



SOCIO – ECONOMIC EFFECT OF ADVERTISEMENT ON PEOPLE OF TSP AREAS(WITH REFERENCE TO BANSWARA DISTRICT IN RAJASTHAN)

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Abstract

Advertising is a form of communication intended to convince a consumers (viewers, readers or listeners) to purchase or take some action upon products, information or services etc. The consumers can be people of urban or rural area. Thus, this paper deals with the study conducted in TSP areas of Banswara. This paper deals with study about socio economic effect of advertisement on people of TSP areas of Banswara district of Rajasthan, for that objective are prepared and accordingly findings and conclusions are drawn

Introduction

The Tribal Sub-Plan (TSP) is a strategy which was evolved for the rapid socio-economic development of tribal people. In the Five Year Plans it was stated that the objectives of socio-economic development and Protection of tribal people against exploitation, through legal and administrative support. Another objective was for narrowing the gap between their levels of development to that of the general communities. Advertisement has helped to reduce the gap of development between rural and urban areas.

Background of TSP Areas

The history of India's Adivasis started back in pre-Aryan era. For ages they lived over the Subcontinent's hilly terrains. But over the centuries those with access to the written word (apart from other things) gained prominence over those whose traditions were rooted in the oral culture. During the period, Adivasis were given the new designation of tribal, and after independence of India, they were known as the scheduled tribes. The essence of the tribe was interpreted as "a stage of evolution", as opposed to a type of society. When education centers were opened, the main focus was on the socio-cultural roots of select communities, which gave importance to non-Adivasi children and were provided with knowledge of Indian culture and denied Adivasi children. Thus it was necessary to develop or bring socio economic growth in India.

The TSP areas in Rajasthan are Banswara, Dungarpur, Pratapgarh some part of Udaipur and Chittorgarh districts. The study is conducted to find out how advertisement can help to bring growth and development in TSP areas with special reference to Banswara district in Rajasthan.

Banswara is part of the Vagad region of southern Rajasthan, which includes Banswara and Dungarpur districts. The region is mainly inhabited by tribals, predominantly Bhils. Banswara and Dungarpur are combinedly called VAGAR, and in both the places local language is VAGRI. The population of Banswara in 2011 is 99,969; of which male and female are 51,000 and 48,969 respectively. The literacy rate of Banswara district in 2011 was 85.72 % according to census. People in this area are affected by advertisement as they also demand many products same as people in urban areas.

In recent years, rural markets of Banswara have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the people in TSP of Banswara. In this context, a special marketing strategy, namely, rural marketing has emerged. Rural marketing can be classified under two broad categories. These are: The market for consumer goods that comprise of both durable and non-durable goods.

Review of Literature

Dr. Harne, Punita (2013) "Media, Rural Development and Concern for Sustainability" the paper explained that the media both television and radio has change the face of society in the past two decade. Media plays important role in reporting best practices in sustainable rural development.

Know the rural audience and the goals and objectives to be achieved; including paying more attention to rural populations and their issues of sustainable development. Thus paper conclude that media provides basic information to rural people on the actual situations of their natural resources and about its sustainability and unsustainability. By highlighting the successful sustainable development story media can inspire people to adopt the sustainable development practices. It depends upon media people how they use their skills and power to encourage people of rural areas.

Bhatt, Jyoti&Goel, Deepika(2014) “Rural advertising in India” the research paper explained that the general understanding among marketers and advertisers is that the rural population is largely uneducated, practices agriculture for a living, and is far-removed from the progress of urban India. The rural economy continues to be entirely dependent on the vagaries of nature. Consequently, consumption and spending patterns are closely linked to the quality of the monsoons. Thus, this paper concludes that new innovative strategy should be taken to increase awareness among people.

Namrata(2014) “Effectiveness of Social Advertisement” the researcher has explained about the analyses of the effectiveness of Social Advertising in bringing behavioural/attitudinal change and also to identify the factors which make social advertisements effective. The conclusion was that generally people watch social advertisements with interest but most of them do not know that kinds of advertisements which they are watching come under which category of advertisements. It also concluded that the awareness and level of awareness is more among urban respondents as compared to their rural counterparts. But even among urban respondents awareness is not hundred percent. An effort should be made to increase the awareness for various social campaigns amongst them.

Objective of The Study

1. To examine the behaviour of the consumer towards advertisement.
2. To find out the most effective mode of advertisement in tribal areas.
3. To study problems of tribal sub plan areas.

Research Methodology The paper is based on the exploratory cum descriptive research and almost relied on primary data, which has been collected, by the designing a schedule. Total number of respondents was 50 which are based on convenient sampling method residing in the nearby villages of Banswara. The simple percentage analysis has been used to analyze the data

Frequency Distribution of Respondent's Analyzing the Behaviour of People Living in Tribal Sub Plan Area of Banswara towards Advertisement.

Table No.1, Distribution of Respondents on the basis of Age Group

Age	No of Respondents	Percentage
Less than 19	5	10
20-39	33	66
Above 40	12	24
Total	50	100

Source: Field Survey

The above table reveals that in Banswara respondents of age group of 20-39 i.e. 66 % are more affected by advertisement than when compared with the age group of above 40 i.e. 24% and less than 19 10%

Table No.2, Distribution of Respondents on the basis of Monthly Income

Income	No of Respondents	Percentage
No Income	10	20
Less than 5000	14	28
5000-10,000	12	24
10,000-15,000	11	22
15000 & Above	3	6
Total	50	100

Source: Field Survey.

The above table highlights that on the basis of income, 28% respondents having income less than 5000 have more impact of advertisements this is because respondent's frequency of income less than 5000 is more in Banswara. Than from the table it can said that income group of 5000-10000 i.e. 24% are affected by advertisement after income group of less than 5000. Least affected by advertisement is respondents having income 15000 and above i.e. 6%.

Table No.3, Distribution of Respondents on the basis of Level of Education

Education Level	No. of Respondents	Percentage
Upto Middle	12	24
Upto Secondary	18	36
Upto Graduation	17	34
Uneducated	3	6
Total	50	100

Source: Field Survey

It is evicted from the above table that respondents who are educated upto secondary level 36% are more affected by the advertisements than follows the respondents who are graduate 34% in Banswara. The least affected respondents are uneducated people 6% of TSP areas of Banswara.

Table No.4, Distribution of Respondents on the basis of Most Effective Mode of Advertisement

Mode	No. of Respondents	Percentage
T.V.	43	86
News Paper	39	78
Radio	38	76
Mobile	30	60
Internet	29	58

Source: Field Survey

It is evident from the above table that the most effective mode of advertisement is television 86%, whereas newspaper 78% stands in second position than followed by radio 76% and least is internet advertisement facility 58% as in TSP areas are not much aware of this facility.

Table No.5, Distribution of Respondents on the basis Purchasing Habit towards Attractive Packaging

	No. of Respondents	Percentage
Yes	42	84
No	8	16
Total	50	100

Source: Field Survey.

From the above table it can be proved that 84% of the respondents like to purchase those products which have attractive packing as they think that the quality of the product will be good like its packing.

Table No.6, Distribution of Respondents on the basis of Brand Observation of Expire Date before Purchasing Advertised Product

	No of Respondents	percentage
Yes	28	56
No	22	44
Total	50	100

Source: Field Survey.

The above table highlights that 56% of the respondents buys the product after conforming expire date of the products, whereas 44% of the respondents do not do so.

Table No.7, Distribution of Respondents on the basis Increase in Expenditure Due to Advertisement

	No. of Respondents	percentage
Yes	44	88
No	6	12
Total	50	100

Source: Field Survey.



The above table reveals that 88% of the respondents believe that due to advertisement their expenditure has increased, as due to advertisement they are aware of new products in the market and want to purchase it. 12% of the respondents do not believe that due to advertisement their expenditure increases.

Findings

- It has been found that the respondents of age group between 20-39 were more influenced by advertisement in TSP areas of Banswara district in Rajasthan
- According to analysis it has been seen that there is socio economic impact of advertisement on respondents having less than rs.5000 income in TSP areas, as mostly respondents taken in TSP areas of Banswara has income less than rs.5000
- According to education level it was found that mostly respondents who were educated till secondary level are more attracted towards advertisement showing socio-economic impact of advertisement on people.
- The most effective media in TSP areas of Banswara is television and least effective media is internet.
- From the survey it was found that mostly people purchase those product which have attractive packaging
- Mostly people of TSP area agree that due to advertisement their monthly expenditure has increased showing socio economic effect of advertisement on respondents of Banswara districts.
- It was found that only 56% of population in TSP areas are aware that product should be purchased after conforming its expiry date.

Conclusions

The study concludes that the behaviour and the socio economic status of people living in TSP area of Banswara are affected by advertisements.

The research also concludes that the perception of respondents of TSP area is same as that of respondents of urban areas about various products. Respondents in TSP areas also collect maximum information of the products through television, which help them to improve their lifestyle, whereas respondents in TSP areas are least affected by Internet.

Suggestions

1. Expenditure on education facility should be increase. Thus, education can be encouraged by showing more advertisements relating to education.
2. Infrastructure facilities should be improved, as due to problem of power supply people are unable to view advertisement on television.
3. As when compare to people living in urban areas most people in TSP areas are unaware of internet facilities and advertisements, so government should take some constructive step to make people aware of internet through television

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