EFFECTS OF TELEVISION ADVERTISEMENTS ON FMCG PRODUCTS WITH SPECIAL REFERENCE TO DHARMAPURI DISTRICT – A STUDY ON RURAL AUDIENCE BEHAVIOUR

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Abstract

Advertising is communicating the necessary information to influence the prospective customers to take a decision to buy the advertised product / brand. Communicating the products manufactured is inevitable for any organisation. Advertising products to rural audience and influencing them to purchase the products is further challenging. By overcoming the rural challenges like low literacy rate, poor infrastructure the products and brands have to reach them. It takes enormous efforts to carry the marketing messages to the rural areas.

1.INTRODUCTION

Television advertising is considered as the most influencing form of communication to send the messages to the rural audience. The audio-visual effect is advantageous to reach all types of audience in spite of their literacy level. Television is also considered as king of all media. Even in the internet era television dominates the reach in rural areas of India. In future also television continue to dominate and will become a digital medium, but it will not vanish. Rural areas have television sets at home and the percentage of television ownership population is increasing every year. Dish TV services have also increased and confirmed the liking of television viewing in rural areas. The advertisement industry is a vibrant industry in the world as the process of buying is a frequent action and the choice making of buyers is in a state of constant fluidity. Therefore continuous reminders through advertisements by breaking the clutter will keep the buyers informed about the products and enable them to take a decision on brands. Influencing customer's decision through advertisements has become mandatory for the advertisers and big portion of

budget is allotted for the purpose of communicating the messages. A desire for the products has to be created by the advertisers through advertisements. However good the product or brand is, without informing about it, customers' decision making to buy the product is not possible. Therefore advertisements are necessary to influence decision making

2.SIGNIFICANCE OF THE STUDY

This research study focuses mainly on the impact of television advertisements of Fast Moving Consumer Goods (FMCG). Sales of FMCG brands in rural areas has a major contribution towards economy. Television is still considered as vital medium to carry the messages to rural audience. Therefore the advertisements of FMCG brands appearing in television is considered for the study. There is a need to understand the rural audience behaviour towards the products advertised to them. This research study aims to highlight the exposure & level of awareness of rural audience towards advertising, opinion on awareness of FMCG advertisements and effects of television advertisements of FMCG products. Huge money is spent on advertisements, marketers expect a quick return on investment for their advertisement expenditure.

3.STATEMENT OF THE PROBLEM

Rural market has lot of potential for FMCG products and carrying the messages to rural audience has various steps. Advertisers should have a better understanding of audience to carry the messages effective through a suitable medium. Television has more advantages than any other media to carry the messages to rural audience, especially to the people with a low literacy rate. Rural audiences are different from urban audiences in terms of literacy rate, awareness, exposure, spending capacity, ownership of media, etc. By understanding the differences, advertisements should be created and communicated through a suitable media to influence them to choose the brands. Rural area has got lot of potential to sell FMCG brands and the contribution of fast moving products sales has a large portion in the economy of the country. No FMCG company can ignore the rural market. This study is an attempt to understand the television audience behaviour towards FMCG advertisements in television. Exposure & Level of Awareness of Rural Audience towards Advertising, channels preferred by the audience, awareness & perception of audiences towards FMCG advertisements and effects of television advertisements are deliberated in this research

study. This study is conducted to get a better understanding of audience and their opinion on television advertisements on FMCG products.

4.OBJECTIVES OF THE STUDY

Based on the research questions stated in the previous section, the following objectives were framed for this research work. The objectives are

1. To measure the exposure and awareness level of rural audience towards television advertisements.
2. To understand the perception and television watching behaviour of rural audience
3. To evaluate the role of television advertising and its effect on rural consumers.
4. To study the likeable attributes of Television advertisements of Rural Audience
5. To study the reasons for avoiding television advertisements of FMCG products

5.HYPOTHESIS

The following are the hypothesis formulated for this research study.

1) There is no significant difference between the mean scores regarding Attributes of Television Advertisements of FMCG Products with respect to selected demographic variables. (Age, Gender, Marital status, Occupation, Family Income (per Annum), Educational qualification).
2) There is no significant difference between the mean Attitude score with respect to the selected demographic variables
3) There is no significant relationship between awareness on advertisements, television watching behaviour and effects of television advertisements.

6.RESEARCH METHODOLOGY

A strong research methodology guides the research to bring out a strong, useful and valuable research work. It provides clarity to proceed the research work at every stage. Research methodology deals with the methods of collecting the required data in procedural way, analysing the data based on the research questions framed using the relevant statistical tools and interpreting the data in a meaningful way for making decisions.

7)Sampling Design

Data were collected from the rural audience for this study using field survey technique. Audience watching television advertisements of FMCG products were involved in the study to render their opinion by distributing a well-structured questionnaire. Inhabitants of rural Dharmapuri District were asked the questions and their responses were documented by the researcher with the help of the structured questionnaire. Convenient sampling method was applied. The sample were chosen from the population of above 18 years from Dharmapuri district for the study. The researcher implemented convenience sampling method to get the opinion from the respondents who are willing and devote time to render their opinion. The sample size for a research work be contingent on the features of the population and the sort of information necessary.

8.Profile of the Study Area

Dharmapuri district was created in the year 1965 by bifurcating it from the neighbouring Salem district. The district headquarter, Dharmapuri is situated northern side of Salem district. The cumulative geographical area occupied by this district is 4498 square kilometres the District is bounded by Thiruvanamalai district and Villupuram Districts in the East, Karnataka State in the West, Krishnagiri District in the North, and Salem District in the South. The major rivers that are used for agricultural purposes in this district are flow Cauvery, Chinnar and Vaniyar. The district has Hogenakkal and Theerthamalai as two main tourist attractions. Dharmapuri district has 5 taluks namely Dharmapuri, Palakodu, Harur, Pappiredipatti and Pennagaram. Dharmapuri and Harur are the 2 major revenue divisions of this district and has 486 Revenue Villages, 10 Town Panchayats and 251 Village Panchayats.

9.Tools used for Data Collection

A well-structured questionnaire was constructed and data were collected from respondents. The respondents are the residents of Dharmapuri District. Descriptive research design was considered as appropriate and used for this study. Research problems and the questions to the respondents were formulated consequently. The recommendations and a few suggestions are offered in the concluding part of this investigation and the interpretations are taken from the study based on the respondents' opinion on television advertisements of FMCG products.

10.MAJOR FINDINGS OF THE STUDY

- Majority of the respondents participated in the study belong to the age group between 21 and 30 years.
- 57 percent of the respondents participated and rendered their opinion are male and 43 percent of them are female.
- 69 percent of the respondents are married and 31 percent of the respondents are female.
- 24 percent of the respondents participated in the study are employees and 14 percent of the respondents are into agriculture.
- Majority of the respondents have the annual income less than three lakhs and only 18 percent of respondents earn more than six lakhs per annum.

11.SUGGESTIONS

This section provides the suggestions for the marketers who handle FMCG products and advertisers who use television as a medium to carry the messages effectively to the rural audience.

- Expenditure by global advertisers on television advertisements is very high. To reach the rural market, to demonstrate a product in an understandable way and to influence rural mass with low literacy rate, television is the best and suitable medium to convey the intended messages.
- Demographic factors of the television audience need to be considered while writing the advertisements for television.
- Male youth watch more television in rural area, therefore ads should appeal to their tastes and preferences.
- Advertisement should communicate the pricing and discounts since majority of the respondents have the annual income less than three lakhs.
- Educated audience is rural market has increased substantially, therefore underestimating audience capacity should be avoided.

12.CONCLUSION: The results, significant findings and confirmation of hypotheses were used to write specific conclusion for this research study. This research study specifies and stresses the importance of television advertising to influence the rural masses. The study confirms that to

advertise the FMCG products television is the right choice. When advertisements are created effectively by keeping the demographic factors, tastes and preferences of the audience, advertisers can make the process successful and help the marketers to sell more products in the rural areas. Television advertisements that are relevant for the products, endorsed by celebrity and handsome personalities influence the behaviour of rural audience.

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