

A STUDY ON IMPACT OF ADVERTISEMENT IN RURAL AREAS WITH SPECIAL REFERENCE TO KANADUKATHAN, SIVAGANGAI DISRICT, TAMIL NADU

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ABSTRACT

Advertising is as old as trade and commerce. The ancient Babylonians and the romances contributed significantly to the early growth of advertising. The nineteenth century saw the introduction of magazines which also grew into a big advertising medium. The modern day of advertisement agency has its origins during this period. Starting as agents for newspapers, the agency diversified into other services such as copy-writing, and played the role of consultants to advertisers.. The early twentieth century was the golden age of advertising. The great depression of the 1930's saw a temporary setback in advertising growth. However there were some positive developments during this period such as the introduction of radio as an advertising medium and the application of research in advertising. The positive developments during 1950's were the emergence of television, the application of psychology and research in advertising, and invention of the concept of unique selling proposition by Reeves.

Keywords: *Advertisement, Medias, Impact of Medias, Rural Consumer Behaviour.*

OBJECTIVES OF THE STUDY

1. To study the influence of T.V and F.M radio in rural areas
2. To study the reach of advertisement.
3. To study the variables of advertisement which had a greater impact among rural customers which influence the respondents to buy the product.

RESEARCH METHODOLOGY

The primary purpose for basic research is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe.

TYPES OF RESEARCH AND SIZE OF SAMPLE

My research is based on Descriptive research. It includes surveys, fact findings and enquires of different kinds. Size refers to the number of items to be selected to constitute a sample. My sample size is 50.

SOURCES OF DATA COLLECTION

There are two types of data.

1. Primary data
2. Secondary data.

Primary means collected for the first time data and secondary means which already available like internet, magazines etc.

TOOLS USED FOR COLLECTION

The data is collected using a structured questionnaire; In addition respondents are rural Customers.

ANALYSIS AND INTERPRETATION

For analysis and interpretation of data, frequency and percentage analysis is used.

Age, Gender and Occupation

Age	Frequency	Percent	Gender	Frequency	percent	Occupation	Frequency	Percent
16-21	12	24	Male	15	30	Coolies	12	24
21-26	10	20	Female	35	70	Home maker	10	20
26-31	2	4				Student	6	12
31-36	26	52				Un employed	4	8
						teacher	11	22
						others	7	14
Total	50	100		50	100		50	100

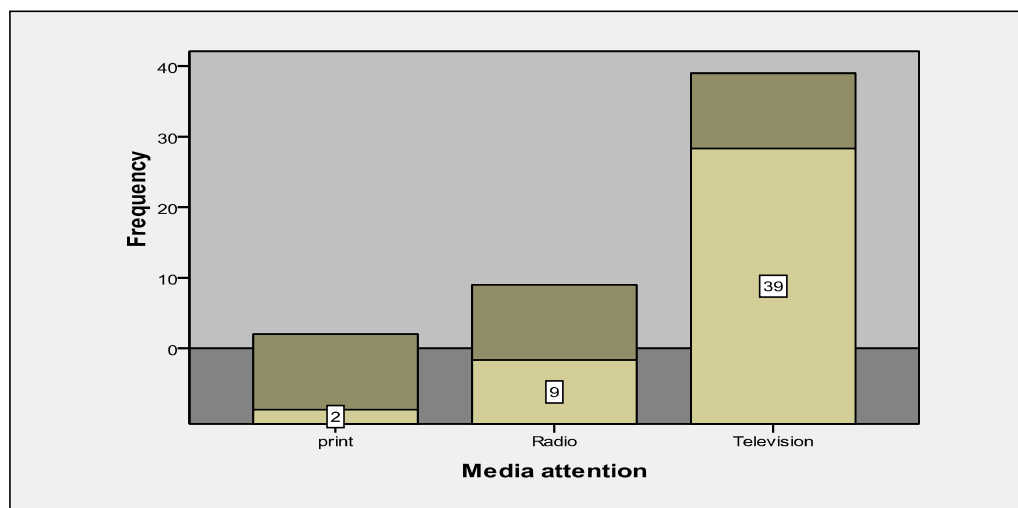
Interpretation

From the research it is found that 52% of the respondents fall in the age category 31-36 and 24% of the respondent fall in the age category 16-21. The percentage of the respondent under the age 21-26 is 4% and 4% fall under 26-31. 70% of the respondents are female and 30% of the respondents are male. Out of 50 respondents 24% of them fall under coolie. 22% of them are teachers. 20% of them were homemakers. 14% fall under other category and 12% were students and 8% of them were unemployed.

Which media gets your attention?

Media Attention					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Print	2	4.0	4.0	4.0
	Radio	9	18.0	18.0	22.0
	Television	39	78.0	78.0	100.0
	Total	50	100.0	100.0	

Media attention



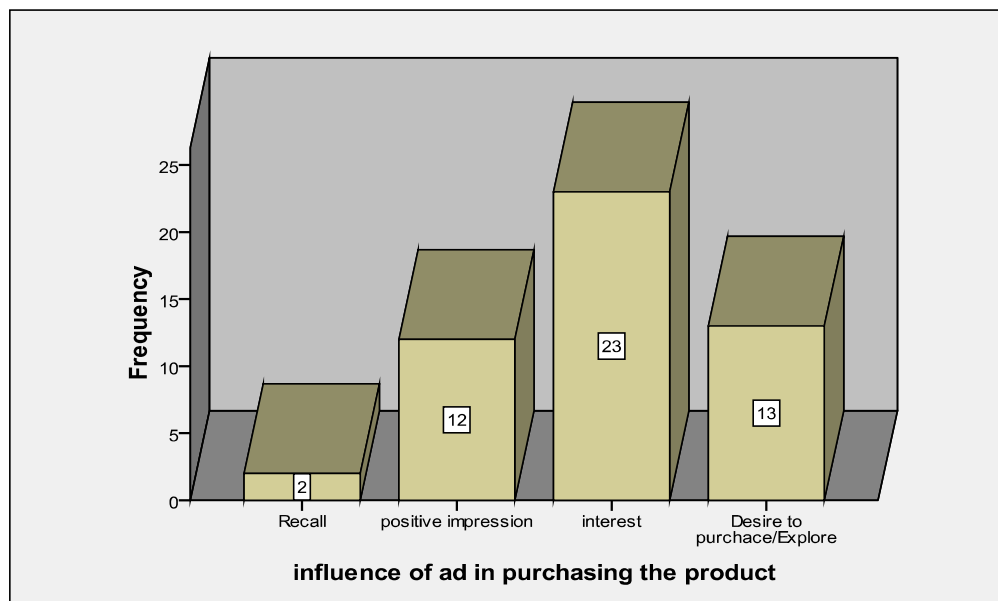
Interpretation

78% of the respondents show their interest on watching the television advertisement and 18% of the respondents show their interest on radio advertisement and only 4% of them show their interest in print.

How does an ad Influence you in purchasing a product affect you?

Influence of ad In purchasing the product				
	Frequency	Percent	Valid Percent	Cumulative Percent
Recall	2	4.0	4.0	4.0
positive impression	12	24.0	24.0	28.0
interest	23	46.0	46.0	74.0
Desire to purchase/Explore	13	26.0	26.0	100.0
Total	50	100.0	100.0	

influence of ad in purchasing the product



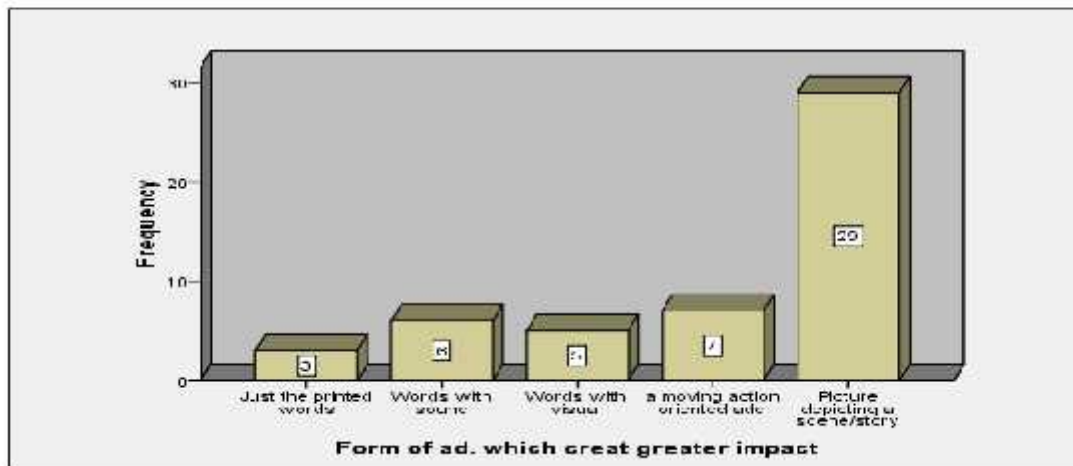
Interpretation

46% of the respondents say that they will show their interest in buying the product after seeing that ad and 26% of the respondent say that they will have the desire to purchase the product. 24% of the respondents say that they will have the positive impression and 4% of the respondent says that they will only recall about that.

Which form of ad creates a greater impact on you?

Form of ad. which create greater impact				
	Frequency	Percent	Valid Percent	Cumulative Percent
Just the printed words	3	6.0	6.0	6.0
Words with sound	6	12.0	12.0	18.0
Words with visual	5	10.0	10.0	28.0
a moving action oriented add	7	14.0	14.0	42.0
Picture depicting a scene/story	29	58.0	58.0	100.0
Total	50	100.0	100.0	

Form of ad. which creat greater impact



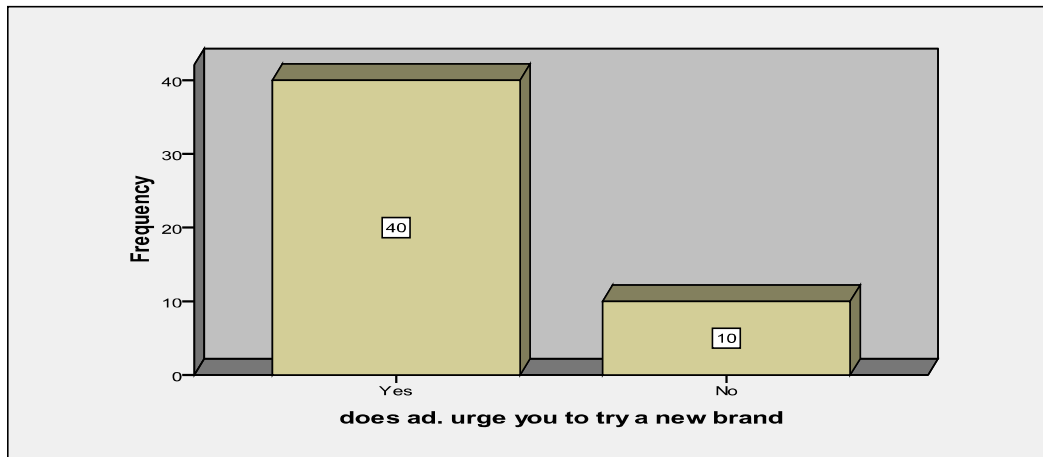
Interpretation

58% of the respondents say that they will have the greater impact on the ad depicting a story and 14% of the respondent says that a moving action oriented ad Create a greater impact and 12% says that the ad with the sound create the greater impact. 10% of the respondents says that the ad with visual and only 6% of the respondents says that the printed words create the greater impact.

Does an advertisement urge you to try a new brand?

Does ad. urge you to try a new brand				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	40	80.0	80.0	80.0
No	10	20.0	20.0	100.0
Total	50	100.0	100.0	

does ad. urge you to try a new brand



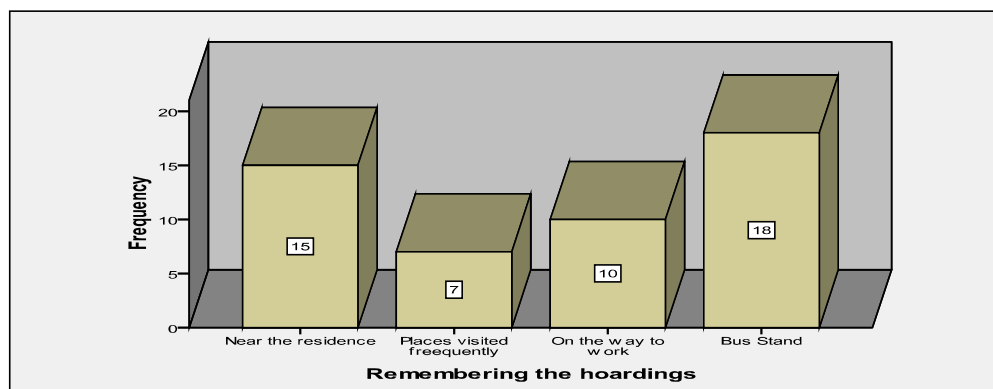
Interpretation

80% of the respondents say that the new ad will urge to try a new brand and 20% of the respondents say that new ad Urge didn't try a new brand.

Do you remember the hoardings?

Remembering the hoardings				
	Frequency	Percent	Valid Percent	Cumulative Percent
Near the residence	15	30.0	30.0	30.0
Places visited frequently	7	14.0	14.0	44.0
On the way to work	10	20.0	20.0	64.0
Bus Stand	18	36.0	36.0	100.0
Total	50	100.0	100.0	

Remembering the hoardings





Interpretation

36% of the respondents remember the hoardings of an advertisement near the bus stand. 30% remember the hoardings near the residence and 20% remember the hoardings on the way to work and 14% says that they remember the hoardings in the places they visited frequently.

SUGGESTIONS

1. Advertisements through newspapers, internets etc., are not yet effective to attract customers so they must concentrate to improve their advertisements by putting on new ideas.
2. Advertisement must include product, price and also the information about their standard and size. Then only it will be easy for the people to understand.

CONCLUSION

1. There is the need of improvement in TV advertise.
2. Advertisements need some celebrity to promote their product.

REFERENCE

BOOKS: Marketing Management-Philip

WEB SITES: www.google.com www.wikipedia.com