

# A STUDY ON THE INFLUENCE AND IMPACT OF ADVERTISING TO CONSUMER PURCHASE BEHAVIOUR IN RURAL AREAS OF INDIA

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## ABSTRACT

*This study investigates distinctive Influencing factors and among every one of those influencing factors, which factor influences the rural people for the purchase decision. The study also aims to evaluate the effect of commercials on consumer purchase trends and to find out which advertisement mode influenced the respondents' preference of rural consumers. For information inventories were used to gather observational figures from non-urban consumers. Factor inquiry and Chi-Square ( $\chi^2$ ) was used for analyzing the impact of variables.*

*The result indicated that advertisement is the biggest influence with respect to all factors and it has been observed that social media, and other sources of advertisements are practiced by the marketer, but television is the most potent intermediary of advertisement to sway buying preferences of rural consumer.*

*This research paper is experiencing some impediments as the area of research is limited to the rural populace of thirty-two villages of Uttar Pradesh simply because of which the outcomes can't be summed up for other areas. A large portion of the rural respondents are men, so efforts should be carried out to get responses from women as well. This research paper provides an insight to the marketers. The marketers can measure how by using appropriate strategies they would be able to make their advertising progressively successful. It was recommended that marketers must use the appropriate strategies to make their products/brands progressively pertinent and important among rural consumers. This study represents a novel attempt to determine the factors that affect the buying behavior of rural consumers using factor analysis, and as per the authors' knowledge, has not been attempted by prior researchers in this territory.*

**Keywords:** Rural Marketing, Influencing Factors, Advertisement, Consumer Purchase Behavior, Customer Purchase Decision.

## INTRODUCTION

The swapping deal between the buyer and seller which forms the crux of the marketing chronology has been covered in this paper. A marketing process is a sequence of steps that permits organizations and administrations to spot customer problems, analyse market opportunities and build marketing materials to succeed in the specified audience. This study intends to establish a nexus between the residential background of consumers and the influence

of advertising on the buying choices of consumers. This research proposes to audit the bearing of advertisement on the acquisition trends of rural teenagers in Uttar Pradesh, India. “Marketing” is fundamentally based on the concept of capitalism and sociological theories of the growth of consumerist culture (Alom & Haque, 2011). It indicates the performance of business activities directed towards, and incident to, the flow of goods and services from producer to consumer or use (Kotler & Armstrong, 2004). Kotler defined marketing as “*a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others*” (Kotler, 2004).

While Rural marketing (Siddiqui et al., 2017; Saxena, 2019) is another marketing activity where one participant belongs to the rural area. As per Collins Cobuild Dictionary (2001) the word “rural” is described as “*place far away from towns and cities*”. The activities such as assessing, stimulating and converting the rural purchasing power into an effective demand for specific products with the aim of raising the standard of living are included in Rural marketing (Velayudhan, 2007).

As per the observation of Kumar (2013) the Indian growth story is entering India’s hinterland, not just witnessing an increase in its income but also in consumption and production. The economy is vibrant, income is rising, and the habits, tastes, preferences, and attitudes are changing rapidly. Hence, the businesses (Gupta, 2017) in India are optimistic about growth of the country’s rural consumer markets, which is expected to be faster than urban consumer markets as it is supported by the wider reach of media which influence their purchase decisions.

Jain & Madhulika (2016) have found that the rise in education rates and the entrance of traditional media has brought change in attitude, utilization propensities and mentality of the rural buyer. According to (Hussainy et al., 2008) no business can become a market leader without proper investment. Now, Mathur (2008) the symbols are better understood by rural consumer and they can easily understand the communication model designed for the urban market. Hence effective communication acts as an important tool to reach out to maximum number of rural consumers (Pareek & Pincha, 2013). The mentioned reason have motivated firms to spend a colossal measure of their financial plan for advertising their products and services in order to influence the buying behavior of customers and also to determine the factors that have immediate or roundabout consequences for buying behavior like purchasing power (Ayanwale et al., 2005).

Schiffman & Kanuk (2007) have shown that consumer purchase behaviour lay emphasis on unlocking the purchase decision process of individual consumers and also discover the way they use their current assets such as time, cash, and exertion in order to procure an item. Hence, advertising has proven to be a powerful instrument to motivate customers and influence their buying behavior (Niazi et al., 2012).

Niazi et al. (2012) mentioned that the consumers purchasing behaviour is heavily dependent upon the the advertisement policy formulated by advertisers. Extensive studies and examination of various factors which affect the consuming patterns are undertaken on priority basis. So, advertisers apply hierarchy of effects model to expose brand cognition, where attitude leads towards actual purchasing.

Advertising is the effective tool to influence the mind of viewers and direct their focus towards a particular product or service (Katke, 2007). It is a non-personal communication of a sales message under clear sponsorship (Kotler, 1985) with the objectives to introduce a new

product, to sustain an established product, to help middlemen to increase the use of product, to demarket the segment, and increase the welfare of the public. So, (Wells et al., 2006) In order to grab more and more target customers effective and carefully designed advertisement policy plays a crucial role in business presentation. Communication and advertising when compared to other weapons of marketing, play a greater role. (Panda, K.P., 2007).

However, scholars have done very limited research on how the advertising influences the purchasing behaviour of consumers in rural India especially when it comes to Uttar Pradesh. Furthermore, very few researchers have worked on how the different modes of advertisement change the opinions of consumers towards the buying of the product. Likewise, sufficient research has already been conducted on reviewing consumers' purchase decisions in various areas of India, but there is no research which has taken into account the factors enforcing to buy the rural proletariats of Uttar Pradesh, India. Thus, keeping in mind the need of the research this paper has been constructed to empirically determine the influence and impact of advertising on consumer purchase behaviour in rural areas, U.P., India. The continuing sections give some highlights of the past literature and professional approach used in data collection; finally, based on the findings of the study conclusion and recommendations have been suggested.. This research tries to determine the influence and impact of advertising to consumer purchase behaviour in rural areas of India. The specific objectives are -To detect the various influencing factors in the rural market and, to determine the impact of advertisement on consumer purchase behaviour in rural market

### THEORATICAL BACKGROUND

It has been examined that (Nain & Kumar, 2009) the marketers turned their interest towards the rural regions once they found that the urban markets got congested .However, it has been observed in the past decades that rural markets are basking in the glory of ever- increasing growth (Srivastava, 2010). Thus, as regards to this alarming situation, companies for their profitable proliferation need to harness the magnanimous potential of rural markets (Kumar & Dangi, 2013).

Since the education and understanding (Ali et al., 2012) levels of the rural people is much different from that of the urban people therefore, the rural marketers must be very specific while designing the promotional advertisement for their products so as to facilitate easy and quick comprehension by the target customers. Hallowell (1996) states that the customer will only pay heed to a product if he perceives that the product offered by the brand is justifying his investment and is satisfying his needs. Moreover, Anderson et al. (1994) suggested that customer satisfaction is largely controlled by the variables like quality, price, and expectations. This portion of satisfied customers will lay the foundation of delighted customers and will contribute a major part towards the company's profitability.

On the other hand, Chand (2020) examined that, marketing mix factors, personal factors, psychological factors, social factors, and cultural factors are the most important factors influencing consumer buying behaviour directly or indirectly. Where, personal factors such as age, occupation, lifestyle, social and economic status, and the gender of a consumer may affect the buying decisions of the consumers individually or collectively. Since an individual lives and grows up in a complex social and cultural environment hence his buying behaviour is also affected by social factors such as reference groups, family, and social status. Juneja (2019) too

noticed that consumer's purchasing behaviour is largely affected by his immediate surroundings, family members, friends, co-workers, and so on.

Basil et al. (2013) inspected that focussing on the entire purchasing hierarchy is more crucial for a marketer instead of emphasizing solely on a purchase decision, while store atmosphere (Hosseini et al., 2014), perceived value and sales promotion (Andreti et al., 2013) also considered as effective determinants of brand choice and consumer behaviour .

Analysts stated that understanding buyer behaviour is not simple on the grounds that several factors can influence consumer behaviour before settling on a purchase decision. At times, consumers will in general invest less time in thinking about purchasing either low or high-value products, since they consider that satisfying their needs is increasingly significant. As well as corporate social responsibility (Elg & Hultman, 2016) and social media marketing (Duffett, 2015) assume critical jobs in influencing a consumer's purchase behaviour and attitude towards a brand.

Frank et al. (2014) furthermore expressed that public brand image more unequivocally impacts customer satisfaction and repurchase expectation for women than for men and brand awareness (Rossiter et al., 1991) is the essential for generating purchase intension. Different specialists have built up a solid linkage between buyer's behaviour and brand awareness (Hoyer, 1984; Nedungadi, 1990). Hence, to create more awareness in the market, advertisers should give a consistent update of existing products and information about new products to consumers (de Meyrick, 2006).

Marketers are frequently (Jamal & Goode, 2001) keen on recognizing the product characteristics that are viewed as generally significant by consumers during their assessment and purchase of products. Cooke (1997) additionally indicated that media cooperative energy has been proposed as a compelling way to improving communication and building brand equity (share, awareness, intention, etc.). In increasingly short-sighted terms, brands that utilize integrated marketing communication strategies may perform better in the marketplace. When a customer sees (Goldsmith & Lafferty, 2002) an advertisement about the brand and creates likeness for the brand and then afterward in the long run ready to purchase it.

Lee et al. (2016) showed that mentality toward advertising and attitude toward the brand assumed interceding jobs in the connection between advertising value components and purchase intention. So that (Fishbein, 1980) purchase behaviour of the consumers could be anticipated by knowing their purchase intention, and a credible source of information (Ducoffe, 1995) has a more significant impact on the purchase decision. Advertisements make an enthusiastic reaction (Saleem & Abideen, 2011) and incorporates brand image and awareness, which significantly affects purchase decisions (Farris et al., 2010). Utilization of brand associations (Heath, 2000) in advertisements significantly affects the purchase decision.

Srivastava (2013) moreover indicated that the study of consumer behaviour does not just incorporate explanations behind purchasing yet, in addition, the utilization procedure of purchasing, consumers get driven by influences such as feelings, motivation, income, lifestyle, opinions, culture, personality etc.

As indicated by the Chartered Institute of Marketing (2004), the promotional mix is to incorporate tools such as advertising, public relations, sales promotion, direct marketing, and personal selling to educate customers regarding the products and services.

Johansen & Guldvik (2017) claimed that influencer marketing was not more productive than conventional methods, as it did not legitimately influence purchasing intentions. Hence, rural media (Siddiqui & Alam, 2015) can use conventional mass media like radio, television, print, cinema, outdoor media, wall painting, hoarding and personalized media, point of purchase and direct mailers, etc. while a typical rural centric media like video vans, video raths, haats, melas, mandies to reach and change the mind of rural consumers.

Rehman et al. (2014) reviewed that advertising has a positive and factually huge impact on buying behaviour. Likewise, Romaniuk & Sharp (2003) revealed that perception identified with the brand name influences the set of alternatives and purchase decisions and positive attitude (Mendelson & Bolls, 2009) towards the advertisement leads to purchase decisions because purchase behaviour of the advertised brand (McGuire, 1978) is influenced by attention, retention, and effectiveness of advertising messages.

It has been expressed that purchase consideration (Rasool et al., 2012) of people changed with a change in income level while males mostly prefer advertisements than females. Brand awareness (Essays UK, 2018) is one of the most imperative factors that influence the consumer's purchase intentions, which may also lead to an influence on the consumer's purchase decision. Further contended by Keller (1993) that advertisements build brand awareness (Essays UK, 2018), which consequently reinforces the attitudes of the consumer towards the brand and their purchasing decisions (Dahlén & Lange, 2005).

Advertising and consumer purchase decisions (Ng'etich & Auka, 2019) can be viably utilized by marketers to influence consumers to buy their products. Since (Ciochetto, 2004) profile of most advertised products is dominated by advertising for personal products. The strategies used in India have experienced critical change in recent years, and there has been expanded customization to the local culture close by a significant heightening of strategies aimed at targeting rural markets, to stimulate the purchase of the products of foreign companies.

Advertisements (Shrivastava, 2014) are generally acknowledged source of information among the consumers when compared to other sources. Percy & Rossiter (1997) suggested that advertisements are a wellspring of achieving the consideration of the consumer; this is done so as to expand the exposure and consequently permit the information to influence the brand awareness and as accordingly, influence the decision making of consumers. It is powerful communication which says; I am going to sell you a product or an idea (Russel and Lane, 1996). Ehrenberg (1992) posited that an advertisement initially creates awareness and aims to bring about product purchase. The study led by Rai (2013) also reveals that advertisements effect on attitude formation and consumer behaviour.

Iyer et al. (2005) expressed that target advertising prompts higher profits, regardless of whether or not the firms have the ability to set targeted prices, and the targeting of advertising can be more valuable for firms in a competitive environment. In accordance with it, marketers utilize various media vehicles to send over a drawing in a message to the targeted audience.

Ayanwale et al. (2005) indicated that newspapers, magazines, radio, TV, and outdoor are popular media among the marketers. Be that as it may, Internet advertising is the current trend. It incorporates numerous types of commercial content (Ducoffe, 1996).

Communicate media, for example, TV and radio are among the well-known media in India in view of its mass reach (Farooq & Latif, 2011; Fill, 2009). In India, newspapers play a significant role as an effective medium of communication because of its compass in pretty much

all aspects of the nation. India has the biggest newspaper market in the world more than 330 million everyday newspaper flows (Jayaraj, 2011). Advertisers despite prefer traditional mediums such as TV and print for advertisements (Statista, 2016).

Kaur & Hundal (2017) inspected and expressed that repeated exposure, comparison of products, and sexual appeals have a significant impact on the mind of consumers, and consumers switch to the advertised products which indicate the behavioural change with the impact of advertisement. Further many studies has demonstrated that *“when print and TV are utilized synergistically, print can lead individuals to see the TV plug in new manners, empower more response, fortify the TV message, and make a progressively positive feeling towards the brand”*. Increased awareness alongside an ascent in income levels influenced the rural marketing environment in the country (Velayudhan, 2007).

Considering the fluctuated impact of various media platforms, Opeodu & Gbadebo (2017) indicated that an advertisement on various media platforms plays a vital role in influencing consumer's choices. Thus, a savvy decision of the media platform for advertisements is key to the promotion of products and services (Singh, 2012). Bishnoi & Sharma (2009) showed an adjustment in that; teenagers in rural areas are more influenced by advertisements as opposed to urban areas so that teenagers (Malik et al., 2013) are progressively cognizant about their social status so they incline toward branded products and advertisement influences their buying behaviour emphatically.

Doyle & Saunders (1990) accentuate that the customer desires for information from various media such as TV, radio, newspapers, magazines, and the Internet are totally unique. The attributes of various media and its prompt and long haul effects on consumers are also different.

It has been also observed that cultural values associated with different product types in the development of successful advertising campaigns to attract consumers (Khairullah & Khairullah, 2013). Thusly, Jakstiene et al. (2008) said advertising has an indispensable role in the modern age since it's a system to construct the behaviours of the society in regards to products. With the assistance of advertisements people's emotional, psychological, and behavioural aspects play a crucial role during buying decisions.

According to Shimp (1981), the reputation of brand depends majorly on the advertisements which the means through which the general public becomes familiar with the brands and their products present in the market. When the consumers explore the market they come across different brands and the cuisine of products which the brands place in the outlets they become curious and start collecting details about the different products which they found appealing according to their needs and buying capacity.

At this juncture the purchase decision of the consumers is now affected by brand associations, positive images and marketing (Keller, 1993), which in return amplifies (Dahlén & Lange, 2005) the opinions of the consumer towards the brand and their purchasing decisions. Friestad & Wright (1994) in their study write that due to extensive commercialisation and globalisation it has become very easy for the consumers to easily access information about the different products through different social media (Essays UK, 2018) intices the customer to buy the product (Robertson & Rossiter 1974; Wright 1986).

Hassan (2015) presented that rural inhabitant like TV advertisements more than urban occupants. He additionally inferred that urban residents do not purchase the merchandise unless they do not really require it and female behaviour towards purchase is more partial by TV

advertisements than their male partners. He also analysed that rural residents together settle on a decision with their family members which product to be purchased and they additionally expect the same quality of the product that is appeared in TV advertisement while it is not so with the urban inhabitants. Similarly, Berkowitz et al. (2001) placed that over some stretch of time, the impact of various media platforms on consumers' memory fluctuates like, TV advertisements have a substantial impact on consumers' memory, further Kaur & Kaur (2002) explored that television is the most important medium of information regarding fashion awareness among rural respondents.

Petersen (2018) highlighted that TV permits top-notch audio-visual content that is progressively appropriate for product categories, which require physical demonstration and T.V. as an electronic advertising media (Owusu, 2017), impacted a positive influence on the purchasing decisions as compared to print advertising media.

## METHODOLOGY

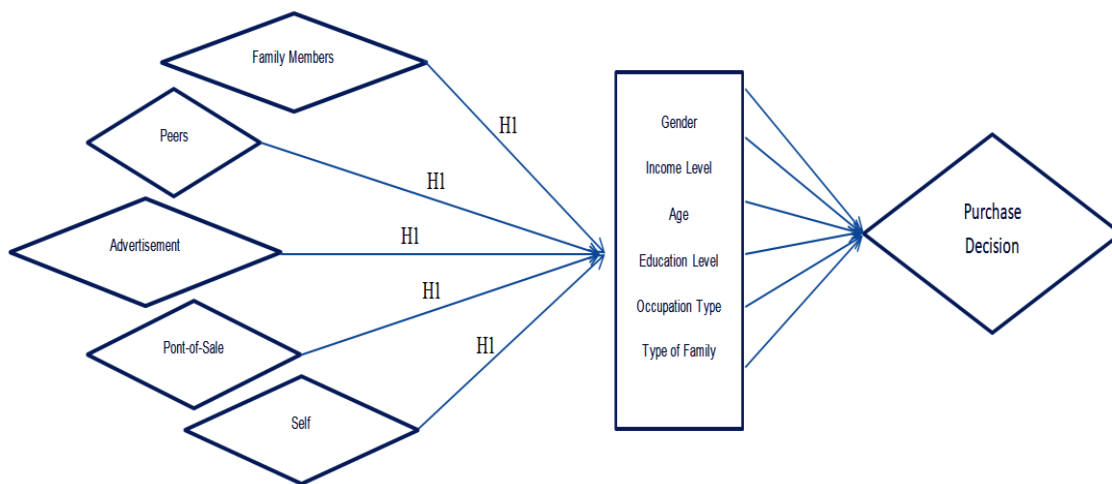
Quantitative research is the premise of this study and the survey has been done through a questionnaire. In this research, we have done two studies to test the hypotheses, with different endorsers and factors in each study. The first study was based on Influencing factors in a purchase decision. To test the null hypothesis (H1) in study 1, the factors were taken Family members, peers, advertisement, Point-of-Sale, and self as independent factors while purchase decision is taken as dependent factor. Responses of these factors are collected on the basis of income level, age, education level, occupation, and type of family. After that responses are analyzed by the using tool chi-square ( $\chi^2$ ) test. Because of brand preference is regarded as a key step in consumer decision making so that the null hypothesis (H2) and (H3) were tested in study 2 by using tool chi-square ( $\chi^2$ ). Because only categorical data has been used in this research, hence chi-square ( $\chi^2$ ) has been used to analyse data. This research was done to make out that, is there any effect of advertisement on brand preference across the different groups of demographic variables or not and which type of advertisement has more influence for buying goods in rural areas.

In both studies, a random sample (n=487) of respondents of different villages collected through questionnaires. We asked 15 questions to measure the variables. Out of 487, 359 respondents' completely filled questionnaires and used for the analysis. Most of the respondents were male (81.3 percent) of the age group less than 25 years and more than half the population falls under the category of less than Rs 5000 monthly income. In which 52.7 percent were unmarried and lived in nuclear families with the occupation business and wage labours. Answers of the respondents were locked for the closed-ended questions in the questionnaire and the results were generated through SPSS 16. In entirety, we hypothesize the following:

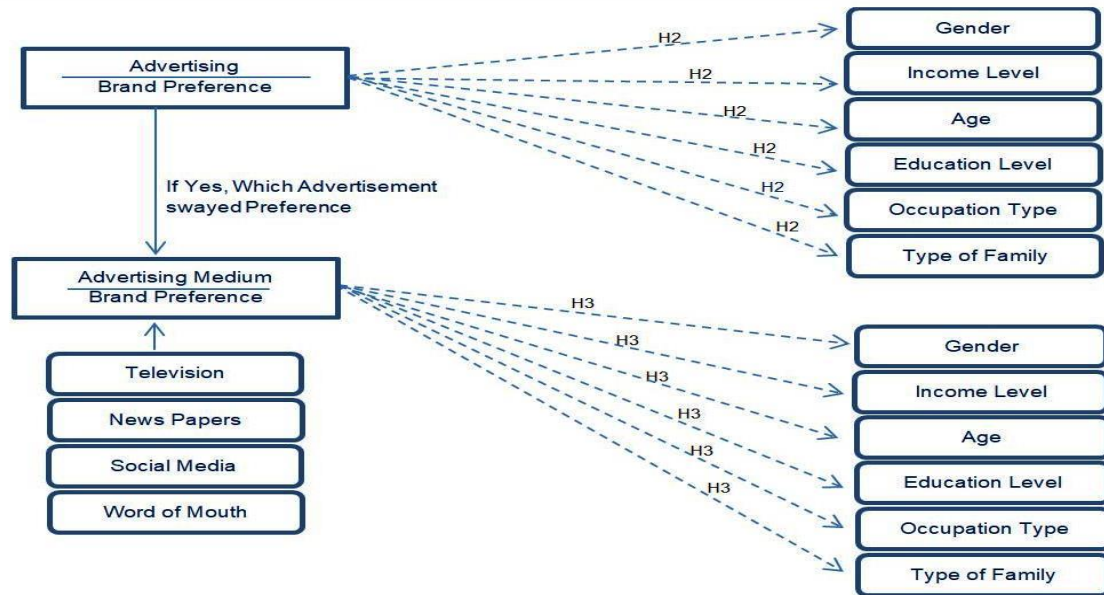
### For Study 1

*H<sub>1</sub> There is no significant difference of influencing factors in purchase decision across the different groups of demographic variables*

Based on the assumed connections between the variables, as formulated by above hypothesis, the research conceptual outline for H1 is constructed in Figure 1.



**FIGURE 1**  
**CONCEPTUAL STRUCTURE OF THE STUDY 1**



**FIGURE 2**  
**CONCEPTUAL STRUCTURE OF THE STUDY 2**

### For Study 2

$H_2$  There is no significant association between brand preference advertising and demography of consumers

$H_3$  There is no significant association between brand preference advertising medium and demography of consumers

Now, based on the assumed connections between the research variables, as formulated by above hypothesis, the research conceptual outline for  $H_2$  and  $H_3$  is constructed in Figure 2.



## RESULTS

### Study 1 (Influencing factors in purchase decision)

Study 1 deal in pointing out the factors which influence the consumption pattern of rural consumers. It was done on two points, first of all, to find out how many rural consumers are influenced by which factor. It was analysed in Table 1. Then after on these factors Hypothesis (H1) was again tested by using chi-square ( $\chi^2$ ) across the age, family members, peers, advertisement, point-of –Sale and self, it is shown in Table 2, 3, 4, 5 and 6.

From the aftereffect of the information of Table 1 below, it has been revealed that 41.8% rural consumers are influenced by advertisement. 22.4% rural consumers influenced by Point-of-sale, 14.5% by family members. 13.3% out of 330 rural consumers are influenced by self and only 7.9 % influenced by peers to purchase products.

<b>Table 1</b>		
<b>INFLUENCING FACTORS TO PURCHASE</b>		
<b>Factors</b>	<b>N</b>	<b>%</b>
Family Members	48	14.5
Peers	26	7.9
Advertisement	138	41.8
Point-of-sale	74	22.4
Self	44	13.3
Total	330	100

The output of the data in Table 2 reveals that the null hypothesis (H1) is accepted and outcome exposes that male and female both are highly influenced by advertisement then after point of sale is the second influencing factor to purchase decision.

<b>Table 2</b>					
<b>INFLUENCING FACTORS TO PURCHASE DECISION ACROSS THE GENDER</b>					
<b>Factors</b>		<b>Male</b>	<b>Female</b>		
Family members	N	44	4	$\chi^2$	4.333
	%	16.40	6.50	df	4
Peers	N	21	5	P-value	0.363
	%	7.80	8.10		
Advertisement	N	111	27		
	%	41.40	43.50		
Point-of-sale	N	58	16		
	%	21.60	25.80		
Self	N	34	10		
	%	12.70	16.10		
Total	N	268	62		
	%	100.00	100.00		

The output of the data, based on influencing factor to purchase decision across the income level in Table 3 (below), the null hypothesis (H1) is accepted and outcome exposes that, for income slab between Rs 5k-10k less influenced by family members as compared to other income level groups. On account of peers, income level Rs. 5k-10k and more than Rs. 25 k is profoundly influenced by peers as compared to others. While all income level groups are

profoundly affected by advertisement. Point-of-sale also influences all income group levels in the rural markets. Only the families inside the chunk of Rs 15k-25k are not influenced by any factor.

<b>Table 3</b>									
<b>INFLUENCING FACTORS TO PURCHASE DECISION ACROSS THE INCOME LEVEL</b>									
<b>Factors</b>		<b>&lt; Rs 2k</b>	<b>Rs. 2k-5k</b>	<b>Rs. 5k-10k</b>	<b>Rs. 10k-15k</b>	<b>Rs. 15k-25k</b>	<b>&gt;Rs. 25k</b>		
Family members	N	10	13	3	11	6	5	$\chi^2$	25.611
	%	13.9	13.3	6.8	21.2	19.4	16.7	df	20
Peers	N	4	7	7	3	1	4	P-value	0.179
	%	5.6	7.1	15.9	5.8	3.2	13.3		
Advertisement	N	36	41	19	17	17	8		
	%	50	41.8	43.2	32.7	54.8	26.7		
Point-of-sale	N	14	24	8	10	7	10		
	%	19.4	24.5	18.2	19.2	22.6	33.3		
Self	N	8	13	7	11	0	3		
	%	11.1	13.3	15.9	21.2	0	10		
Total	N	72	98	44	52	31	30		
	%	100	100	100	100	100	100		

The Table 4 below reflects analysis of the data on the basis of influencing factor to purchase decision across the age describe the null hypothesis (H1) is accepted. The value ( $\chi^2=6.476$ ,  $p=0.594$ ) of Table 4, is stated that there is no significant difference in influencing factors to purchase decision and age. It reveals that for the age group 41-60 years are less influenced by family members. In the case of peers' age group 41-60 years, are highly influenced by peers when contrasted with others. While all age bunches are exceptionally influenced by advertisements with the exception of the age group of 41-60 years. Point-of-sale also influences all income group levels in rural markets. The only age group of 41-60 years, least influenced by any factor.

<b>Table 4</b>						
<b>INFLUENCING FACTORS TO PURCHASE DECISION ACROSS THE AGE</b>						
<b>Factors</b>		<b>&lt; 25 years</b>	<b>26 – 40 years</b>	<b>41- 60 years</b>		
Family members	N	30	18	0	$\chi^2$	6.476
	%	14.9	15.3	0	df	8
Peers	N	13	11	2	P-value	0.594
	%	6.5	9.3	18.2		
Advertisement	N	86	49	3		
	%	42.8	41.5	27.3		
Point-of-sale	N	43	27	4		
	%	21.4	22.9	36.4		
Self	N	29	13	2		
	%	14.4	11	18.2		

To evaluate the influencing factor on the purchase decision across the education level, from (Table 5) Chi-square statistics ( $\chi^2=31.650$ ,  $p=0.011$ ) found that there is a significant difference on purchase decision across the education level. Hence the null hypothesis (H1) is rejected at 5% of level of significance. The table value reveals that post graduate and graduate are highly influenced by family members. Less than Primary education group is highly

influenced by peers. 76.9 % illiterate and 36.4% of post graduate are highly influenced by Advertisement. 26.1% graduate and 21.9 % SSC/HSC level are influenced by Point-of-sale. Whereas 28.6% less than primary and 15.4% illiterate are highly influenced by self.

<b>Table 5</b>								
<b>INFLUENCING FACTORS TO PURCHASE DECISION ACROSS THE EDUCATION LEVEL</b>								
<b>Factors</b>		<b>Illiterate</b>	<b>&lt; Primary</b>	<b>SSC/ HSC</b>	<b>Grad.</b>	<b>P.G/ Profes.</b>		
Family members	N	0	3	15	23	7	$\chi^2$	31.650**
	%	0	10.7	13.2	16.2	21.2	df	16
Peers	N	0	6	4	12	4	P-value	0.011
	%	0	21.4	3.5	8.5	12.1		
Advertisement	N	10	6	56	54	12		
	%	76.9	21.4	49.1	38	36.4		
Point-of-sale	N	1	5	25	37	6		
	%	7.7	17.9	21.9	26.1	18.2		
Self	N	2	8	14	16	4		
	%	15.4	28.6	12.3	11.3	12.1		

The result of Table 6 below reflects the influencing factor to purchase decision across the occupation level, the Chi-square statistics ( $\chi^2=28.467$ ,  $p=0.028$ ) reveals that the null hypothesis (H1) is rejected and table value reveals that business and W.L./J.W. are highly influenced by family members. Business and W.L./J.W. are highly influenced by peers. 52.2 % housewives, 38.9% business, 42.4% of Farming are highly influenced by Advertisement. 21.7% of housewives and 22.2 % business and 18.2% of farming are influenced by Point-of-sale. Whereas 18.2% of Farming and 25.8% W.L. /J.W. are highly influenced by self.

<b>Table 6</b>								
<b>INFLUENCING FACTORS TO PURCHASE DECISION ACROSS THE OCCUPATION LEVEL</b>								
<b>Factors</b>		<b>House wife</b>	<b>Business</b>	<b>Farming</b>	<b>W.L/ J.W</b>	<b>Others</b>		
Family members	N	4	15	5	13	11	$\chi^2$	28.467**
	%	8.7	20.8	15.2	21	9.4	df	16
Peers	N	2	6	2	5	11	P-value	0.028
	%	4.3	8.3	6.1	8.1	9.4		
Advertisement	N	24	28	14	21	51		
	%	52.2	38.9	42.4	33.9	43.6		
Point-of-sale	N	10	16	6	7	35		
	%	21.7	22.2	18.2	11.3	29.9		
Self	N	6	7	6	16	9		
	%	13	9.7	18.2	25.8	7.7		

To dissect the influencing factors to purchase decisions across the type of family (Table 7), the Chi-square test ( $\chi^2=5.539$ ,  $p=0.236$ ) is discovered that there is no noteworthy distinction in influencing a person to purchase decision across the family level. In this way, the null hypothesis (H1) is accepted. From the table, it is expressed that 15.3% of nuclear family influence by family members which is more than a joint family. 10.5% nuclear family which is more than the joint family is influenced by peers. The joint family is more influenced (44.3%) by advertisement, nuclear family 40% influenced by advertisement. Both families are influenced by Point-of-sale but the nuclear family (22.6%) is more influenced than a joint family. A joint family (15.7%) influenced by self as more than a nuclear family.

### Study 2 (Impact of advertisement on brand preference)

Study 2 was directed to assess the effect of advertisements on consumer purchase behaviour in rural markets. To address this question, I have tested two different hypotheses i.e., H2 and H3. Hypothesis (H2) was tested to analyse that “*whether advertising provides any role towards the brand preference*” if respondents’ given response “Yes” at that point hypothesis (H3) was tested to find out which advertisement influenced the respondents' preference? The arrangement and procedures for Study 2 were in similarity to that of Study 1, with the main special case that each participant got one more stimulus to give their response. Responses have been tested to analyse by using the Chi-Square test.

<b>Table 7</b>					
<b>INFLUENCING FACTORS TO PURCHASE DECISION ACROSS THE TYPE OF FAMILY LEVEL</b>					
<b>Factors</b>		<b>Nuclear</b>	<b>Joint</b>		
Family members	N	29	19	$\chi^2$	5.539
	%	15.3	13.6	df	4
Peers	N	20	6	P-value	0.236
	%	10.5	4.3		
Advertisement	N	76	62		
	%	40	44.3		
Point-of-sale	N	43	31		
	%	22.6	22.1		
Self	N	22	22		
	%	11.6	15.7		

The output (Table 8), regarding the data on advertisement role in making brand preference reveals that 318 (88.8%) out of 358 rural consumers making their brand preference due to advertisement, in which 62.9% by television, 22% by newspaper (as a print media), 7.9% by Social Media and 7.2 % by word of mouth. On the grounds of advertisement it has been found that television and newspaper are the most important tools of advertisement for making brand preference.

<b>Table 8</b>		
<b>WHETHER ADVERTISING PROVIDES ANY ROLE TOWARDS BRAND PREFERENCE</b>		
Advertising Provides Any Role In Brand Preference	N	%
Yes	318	88.8
No	40	11.2
Total	358	100
If Yes, Which Advertisement swayed Your Preference?		
Television	200	62.9
News Papers	70	22
Social Media	25	7.9
Word of Mouth	23	7.2
Total	318	100

The result of Table 9 below reveals that both the genders are making their preference through advertisement in which female are more influenced by television and male are influenced by later three parameters viz. newspaper, Social Media and word of mouth. Hence the null hypothesis (H2) and (H3) are accepted.

Table 10 below reflects the grounds of assertive responses “Yes” towards the role of advertisement as an influencing parameter towards brand preference across all income groups which signify that, the hypothesis H2 is rejected at 5% level of significance while the null hypothesis (H3) is accepted. The data reveals that, Newspaper is largely effecting for the customers of income group less than Rs 2k and between “Rs 2k-5k”. Income group of “Rs 5k-10k” highly moved by Social Media in comparison with other sources of advertisement.

Table 9 WHETHER ADVERTISEMENT PROVIDES ANY ROLE TOWARDS BRAND PREFERENCE ACROSS THE GENDER					
Whether Advertising Acts as an Influencing Parameter Towards Brand Preference		Male	Female		
Yes	N	261	57	Chi-Square	1.169
	%	89.70	85.10	df	1
No	N	30	10	P-Value	0.285
	%	10.30	14.90		
If Yes, Which Advertisement swayed Your Preference?					
Television	N	161	39	Chi-Square	1.035
	%	61.70	68.40	df	3
News Papers	N	60	10	P-Value	0.793
	%	23.00	17.50		
Social Media	N	21	4		
	%	8.00	7.00		
Word of Mouth	N	19	4		
	%	7.30	7.00		

Table 10 WHETHER ADVERTISEMENT ACTS AS AN INFLUENCING PARAMETER TOWARDS BRAND PREFERENCE ACROSS THE INCOME LEVEL									
Whether advertisement acts as an influencing parameter towards brand preference		< Rs.2k	Rs. 2k-5k	Rs. 5k-10k	Rs.10k-15k	Rs. 15k-5k	> Rs.25k		
Yes	N	68	94	39	47	36	31	$\chi^2$	11.991*
	%	90.7	87.9	81.3	82.5	100	96.9	Df	5
No	N	7	13	9	10	0	1	P-value	0.035
	%	9.3	12.1	18.8	17.5	0	3.1		
Total	N	75	107	48	57	36	32		
	%	100	100	100	100	100	100		
If Yes, Which Advertisement swayed Your Preference?									
Television	N	48	59	27	35	26	27	$\chi^2$	15.081
	%	64	55.7	57.4	63.6	72.2	84.4	Df	15
News Papers	N	16	27	12	9	6	3	P-value	0.446
	%	21.3	25.5	25.5	16.4	16.7	9.4		
Social Media	N	6	10	5	4	1	0		
	%	8	9.4	10.6	7.3	2.8	0		
Word of Mouth	N	5	10	3	7	3	2		
	%	6.7	9.4	6.4	12.7	8.3	6.3		
Total	N	75	106	47	55	36	32		
	%	100	100	100	100	100	100		

On the grounds of assertive responses “Yes” (in Table 11) towards the role of advertisement as an influencing parameter towards brand preference among all age group and on application of Chi-square test ( $\chi^2=1.377$ ,  $p=0.502$ ), it is revealed that there is no significance difference, towards advertisement and age groups. Hence the null hypothesis (H2) and (H3) both are accepted. The value of Table 11 indicated that, Television is more preferred in the age group of 41-60 years and below 25 years of age. Age group of below 25 years is more influenced by newspaper. In matter of word of mouth, age groups of less than 25 years are more effected, but less as compared to other sources of advertisement.

<b>Table 11</b>						
<b>WHETHER ADVERTISEMENT PROVIDES ROLE TOWARDS BRAND PREFERENCE ACROSS THE AGE</b>						
Whether advertisement acts as an influencing parameter towards brand preference		< 25 years	26 – 40 years	41- 60 years		
Yes	N	196	112	10	$\chi^2$	1.377
	%	90.3	86.8	83.3	df	2
No	N	21	17	2	P-value	0.502
	%	9.7	13.2	16.7		
<b>If Yes, Which Advertisement swayed Your Preference?</b>						
Television	N	132	83	10	$\chi^2$	8.054
	%	61.7	64.8	83.3	df	6
News Papers	N	46	26	1	P-value	0.234
	%	21.5	20.3	8.3		
Social Media	N	13	13	0		
	%	6.1	10.2	0		
Word of Mouth	N	23	6	1		
	%	10.7	4.7	8.3		

In Table 12 below, the value of Chi square ( $\chi^2=9.123$ ,  $p=0.058$ ) shows significant difference on advertisement across the education level. Hence the null hypothesis (H2),

<b>Table 12</b>								
<b>WHETHER ADVERTISEMENT PROVIDES ROLE TOWARDS PREFERENCE BRAND ACROSS THE EDUCATION LEVEL</b>								
Does the advertising play any role towards brand preference		Illiterate	< Primary	SSC/ HSC	Grad.	P.G/ Profes.		
Yes	N	12	34	115	124	33	$\chi^2$	9.123*
	%	92.3	97.1	91.3	83.2	94.3	df	4
No	N	1	1	11	25	2	P-value	0.058
	%	7.7	2.9	8.7	16.8	5.7		
<b>If Yes, Which Advertisement swayed Your Preference?</b>								
Television	N	11	16	84	94	20	$\chi^2$	18.348
	%	84.6	45.7	67.2	64.4	57.1	df	12
News Papers	N	1	9	27	27	9	P-value	0.106
	%	7.7	25.7	21.6	18.5	25.7		
Social Media	N	0	3	8	10	5		
	%	0	8.6	6.4	6.8	14.3		
Word of Mouth	N	1	7	6	15	1		
	%	7.7	20	4.8	10.3	2.9		

“There is no significant association between brand preference advertising across the education level”, is rejected at 10% level of significance whereas the null hypothesis (H3) is

accepted. It reveals that large number of the educated respondents is influenced by advertisement, in which television records 84.6% of illiterate, 45.7% of less than primary educated and Post Graduate are highly influenced by Newspaper.

In case of advertisement, chi-square statistics ( $\chi^2=7.285$ ,  $p=0.122$ ) of Table 13 reveals no significant difference on advertisement across the occupation level but chi-square statistics ( $\chi^2=27.641$ ,  $p=0.006$ ) for types of advertisement shows statistical difference for the type of advertisement which influence towards brand preference across the occupation. Therefore, the null hypothesis (H2) is accepted whereas hypothesis (H3) is rejected.

<b>Table 13</b> <b>WHETHER ADVERTISEMENT PROVIDES ANY ROLE TOWARDS BRAND PREFERENCE WITH RESPECT TO OCCUPATION</b>								
Does the advertising play any role towards brand preferences		House wife	Business	Farming	W.L/J.W	Others		
Yes	N	43	74	32	65	104	$\chi^2$	7.285
	%	93.5	93.7	84.2	91.5	83.9	df	4
No	N	3	5	6	6	20	P-value	0.122
	%	6.5	6.3	15.8	8.5	16.1		
If Yes, Which Advertisement swayed Your Preference?								
Television	N	38	40	29	39	79	$\chi^2$	27.641*
	%	82.6	51.9	76.3	55.7	64.2	df	12
News Papers	N	5	19	7	18	24	P-value	0.006
	%	10.9	24.7	18.4	25.7	19.5		
Social Media	N	1	13	0	4	8		
	%	2.2	16.9	0	5.7	6.5		
Word of Mouth	N	2	5	2	9	12		
	%	4.3	6.5	5.3	12.9	9.8		

Table 14 (below) of study 2, on the grounds of advertisement role towards brand preference across the type of family, reflects a significance difference ( $\chi^2=2.985$ ,  $p=0.084$ ) at 10 %. Hence the null hypothesis (H2) and hypothesis (H3) both are rejected at 10% level of significance.

<b>Table 14</b> <b>WHETHER ADVERTISEMENT PROVIDES ANY ROLE TOWARDS BRAND PREFERENCE ACROSS THE TYPE OF FAMILY</b>					
Does the advertising play any role towards brand preference			Nuclear	Joint	
Yes	N	177	141	$\chi^2$	2.985***
	%	86.3	92.2	df	1
No	N	28	12	P-value	0.084
	%	13.7	7.8		
If Yes, Which Advertisement swayed Your Preference?					
Television	N	117	108	$\chi^2$	6.735***
	%	57.9	71.1	df	3
News Papers	N	47	26	P-value	0.081
	%	23.3	17.1		
Social Media	N	17	9		
	%	8.4	5.9		
Word of mouth	N	21	9		
	%	10.4	5.9		

## DISCUSSION

### Study 1

From the managerial aspect the main aim of the study was to find out that advertising and rural factors have any roles to play in influencing the consumption pattern of the customers. The results were in consensus with the hypotheses of Malik et al. (2013) in terms of assessing the effect of advertisement on consumers buying behavior. The study also examined the changes in purchase decision in presence of the influencing factors as below:

Influencing factors to purchase decision from the result of the data it has been found that advertisements influence 41.8 per cent rural consumers to purchase . 22.4 per cent rural consumers are influenced by point of sale. 14.5 per cent are influenced by the joint decision taken by their family members. 7.9 per cent rural consumers purchase products based on the advices and experiences shared by their peers and only 13.3 per cent of rural consumers buy products based on their hunch and desire.

Taking into account the effect of influencing factors on other functions such as gender and financial slab it was found that men are most likely to be affected by advertisements, point of sale and family members while women are more likely to be influenced by advertisements and point of sale only. In case of income level the result indicated that, families with the income level of Rs 5k-10k are less influenced by family members as compared to other income level groups. In the peer's category, income within the slab of Rs.5k-10k are highly influenced by peers as compare to others. However, it is an interesting outcome to note that advertisement and Point of Sale affects all families and peers in the rural market of the income level. While, interestingly the purchase influencing factors do not affect the families with the salary range of Rs.15k-25k.

Studying the effect of influencing factors on the purchase decision of the rural customers of different age helped us identify that all age groups are highly influenced by the advertisements except the age group of 41-60 years. It has been observed that this age group is to an extent immune to the effects of advertisement or we can say somewhat less influenced by any such factor.

Careful scrutiny of the factors that determine the purchase decisions of students belonging to different education levels has revealed interesting trends. The study pointed out that Post graduates and Graduates are highly influenced by family members. Those who have not even completed primary education studies are highly influenced by peers. Talking in terms figures, studies show that 76.9 per cent illiterate and 36.4 per cent of Post graduate are highly influenced by advertisements. Furthermore, statistical evaluations have revealed that almost 26.1 per cent graduate and 21.9 per cent SSC/HSC level are influenced by point of sale. Whereas 28.6 per cent of the group comprising less than primary level and 15.4 per cent illiterate are highly influenced by determinants that have direct relation with their own dispositions.

Influencing factor to "*purchase decision across the occupation*" explored that business and W.L./J.W. are highly influenced by family members. Rural consumers of Business group are highly influenced by peers. 52.2 per cent house wives, 38.9 per cent business, 42.4 per cent Farming are highly influenced by Advertisement.

To analyze the influencing factor to "*purchase decision across the type of family*" the result shows that nuclear family highly influenced by family members, peers, which is more than joint family. While Joint family is more influenced (44.3 per cent) by advertisement as compare to nuclear family. It



has been reflected that in case of point of sale both families are influenced but nuclear family (22.6per cent) is more influenced than joint family.

## Study 2

The study also agrees with the conclusions of previous studies who studied the influence of effective advertising on consumers purchase decision. Similarly, study 2 reflects underlying output:

On the basis of preference across the gender, the study reveals that television influence females more as compared to males. Males are more affected by newspaper, social media and community interaction.

The conclusions of the study across different income levels showed that groups with low level incomes are more affected by the advertisements in newspapers and television. However, word of mouth holds as the common factor influencing all the groups with varies income levels.

Customers with the age of less than 25 years hold more importance to television, newspaper and word of mouth for collecting the details of the products while television and newspaper are more trusted for information gathering for the age group of 26-40 years. However, social media is more trusted by the customers within the age group of 41-60 years.

All the studies agree on one important result and that is, television is the most used and is considered as the most authentic and credible source of product information across all the education levels of the rural customers. Post Graduate and SSC/HSC groups individuals are more concerned with newspapers and social media for product details and review. Brand imaging and product feedback is considered to be more relied on thorough word of mouth by the individuals with education levels lesser than primary.

The study of effect of advertisement across different occupations shows television again is the most effective source of advertisement for all the individuals across different jobs. However, for individuals employed in business and farming prefers newspaper and social media, whereas wage labours and job workers are highly influenced by word of mouth. Role of advertisement towards brand preference across the Type of Family reveals that joint families are highly influenced by television (71.1per cent) as compare to nuclear family.

## CONCLUSION AND MANAGERIAL IMPLICATIONS

The study 1 reveals that the pivot factors influencing the purchase decisions of the consumers in rural markets are advertisement, point-of-sale and family members and among all of the above listed factors advertisement being the major influencer in reference to all the financial slabs of respondents.

However, with respect to the study 2 it has been found that more preferable means of advertising a brand's product are television, newspaper and word of mouth. Based on the research findings it is observed that, the literacy rate in villages is growing more, and more rural consumers are using newspapers as source of gathering information about the products available in the market but in all medium of advertising, television being the most successful medium in communicating with the rural people and young age rural customers are using television as a means to know about different brands.

Likewise, studies concerned with the role of advertisement towards brand preferences in the rural markets have reasonably determined that advertisement plays a pivotal role in setting brand preferences for both males and females. With various demographic factors, including

gender, income, age, education, occupation, and type of family under foray of social media and other sources of advertisements practiced by the marketer, statistics has shown that television reigns supreme among all media in influencing the buying behavior of the rural consumer. Thus to further one's products marketers must change their strategies such that young adults, women, farmers, joint families should kept abreast through television whereas males, businessmen, postgraduates, SSC/HSC groups, daily wage labourers, job workers, and others should be targeted through the newspaper, social media and word of mouth.

### LIMITATIONS AND PROPOSED FUTURE RESEARCH

No project can be proved its proficiency unless there could be some limitations which are set aside. My research is fully devoted to effectiveness of rural marketing covering substantial rural villages which has been put-up under population survey carries some limitations. It is of randomly selected 32 villages of different districts of Uttar Pradesh in India an insight of very limited interactions rather than whole districts rural villages. Here are my some experiences which have been found as a limitations, are following:

- There is no formal & detailed research study done on measuring influence and impact of advertising to consumer purchase behavior in this rural geographical region of India. Moreover the researches done in other parts are also rare & so the references are difficult to find.
- Most of the rural respondents are men, so efforts should be carried out to get responses from women as well.
- The research displays the need to replicate the study in other rural places to understand whether the outcomes remain consistent.

This research needs to be protracted to larger geographical areas so as to determine the influence and impact of advertising to consumer purchase behavior in rural areas of the whole country. Simultaneously the categories of the households / respondents taken in this research further needs to be extended to cover up all-inclusive geographical areas of India along with other demographic factors which are being left out.

The research additionally suggests that research instruments like experimental design and continuous data can be utilized to strengthen quantitative information. The quantitative outcomes can be fortified by beseeching regression analysis and other tools also. The study addresses limited tools of advertisement: therefore future studies could address other types of advertisement tools such as door-to-door, telemarketing, coupons etc., to support the study findings.

### NOMENCLATURE

#### Symbols

%	Percentage
<	Less Than
>	Greater Than
$\chi^2$	Chi-square
*	Significant at the 0.01 level
**	Significant at the 0.05 level,
***	Significant at the 0.10 level

## ABBREVIATIONS

SSC/HSC	Senior Secondary Certificate/ Higher Secondary Certificate
df	Degree of freedom
Sig.	Significance
Grad.	Graduate
P.G	Post Graduate
W.L/ J.W	Wage labour/ Job worker
N	Number

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