FUTURE OF ADVERTISEMENTS IN RURAL MARKETING

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In a country of more than one billion people, more than 70% reside in rural areas. This absolute number of the rural populace necessitates the marketers to reach them for the marketing of various goods and services. The main objective of the study is to understand the collision of advertisements in purchase of goods and services in Kadapa district (AP). The younger generations are exposed to technological development and are likely to shift from the exposure from traditional media to the new and evolving online and digital advertisements. This paper aims to study the impact and outlook concerning new age advertisements. Statistical tools used are KMO Bartlett's Test, Factor Analysis, Regression analysis, 't' -test and ANOVA. The results are analyzed and summarized accordingly.

Keywords: advertisement, rural market, advertisements

INTRODUCTION

Rural market has been developing steadily over the last few years and is now even bigger than the urban market. As per census report, 70 percent of the people live in villages. More than 800 million people stay in villages of India. 'Go rural' is the marketer's new slogan. Indian marketers, as well as multinational companies such as Colgate-Palmolive, Godrej, and Hindustan Lever have centered on rural markets. Thus, searching for the opportunities, which rural markets offer to the marketers, it can be stated that the destiny could be very promising for folks that can understand the dynamics of rural markets and take advantage of them to their fine benefit. Rural advertising isn't pretty like advertising in urban areas. Not simply due to the dimensions of the population, and also the lack of standardized opportunities – not to say the sensation of community, the experience of team spirit and the complexity of rural communities. Creating an advertising marketing campaign for a rural place is frequently difficult. Moreover, most rural marketing campaigns aren't destined for a single community; instead, they purpose to create a nearby presence in multiple locales. An experienced and verified aggregator will streamline the procedure, enhance standardization, and foresee capability challenges earlier than they emerge as instant barriers, assisting to make the most

of rural marketing opportunities. Marketing in rural India poses several challenges, apart from the geographical distance and remoteness of numerous villages. However, the proliferation of the media, especially the growing attain of the electronic media in rural India, has supplied publicity to numerous merchandise and services, which have been hitherto taken into consideration the area of urban users. Advertising performs a notably greater role in bringing modifications in society and supplying new product facts to the customers. It additionally enhances productivity because of mass consumption. Good advertising should generate attention, boom inside the trustworthiness of entitlement, be smooth to be understood and remembered.

The three essential goals of advertising and marketing are to offer a reasonable price, convince customers to buy and act as a reminder to the audience. From those 3 fundamental goals emerge different generalized objectives, such assertion of new products, enlargement of the market to new consumers, the assertion of product adjustments, making a special offer, the announcement of the region of stockiest and sellers, education of clients, reminding customers, attractive stockiest, and creating logo desire. Other essential goals of advertising are to trade the mindset of someone undoubtedly closer to the logo. It is critical for the advertiser to recognize the way to make humans move at the version of hierarchy effects theory of verbal exchange. Thus, it is sterilized that the urban-rural divide keeps existing and the markets, which need to prevail in the rural market. This is a

wonderful sign and an indicator for the industry. However, nothing is available on a platter and tapping the agricultural marketplace. But nevertheless, the destiny of absolute confidence lies inside the rural markets.

REVIEW OF LITERATURE

This research contributes to the literature by focusing on the effectiveness of advertising especially in rural marketing and its impact by means of specific organizations or manufacturers to seize the untapped capability market of India, which is complete with opportunities. The intention of literature critiques is to justify, the reason of an ensuring research to look, gives an overview of ancient views and deliver to the mild studies traits and issues.

Arun Kant Painoli (2017) found that there are numerous variables influencing the shopping behavior of the consumer while they purchase the unique emblem of detergent powder and cake. Shopkeeper recommendation and advertisement are the maximum crucial variables in building reliability within the mind of the clients. Dev Narayan Sarkar's (2016) study identified that rural marketing can be enhanced by appointing neighborhood population as distributors, wholesalers and retailers of their products; or by way of employing neighborhood manpower in other operations together with trade marketing, procurement of raw substances and selling and disseminating records on the marketer's products immediately to rural clients.

Katke, K. (2007) The effects of this research indicate that there

exists a susceptible affiliation among environmental response with the consumer shopping for behavior together with the attitudinal in addition to behavioral components of the purchasers buying behavior. Emotional reaction on the other hand installed robust association with the purchaser shopping for behavior. Surabhi Singh (2013) states that the well-known of living, payment of intake for the agricultural client is totally specific from the urban customer. Various client item groups have custom designed their payments and Sizes for penetrating the agricultural marketplace. Aithal, K. (2010). Village store with his particular buying preferences additionally impacts the distribution channels of the marketers. Gordon B. R. & Hartmann W. R. (2013), researchers' analysis shows that instrumental variables, fixed results, and observable controls affect the estimate of the advertising and marketing coefficient. Hosseini F. S. et. al (2011) Mobile advertising is spreading swiftly and is strongly considered to be one of the achievement elements of mobile trade. Mobile advertising and marketing is a brand new way of marketing communications in growing countries. Farahat A. & Bailey M. (2012) said that although our assessment methods might be implemented to any form focused on, we will focus on behavioral targeting (BT) for two motives: (1) Most of the studies in estimating the effectiveness of targeted advertising has focused on behavioral aspects and (2) due to the fact that focused users are selected based upon similar behavior, conservative measures of advertising and marketing effectiveness very in all likelihood to disregard a strong choice bias; the targeted customers' conduct very in all likelihood to be enormously correlated with the measured response. Fazal ur Rahman (2014), The results of a few elements of rural regions (where schooling degree and shopping for energy is low) were assessed. Results of the take a look at the show that advertising has more influenced while some elements of rural regions have the poor impact on shopping for conduct. The consequences of the have a look at contributed in advertising literature and feature important advertising and marketing implication that advertising appreciably affects the shopping for conduct in rural areas. Gharibi S (2012) stated that in the past, advertising and marketing communications went to paintings simplest for the motive to boom income, however, today advertising is taken into consideration as one of the critical factors of customer service. With the development of communications, advertising and marketing can create a cost for clients. Venu Kumar G (2012) in his observation finishes that, it's miles assure that F.M.C.G. Corporations will have to actually gain inroads in the rural markets with a purpose to reap double-digit increase objectives in future. Dianoux Christian (2014), It is possible to mention that the relationship between AG and Advertising ad has been discovered only in sure circumstances and will be no longer determined in all tested situations. Relationship among ads in general and Advertising ad differs based totally on the overall advertising reference the consumer has in his thoughts while he answers to the questions. Vinod Kumar Bishnoi (2009) Television publicizing has improved their association in item choice and buy. W. Chudzian, M. C. (2014) To purchase and explore

different avenues regarding the new items. Country youngsters choose of TV promotions while it isn't so with their urban partners. The urban young people don't consent to purchase the publicized items on the off chance that they try not to require them.

Objectives

1. To design and develop measures to evaluate advertising effectiveness in rural markets.
2. To perceive the underlying factors of advertising effectiveness in rural markets.
3. To find out the most effective means of advertising for the rural market.
4. To investigate advertisement effect on purchase intention.

Hypothesis

H_1: Advertisements with attention attribute positively influence on purchase intention.

H_2: Advertisements with knowledge attributes positively influence on purchase intention.

H_3: Advertisements with judgmental attribute positively influence on purchase intention.

H_4: Advertisements with interest attribute positively influence on purchase intention.

H_5: Advertisements with preference attribute positively influence on purchase intention.

METHODOLOGY

The study was exploratory and descriptive in nature. Both primary and secondary data were tapped together, the primary data was collected through survey method and relationships between demographic variables were evaluated by using statistical tools. The data was collected on the scale of 1-5 Likert's scale.

Sample Design

The population for the study will include only one district of Andhra Pradesh at Kadapa. Non Probability, purposive and convenient sampling technique was used to identify the respondents of the study. Proportionate re-presenters from all the demographic groups were ensured to minimize sampling error.

Sample Size

The sample size was 285 respondents of rural people those who are lived at Kadapa dist. The data was collected by the researcher after developing a rapport with the respondents.

Reliability Analysis

S. No.	Construct Name	Number of items	Cronbach's Alpha
1	Attention	10	.988
2	Knowledge	4	.789
3	Judgment	4	.846
4	Interest	3	.726
5	Preferences	3	.756
6	Purchase Intention	3	.745

Factor Analysis

Factor analysis is a statistical method used to provide an explanation for variability amongst observed, correlated variables in terms of a probably lower quantity of unobserved variables called factors. Factor evaluation originated in psychometrics and is utilized in behavioral sciences, social sciences, advertising, product control, operations studies, and different implemented sciences that address huge quantities of facts.

Validity Analysis (Kaiser Meyer Olkin measure of sampling Adequacy and Bartlett's Test of Sphericity) of Advertisement Effectiveness

KMO and Bartlett's Test KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.870
Bartlett's Test of Sphericity	Approx. Chi-Square	9921.393
	Df	300
	Sig.	.000

The Kaiser- Meyer- Olkin Measure of Sampling Adequacy Value was .870 indicating that the sample was adequate to consider the data as normally distributed.

FACTOR ANALYSIS FOR ADVERTISEMENT EFFECTIVENESS

A. Communalities

The sum of the squared component loadings for all elements for a given variable (row) is the variance in that variable accounted for by using all of the factors, and this is known as the communality. The communality measures the percentage of variance in a given variable defined by all the factors together and may be interpreted because of the reliability of the indicator. Communality of a variable represents the share of the variance in that variable that may be accounted for by means of all ('commonplace') extracted elements. Thus if the communality of a variable is high, the extracted factors account for a massive percentage of the variable's variance.

Communalities		
	Initial	**Extraction**
Advertising is a good source of product/service information.	1.000	.974
Keeps up to date on market	1.000	.944
Advertising is entertaining.	1.000	.904
Advertising is suitable means of spending time	1.000	.968
Advertising raises our standard of living.	1.000	.884

Advertising is enjoyable.	1.000	.919
Advertising is credible.	1.000	.897
Advertising is very essential.	1.000	.939
Advertising supplies relevant information	1.000	.928
Advertising is updating all information of products.	1.000	.749
Advertising is pleasing.	1.000	.965
The results of adv. in better products for the public.	1.000	.840
Advertising has positive effects on the economy.	1.000	.835
Advertising is interesting.	1.000	.857
Advertising provides complete information.	1.000	.948
Overall you ignore advertisements when you busy in other work.	1.000	.795
Advertising is trustworthy.	1.000	.798
Overall, I like Advertising in Rural Area	1.000	.792
Because of advertising and marketing, people buy plenty of things that they do no longer really need	1.000	.626
Advertising is believable.	1.000	.603
In your view Advertising offers accurate information of products/ services.	1.000	.591
Advertising provides timely information.	1.000	.466
Advertising encourages human beings to shop for something to affect others	1.000	.927
It will be boring.	1.000	.877
I would consider advertising before making a purchase decision.	1.000	.758

Extraction Method: Principal Component Analysis.

Total Variance Explained

The table shows all the elements extractable from the analysis alongside their eigenvalues, the percent of variance on account of each aspect, and the cumulative variance of the issue and the preceding elements. The primary factor accounts for 36.5 % of the variance, the succeeding 14.243 %, the third factor 13.212 % of the variance and the fourth factor 12.065 % variance and the fifth 7.121 % variance, i.e. total 72.408% of the variance is explained by all five factors. To get better factor

scores, factor rotation is needed. For this purpose, we have used varimax. The varimax rotation approach encourages the detection of factors each of that's related to few variables. It discourages the detection of things influencing all variables.

Comp.	Total Variance Explained								
	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.125	36.500	36.500	9.125	36.500	36.500	9.091	36.366	36.366
2	3.561	14.243	50.743	3.561	14.243	50.743	3.521	14.083	50.449
3	3.303	13.212	63.956	3.303	13.212	63.956	3.310	13.241	63.690
4	3.016	12.065	76.020	3.016	12.065	76.020	2.620	10.481	74.171
5	1.780	7.121	83.141	1.780	7.121	83.141	2.243	8.970	83.141
6	.845	3.381	86.523	-	-	-	-	-	-
7	.553	2.210	88.733	-	-	-	-	-	-
8	.479	1.916	90.649	-	-	-	-	-	-
9	.416	1.662	92.311	-	-	-	-	-	-
10	.307	1.227	93.538	-	-	-	-	-	-
11	.296	1.182	94.720	-	-	-	-	-	-
12	.212	.850	95.570	-	-	-	-	-	-
13	.183	.733	96.303	-	-	-	-	-	-
14	.179	.715	97.018	-	-	-	-	-	-
15	.155	.620	97.638	-	-	-	-	-	-
16	.134	.537	98.175	-	-	-	-	-	-
17	.096	.385	98.560	-	-	-	-	-	-
18	.077	.307	98.866	-	-	-	-	-	-
19	.071	.282	99.149	-	-	-	-	-	-
20	.056	.225	99.373	-	-	-	-	-	-
21	.051	.206	99.579	-	-	-	-	-	-
22	.040	.159	99.738	-	-	-	-	-	-
23	.032	.129	99.867	-	-	-	-	-	-
24	.028	.110	99.978	-	-	-	-	-	-
25	.006	.022	100.000	-	-	-	-	-	-

Extraction Method: Principal Component Analysis.

Using Rotation

Having first extracted a set of factors from an information set, a small subset of things is then kept for further consideration with the ultimate factors being taken into consideration as both irrelevant or nonexistent. In order to make the interpretation of the elements which can be taken into consideration applicable, the primary desire step is generally accompanied via a rotation of the elements that were retained. This simplification of the translation of aspect evaluation is finished with the aim of acquiring a smooth pattern of loadings, that is, factors which are few ways sincerely marked through immoderate loadings for a few variables and low loadings for others. As mentioned earlier in section varimax rotational strategy has

been used for this study. For varimax an easy solution means that each thing has a small range of large loadings and a huge variety of either zero or small loadings. This simplifies the interpretation because, after a varimax rotation, every authentic variable has a tendency to be related to one or a small number of factors, and each aspect represents simplest a small quantity of variables.

Rotated Component Matrix					
	Component				
	1	2	3	4	5
Advertising is a good source of product/service information.	.984	-	-	-	-
Keeps up to date about market	.970	-	-	-	-
Advertising is entertaining.	.950	-	-	-	-
Advertising is suitable means of spending time	.982	-	-	-	-
Advertising raises our standard of living.	.939	-	-	-	-
Advertising is enjoyable.	.958	-	-	-	-
Advertising is credible.	.947	-	-	-	-
Advertising is very essential.	.968	-	-	-	-
Advertising supplies relevant information	.961	-	-	-	-
Advertising is updating all information of products.	.857	-	-	-	-
Advertising is pleasing.	-	.980	-	-	-
The results of adv. in better products for the public.	-	.911	-	-	-
Advertising has positive effects on the economy.	-	.913	-	-	-
Advertising is interesting.	-	.919	-	-	-
Advertising provides complete information.	-	-	.971	-	-
Overall you ignore advertisements when you busy in other work.	-	-	.885	-	-
Advertising is trustworthy.	-	-	.889	-	-
Overall, I like Advertising in Rural Area	-	-	.881	-	-
I your view Advertising offers accurate information of products/ services.	-	-	-	-	.788
Advertising is believable.	-	-	-	-	.773
Advertising provides accurate information about products/ services.	-	-	-	-	.767
Advertising provides timely information.	-	-	-	-	-
Advertising encourages human beings to shop for something to affect others	-	-	-	.951	-
It will be boring.	-	-	-	.921	-
I would consider advertising before making purchase decision.	-	-	-	.868	-

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Correlations Among the Advertisement Effectiveness Factors and Purchase Intention

Independent variables	Number of respondents	Pearson Correlation coefficient
Attention	285	.768**
Knowledge	285	.777**
Judgmental	285	.837**
Interest	285	.670**
Preference	285	.750**

*** Correlation is significant at the 0.01 level (2-tailed)*

REGRESSION ANALYSIS BETWEEN FACTORS OBTAINED FROM FACTOR ANALYSIS

Regression Analysis of attention, knowledge, judgmental, interest, preference on purchase Intention:

The regression is calculated by taking the total attention, knowledge, judgmental, interest, preference on purchase Intention: using SPSS software. In this examination attention, knowledge, judgmental, interest, preferences are independent variable and purchase Intention is the dependent variable. Therefore, regression is calculated by taking dependent and independent variable.

Model Summary for Advertisement Effectiveness Factor

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893ª	.797	.793	.70233

Predictors: (Constant), preference, interest, attention, knowledge, judgmental

ANOVAª					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	539.186	5	107.837	218.619	.000ᵇ
1 Residual	137.621	279	.493		
Total	676.807	284			

Dependent Variable: purchase Intention

Predictors: (Constant), preference, interest, attention, knowledge, judgmental

Regression Coefficients for Advertisement Effectiveness Factors

	Coefficients				
Model	**Under standardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	-.155	.132		-1.177	.240
Attention	.197	.048	.182	4.068	.000
Knowledge	.199	.046	.197	4.341	.000
1 Judgmental	.403	.046	.404	8.727	.000
Interest	.099	.039	.095	2.517	.000
Preference	.140	.045	.135	3.078	.000
a. Dependent Variable: purchase Intention					

Value of F is 218.619 which is significant at 0% level and values of t are 4.068,.341,8.727,2.517 which are also significant at 0% level. R square value is .797 with beta value of 0.182, 0.197, 0.404, 0.095, 0.135 indicates 79.7 % of variance explained by attention, knowledge, judgmental, interest, preference. It represented that relationship between independent variables (attention, knowledge, judgmental, interest, preference on purchase Intention) and as the dependent variable (purchase intention) is significant.

Discussion, Conclusions, and Future Research Directions

The rural Indian marketplace has played a pivotal on the economic the economic growth of the India. Every consumer is different from others. Across the arena, the agricultural consumer is appreciably different from the urban customer. Rural consumers

range not only in their behavior and practices but additionally in their conviction and ideals. The findings of the study hints at how the present and potential entrepreneurs preserving the concept of advertising encounter the adverse factors minimizing the rural marketing. This will help them to tool their advertising method for the rural marketplace. This study is limited only to a district of Eastern Andhra Pradesh. However, the future scope lies in covering the representative for remaining districts of the state thus deriving an overall picture of total Andhra Pradesh's rural market. This scenario will definitely help the marketers to layout a complete approach plan. Further, the product range here consists of seven of the large variety of client durables available within the market. Further studies may be carried out taking a variety of other products and observing and interpreting the rural market's reaction regarding them. The equal kind of research may be prolonged to FMCG products and services. The subject is massive and nearly limitless as nearly the villages exist in India, with one of kind desires, options, alternatives, priorities. So the market has significant ability to the faucet which may be supported by means of more of specified study in the rural installation.

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