



RURAL CUSTOMERS ATTITUDE TOWARDS TELEVISION ADVERTISEMENT

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Abstract

This study is aimed at know the rural customers attitude towards television advertisement. Totally 400 sample respondent are approached to participat this study. Out of 400 sample respondents, 356 responses are fit for further analysis. Hence, a sample of 356 is considered for this study. Descriptive statistic is used to analyse the data. It is found that rural customers having positive attitude towards television advertisement customers are stated that the television advertisement provide reliable information about the product, show the product before purchase, provide enjoyments, useful information about the product, beliveness about the product and easy understand the messeage. Hence, it is concluded that television advertisement have grate impact on the rural customers.

INTRODUCTION

Advertising is a powerful communication force and important marketing tool for selling the goods, services, images and ideas through channel of information and persuasion. It is highly visible force in the society. Now a days advertising is essential to the success of any type of business and industry. It is one of the parts of the marketing and communication process. Advertising is convinced people to buy products. All advertising contains both information and persuasion. Advertising is act as role of communication, marketing, public-relation, information and persuasion process. Advertising reaches the people through a channel of communication referred to as a medium. It is usually aimed at a particular segment of the population or the target audience. Basically it is a medium of dissemination of information and persuasion. It always creates a glamorous area. No doubt, today advertising covers almost every area of the thought process and action of society. It is considered to be a highly sophisticated communication force and powerful marketing tool.

The majority of the marketers use mass media for their marketing communication. The choice of media is depended upon the nature of the message and the intended target audience. TV advertisement is the best selling and also economical media. It has potential advertisement impact of unmatched by any other media. The advantage of television over the other mediums is that it is perceived as a combination of audio and video features and also it provides products with instant validity and prominence and offers the greatest possibility for creative advertisement over a longer period of time,

RESEARCH PROBLEM

In developing economies like India, it is important to target rural market as a very large section of potential customers resides in villages. The marketers need to convert the latent needs of the village people into specific wants. The rural folk are ready to imbibe modern way of living. The basic challenge in front of the rural marketer is to deal with the rural consumer who is undergoing transformation. Many marketers perceived that the rural markets are the protrusions of the urban slums or poor markets. The truth is that the rural consumer's concept of value is different from the urban consumer. The rural consumer purchases only when it is extremely needed by them, not because of tempting promoting offers. Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing brands to people. Advertising through Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums. Hence, this study is an attempt to find out how advertisements have influenced the attitude and thinking of the rural people with regard to the purchase of health drinks

OBJECTIVE OF THE STUDY

- To know the perception of rural customers towards factors of television advertisement relating to health drinks.

RESEARCH METHODOLOGY

The present study explores the rural customer's attitude towards television advertisement in the purchase of health drinks. Hence, the present study falls under the category of 'descriptive studies' as the nature of the problem is to determine the relationship among the different variables. Based on the literature review the roles of television advertisement are identified by the researcher. There are television advertisement explains the reliability of the products, value added information about the product, shows the real image of the product, providing the enjoyment of advertisements, usefulness about the product, creates the feel of the product before purchase, Beliveness of the product and understanding about the advertised product. The researcher has adopted multi stage random sampling technique. In tamilnadu, they are 30 disticts, among the 29 disctrict, Cuddalore district is selected because it is still underdeveloped and also most backward district. In the second stage, in this district, there are eight taluks in each taluks; one block is chosen based on the more population. Totally eight village are

selected. In each village 50 respondents are selected based on systematic random sampling technique. Totally 400 sample respondent are approached to participate in this study. Out of 400 sample respondents, 356 responses are fit for further analysis. Hence, a sample of 356 is considered for this study. Descriptive statistics are used to analyse the data.

RESULTS AND DISCUSSION

Table- 1, Customers Attitudes towards Reliability of television Advertisement

Reliability of television Advertisement	Mean	Standard deviation
Television ads are a reliable source of information	4.20	0.85
Products perform as promised in the television ads	3.97	1.12
television ads help me to know which products that reflect my personality	3.91	1.22
I learn fashion from television ads and about what I should buy to impress others	4.04	1.00
television ads provide me with a real picture of the product	4.08	1.08
Information provided by television ads helps me in buying decisions	4.07	1.02

Source: Primary data computed

Table 1 explains the customers perception towards reliability of television advertisement. It is measured with 6 statements in five point scale. Further, mean and standard deviation values are calculated for each statement. The mean values are lies between 4.20 and 3.91. From the mean value, it is observed that television advertisement are the reliable source of information (4.19) followed by television advertisement are provided real picture of the product (4.08), educate the fashion to the customers (4.04) and the information provided by television advertisement helps the customer to make the purchase decision (4.04). It is found that television advertisement is the most reliable source of information about the health drinks the products.

Table- 2 Customers attitude towards television advertisement shows off the product

Showing	Mean	Standard deviation
Television ads make people buy products only for prestige	3.90	1.30
Television ads encourage people to buy products which they don't need	3.84	1.19
Television ads persuade consumers to buy products they should not buy	3.78	1.02

Source: Primary data computed

Table 2 explains the customers attitude towards the television advertisement showing off the product. It has been measured with 3 statements in the 5 point scale. Mean and standard deviation values are calculated. The mean values are lies between 3.83 and 3.78. From the mean value, it is inferred that the television advertisement engage the people to buy the product which actually they don't need it (3.83), followed by the television advertisement make the people to buy the products as it is their prestige. It is found that the customer are stated that the television advertisement showing the product to the customers and make them to purchase the product as it is a prestige. However, television advertisement engaged the people to purchase which they does not need.

Table 3 Customers opinion towards enjoyment of television Advertisement

Enjoyment	Mean	Standard deviation
Television ads are a form of entertainment	3.93	0.96
I feel interest to watching television advertisement	3.92	1.07
Watching television ads is more enjoyable than watching television programs	3.89	1.04
In general, I like watching television advertisement	3.69	0.94

Source: Primary data computed

Table 3 explains the customers opinion towards enjoyment of television advertisement. It is measured with 4 statements in the 5 point scale. Further, mean and standard deviation values are calculated. The mean values are lies between 3.92 and 3.68. It is noted that the customers are felt that television advertisement is a form of entertainment (3.92). Television advertisement created interest to watch and also enjoyable. In general, customers are like to watching the television advertisement at moderate level. Customers are highly opinioned that the television advertisement is form of entertainment, and it is interest to watching and also it is enjoyable than other programme.

Table 4 Customers opinion towards usefulness of television advertisement

Usefulness of television ads	Mean	Standard deviation
Television advertisement provides valuable information about the products available in the market	3.94	1.04
Television advertisement give me up-to-date information	3.73	1.01
Television advertisement inform me about product which meet my needs	3.82	1.02
television ads inform me about products which is suitable for my whose lifestyle	4.06	1.06

Source: Primary data computed.

Table 4 portrays the customers attitude towards usefulness of the television advertisement. Usefulness of advertisement is measured with 4 statements in the five point scale. Further, mean and standard deviation values are calculated for each statement. The calculated mean value is found to be high for the statement that television advertisements are informed the customer about the products which is matched their life style (4.06). Followed by, the customers are stated that television advertisements are provided valuable information about the products available in the market (3.94). Television advertisement informed to customers about the products which is meet their needs (3.82) and television advertisement provided the up to date information about the products. It is found that the customers are highly rated that the television advertisement are informing about the product, which is suitable for customers life style and also providing the information about the products available in the markets.

Table 5 Customer's opinion about attitudes towards feeling of television advertisement

Feeling	Mean	Standard deviation
Television advertisement is beautiful	4.17	0.81
Television advertisement attract attention	4.10	0.89
Television advertisement is remarkable	3.98	0.84
Television advertisement is original	4.03	0.99

Source: Primary data computed

Table 5 explains the customers opinion about the feel of the television advertisement. It is measured with 4 statements in the five point scale. Mean and standard deviation values are calculated, the mean values are lies between 4.17 and 3.98. From the mean value, it is observed the customers are highly rated that the television advertisement is very beautiful (4.17), attracts attention (4.10) and original (4.03). But, customers are moderately felt that the television advertisement is remarkable. It is found that customers are felt that television advertisement is beautiful and also creates the attention towards the watch the advertisement.

Table 6 Customers opinion towards believeness of television advertisement

Believeness	Mean	Standard deviation
Television advertisement is believable	3.84	0.84
Television advertisement tells me something new	4.15	0.87
Television advertisement fits with the brand	4.02	0.80

Source: Primary data computed

Table 6 portrays the customer attitudes towards believabe about the television advertisement. It is measured with three statements in the five point scale. Further, mean and standard deviation values are calculated, the mean values are ranged between 4.14 and 3.83. While observing the mean values, the customers are highly rated that advertisement tells something new about the product to the customers (4.14). Followed by the customers are also stated that the advertisement fits with the brand (4.01) and it is believable (3.84). It is found that customers are believed that the television advertisement is providing something new information about the products and also it fit with the brand.

Table 7 Opinion towards understanding about television advertisement

Understanding	Mean	Standard deviation
It is immediatly clear which brand is advertised	4.19	1.12
I have to watch the advertisement frequently to know what it is exactly	3.96	1.20
Television advertisement is confusing	1.34	1.34

Source: Primary data computed



Table 7 explains the customers opinion towards understanding about the television advertisement. It is measured with 3 statements in the five point scale. Further, mean and standard deviation values are calculated. The mean values are ranged between 4.19 to 1.34. Customers are highly rated that the advertisement is clear about the brand which is advertised (4.19). Followed by, they have to watch frequently to understand the product through television advertisement (3.96). Customers are also pointed out that television advertisement is not confused the brand which is seen by them.

FINDINGS AND RECOMMODATION

- Television advertisement is the best reliable source of information about the health drink products. Television advertisement is the best way to show the product to the customers. Customers are making the purchase decision due to the information provided by the television.
- Television advertisement enaged the people to purchase, which they does not required.
- Customers are highly opined that the television advertisement is form of entertainment, and it is interest to watching and also it is enjoyable than other programme.
- It is found that the customers are highly rated that the television advertisement are informing about the product, which is suitable for customers life style and also providing the information about the products available in the markets.
- It is found that customers are felt that television advertisement is beautiful and also creates the attention towards the watch the advertisement.
- It is found that customers are believed that the television advertisements are providing something new information about the products and also it fit with the brand.
- Customers are also pointed out that television advertisement is not confused the brand which is seen by them.
- Television advertisement is more importance for the manaufaturer to promote their product to the rural customers.
- Television advertisement helps to be consumers towards various brands available in the marketer, It dire the sales of products.
- Television advertisement has high attrativeness; it helps the customers to rember the brand during shipping.
- Television advertisement is creating more attention than other media. Because of attention customers are tend to by the advertised brands.

CONCLUSION

This study is aimed at know the rural customers attitude towards television advertisement. It is found that rural customers having positive attitude towards television advertisement customers are stated that the television advertisement provide reliable information about the product, show the product before purchase, provide enjoyments, useful information about the product, beliveness about the product and easy understand the messeage. Hence, it is concluded that television advertisement have grate impact on the rural customers.

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