectively in Aligarh District as against 37 and 21 in Meerut. Secondly, in the district of Muzaffarnagar, 23 were Hindu and 26 were Muslims and 2 belong to other religion. Thirdly, 27 and 23 respondents were Hindu and Muslim in Shamli respectively. In this way, a total of 176 Hindu, 88 Muslims and 17 were following other religion.

Table 5: Religion of the Respondents

	Aligarh	Meerut	Muzaffarnagar	Shamli	Total
Hindu	39	37	23	27	176
Muslim	18	21	26	23	88
Others	4	5	2	6	17
Total	61	63	51	56	231

Source: Primary Data



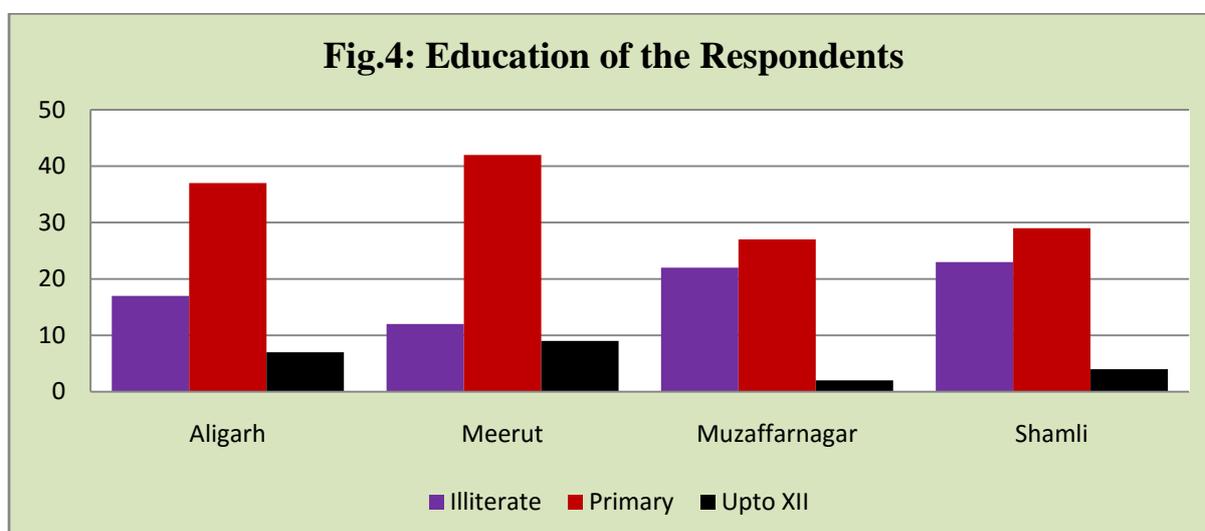
Education of the Respondents

Table 6 and figure 4 exhibit the education of the selected rural respondents of four districts. The maximum respondents were found to be educated upto primary level and the minimum were passed class XII. The maximum illiterate respondents were found in Muzaffarnagar and Shamli. In this way, 74 were illiterate, 135 were found to be educated upto primary level, and 22 got education till class XII.

Table 6: Education of the Respondents

	Aligarh	Meerut	Muzaffarnagar	Shamli	Total
Illiterate	17	12	22	23	74
Primary	37	42	27	29	135
Upto XII	7	9	2	4	22
Total	61	63	51	56	231

Source: Primary Data



Testing of Hypotheses

H_01 : There is no significant difference in awareness level of respondents before and after telecast of advertisement.

H_a1 : There is a significant difference in awareness level of respondents before and after telecast of advertisement.

The difference in awareness level of respondents before and after telecast of advertisement has been measured by applying paired t-test. The null hypotheses is that there is no significant difference in awareness level of respondents before and after telecast of advertisement while alternative is that there is a significant difference in awareness level of respondents before and after telecast of advertisement.

Table 7: Paired Sample t-Test

Awareness	Mean	N	SD	t	df	P Value
Before Advertisement	2.963	231	2.603	11.031	230	0.0045
After Advertisement	3.784	231	1.009			

Table 7 shows the descriptive statistics like mean, standard deviation, t value and P value of the two groups (awareness level of respondents before and after telecast of advertisement). The mean value of respondents before and telecast of advertisement is 2.963 and 3.784 respectively. Besides, the t value and p-value are 11.031 and 0.0045 respectively. The p value is less than 0.05, therefore null hypothesis is rejected and it can be said that there is a significant difference in awareness level of rural respondents before and after telecast of advertisement.

H_02 : There is no significant difference in purchase intention of respondents before and after telecast of advertisement.

H_a2 : There is no significant difference in purchase intention of respondents before and after telecast of advertisement.

The difference in purchase intention of respondents before and after telecast of advertisement has been measured by applying paired t-test. The null hypotheses is that there is no significant difference in purchase intention of respondents before and after telecast of advertisement while alternative is that there is a significant difference in purchase intention of respondents before and after telecast of advertisement.

Table 8: Paired Sample t-Test

Purchase Intention	Mean	N	SD	t	df	P Value
Before Advertisement	3.001	231	2.064	37.334	230	0.0009
After Advertisement	3.996	231	1.338			

Table 8 shows the descriptive statistics like mean, standard deviation, t value and P value of the two groups (purchase intention of respondents before and after telecast of advertisement).

The mean value of respondents before telecast of advertisement is 3.001 and after telecast of advertisement is 3.996. Besides, the t value and p-value are 37.334 and 0.0009 respectively. The p value is less than 0.05, therefore null hypothesis is rejected and it can be said that there is a significant difference in purchase intention of respondents before and after telecast of advertisement.

Table 9: Shows P Value and Results of Hypothesis Tested

No	HYPOTHESES	P Value	Difference	Results
1	There is no significant difference in awareness level of respondents before and after telecast of advertisement.	0.0045	Significant	Rejected
2	There is no significant difference in purchase intention of respondents before and after telecast of advertisement.	0.0009	Significant	Rejected

Table 9 shows the P Value and results of hypothesis tested. The first null hypothesis has been rejected because the p value is less than 0.05 and hence it can be said that there is a significant difference in awareness level of rural respondents before and after telecast of advertisement. Notwithstanding, the second null hypothesis has been rejected because the p value is less than 0.05 and it can be said that there is a significant difference in purchase intention of respondents before and after telecast of advertisement.

Conclusion

Advertisement is a non-personal communication of information usually paid for and usually convincing in nature, of products services or ideas by identified sponsors. The main objective of the present study is to analyze the level of influence of advertisement on buying behavior of rural consumers in selected districts of Uttar Pradesh. The study used convenient sampling meaning thereby 20 villages have been selected from Aligarh, Meerut, Muzaffarnagar, and Shamli. A well structured questionnaire designed on a five point Likert Scale was prepared by the researcher and used for collecting data from 231 rural respondents. Nevertheless, paired t-test has been used to analyze and interpret the data. Both the null hypotheses have been rejected and hence it can be said that there is a significant difference in awareness level and purchase intention of rural respondents before and after telecast of advertisement.

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