



A study on Media Preference in the Rural Markets of Haryana

Rahul Singal*, **Dr. Sanjay Singla**** and **Dr. Priti Singla****

*Associate Professor, Department of Management,
Prannath Parnami Institute for Professional Studies, Hisar, (HR)

**Professor, Department of Computer Science & Engineering,
IET Bhadal Technical Campus, Ropar, (PB), INDIA

(Corresponding author: Dr. Priti Singla)

(Received 14 January, 2015, Accepted 19 March, 2015)

(Published by Research Trend, Website: www.researchtrend.net)

ABSTRACT: The main objective of this paper is familiarization with the necessary theoretical inputs and outputs to gain sufficient practical exposure. There is doubtless potential that's yet to be unlocked in most of rural India, and marketers can do so by finding more cost effective ways to penetrate deeper even as they strive to make their products more affordable. This paper signifies the major role of media in the rural areas. This paper find out the media preference of the rural customers in the rural markets of Haryana.

Key Words: Rural market, Potential, Affordable

INTRODUCTION

The Indian market has expanded in the last few decades. Earlier the companies focused their efforts in fulfilling the requirements of urban consumers. But today the focus of the marketers has shifted towards the rural India, which is the real bazaar for the marketers. Big companies are adopting new marketing strategies to reach this huge and largely untapped market. Rural India is emerging as a large market for a number of goods and services – be it a consumer good or a white good or a financial services.

Meaning of Media. Media is the vehicle that carry the advertiser's message to target audience. It is a means through which an advertising message is passed on to the prospective customers. Media includes all such means through which advertising message is communicated to the target audience. It includes all such methods which are available to the advertiser for carrying his message to the target audience. It refers to such communication channels through which message moves from sender o receiver. Media can be of various types like print media, broadcast media, direct-mail, internet, outdoor media, local media such as haats, melas etc. For achieving advertising objectives, selection of right kind of media is important. It should reach the right people, at the right time place and convey the right message. Different media vehicles like T.V., Radio, Newspaper, magazines differ in terms of their coverage, Coverage here refers to potential customers who might receive the message through media vehicle. For better communication, frequency of message delivered is also important. For achieving advertising objective, generally combination of media is used by advertisers to enable them to communicate the message effectively. Right kind of media ensures contacting potential customers at lowest advertising cost. All types of media do not suit all types of products. Right choice of media depends upon various factors.

According to **Burnett** "Media refers to the channels or communize that carry the message from advertiser to audience."

According to **Philip Kotler**, "the communication channels through which message moves from sender to receiver is called media."

Strategies of Rural Advertising Promotio

Promotion is a part of marketing mix. Advertising is the major promotional activity in marketing strategy. In case of rural advertising, we can use the terms "promotion" and "advertising" interchangeably, however, they are not the same. Advertising ultimately needs to establish what is called "mind share". Mind share is nothing but the status a brand can achieve when it coexists with deeper, more empirical categories of objects. Surf, for example, can distinguish itself as a washing powder. But, because it has gained mind share amongst consumers, it is frequently used as a term to identify any washing powder. But now the trend has changed. Advertising becomes the core part of marketing. The advertising strategy for the rural areas through different existing media broadly revolves around three strategies. Those are:

- (i) Influencer Strategy
- (ii) Participatory Strategy
- (iii) Show-and-Tell Strategy

(i) Influencer Strategy: The role of the opinion leader or influencer in marketing communication cannot be ignored as far as rural India is concerned. Similarly, the advertisers use different community participation based marketing. To have a long lasting effect of a campaign, the advertiser endorses “influencers”(religious leader, school teacher, registered medical practitioner or protagonist) of the community to be brand ambassadors for the product. The influencer acts as the friend and guide in this process and hence, needs to be managed effectively through promotion programs and incentives to promote the brand of a company. They will be briefed about the uniqueness of the product as well as brand benefits. The success of the advertisements actually depends on the influence of different influential people or events in the villages to put across the message powerfully with more effect and purchase intention.

(ii) Participatory Strategy: The best place to seek the villagers’ participation is the events like different games and sports competitions, where they always try to have visit. These events actually have a high participation level in the rural India as compare to other sources of entertainment. In this strategy, the advertiser get an opportunity to interact with consumers, study their psychology and their views. Sometimes, advertiser gets a clue to develop their theme of the advertisement from these events. So, these events and shows offer great opportunity to reach rural India cost-effectively.

(iii) Show-and-Tell Strategy: Many brands have adopted different ways to educate the rural consumers about the usage of the product. Show-and-tell is an appropriate strategy for the rural mass to convey the message about the product. The shows and events are the proper place to prove your brand and your promise in front of the rural consumer. This is proper way to create a concrete belief towards your brand. Live demonstration works better than any other promotional activities. Just think about the Wheel’s show-n-tell strategy. Wheel was successful by demonstrating the efficacy of the products. First the demonstrator adds wheel detergent powder to a bucket of water and collects a glass of water from that bucket. In the next phase, he soaked dirty clothes from the community for 20-30 minutes and again collects another glass of water from that bucket. Now it is time for comparison. Then he compares the glass, which contains dirty water, with the previous with his promotional message. This demonstration creates brand awareness. This “seeing is believing” type is the best interactive medium you could have seen in rural areas.

II. REVIEW OF LITERATURE

Begde Prasad (2008) describes: The advertisement to attract consumers in rural areas apart from associating in the various mela & haat activities, the author points out that the rural consumers relate a lot to celebrities. “ Celebrities have workout like a dream for us”, he says, a poster of Bollywood star such as Amitabh Bachchan & star Cricketer Sachin Tendulker.

Amir Khan acted in the advertisement, which shows cases a beautiful village background with the punch line “THANDA MATLAB COCA COLA” & also ad title “ SONI KUDI” targeted the villagers.

Krishnamacharyulu & Ramakrishana (2006) the media mix that is effective in urban markets fails to produce the desired results in rural markets. T.V. followed by print & radio is appropriate to inform and induce the customers.T.V. Is effective but continuous availability of electricity is the problem in most rural homes. Radio listening is popular but not that effective compare to T.V. Print media is the least effective because of low literacy levels. The emphasis should be on outdoor, vans, interactive folk media melas & haats. Outdoor media like wall paintings with high visual content are very effective. Rural India is essentially oral culture and hence, interactive folk media such as puppetry & street theatre are very relevant. Corporate marketers need to consider these traditional media more seriously.

Escorts have marketed its big-wheeled Rajdoot with an understanding of the rural psyche. It adopted a focus approach, a relying on geography & market parameters like fairs, melas & so on. The advertising managed by Head Start (An ad agency) was designed to excite the rural customer by concentrating on what appealed to him. The result: the unforgettable Dharmendra & his *Jandar Sawari, Shandar Sawari*

Colgate stepped up its rural promotion drives along with IDA (Indian Dental association) to add value. This has been the stepping-stone towards its high penetration in the rural minds. Since 1976, Colgate has been doing this through its rural promotion vans & the “ Young India bright smiles- Bright Futures” school dental education programme. 70 promotion vans do the rounds of the country & educate rural folk on oral hygiene products such as toothpaste, tooth powders & toothbrushes.

HLL, for Lifebuoy, integrated a value proposition by distributing height charts to about nine thousand schools & LAXMI CALANDERS to eighteen thousand shops in as many as four thousands villages to make everyone talk about Lifebuoy. The height charts were added to attract younger generation, the decision makers in many a rural household.

Many companies congregated on the banks of the Ganga for the Kumbh Mela festival, which attracted 30 million people over a span of a month, the majority of which were from rural areas. Colgate-Palmolive had

distributed free tubes of herbal toothpaste at the festival to villagers who traditionally used a neem tree branch to clean their teeth.

Hindustan Lever also had marketed its Lifebuoy Soap and handed out glasses of Brooke Bond tea there. All these marketing strategies were proved to be extremely effective in reaching to the rural market.

Brooke Bond Lipton India Limited (BBLI) started an all India campaign. To build awareness for its “KADAK CHHAP” tea it added local flavour to its campaign. A local magician was brought in to deliver the message under the garb of a skit. An element of interactivity was added to the skit with one of the local boys enacting the role of the NATHU, who kills the evil guys after he has had a strong cup of KADAK CHHAP. At the end of the show, everybody is given a sample pack.

The success of companies like HUL, Parle, Cavin Care, LG, ITC etc. in tapping the rural markets is validation that a market exists in rural India. HLL, for instance, flagged off Project Shakti primarily to reach out to the villages its conventional network can't. Today Shakti goes into 100,000 villages, and the company is targeting half-a-million villages by 2010.

Objective of the Study. (i) To study the media preferences by rural consumers

(ii) To know how many rural consumers like to watch / hear ads.

(iii) To know about media penetration.

III. RESEARCH METHODOLOGY

Research problem: To study the media preferences by rural consumers.

Research Design: The current study is descriptive cum exploratory in nature.

Universe: Rural areas of Haryana.

Size of sample: Sample size is 100.(Rural people of Haryana of different age groups)

Sampling Procedure: Convenient sampling

Data Collection:

(a) Primary data with the help of questionnaire.

(b) Secondary Data is collected from journals, magazines and books.

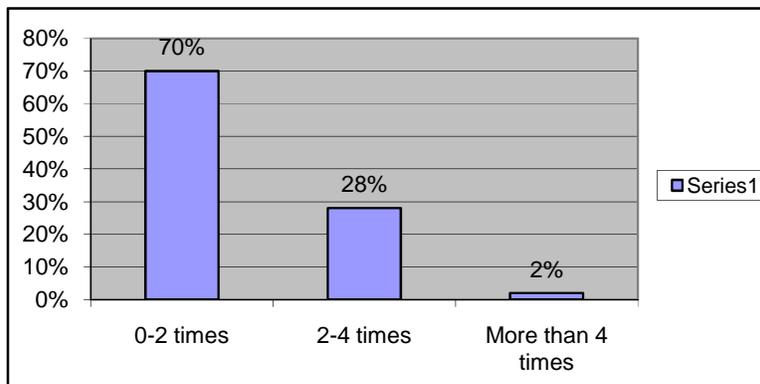
Data Analysis: The term analysis refers to the computation of certain measure along with searching for patterns of relationship that exist among data groups. This study involves cross tabulation and percentage analysis. pie-charts & bar diagrams are used to reach at conclusion.

Data Interpretation: Interpretation refers to the task of drawing inferences from the collected facts after at analytical study.

Q.1. How many times you visit fairs in a year?

Analysis:

a.	0-2 times	70%
b.	2-4 times	28%
c.	More than 4 times	2%



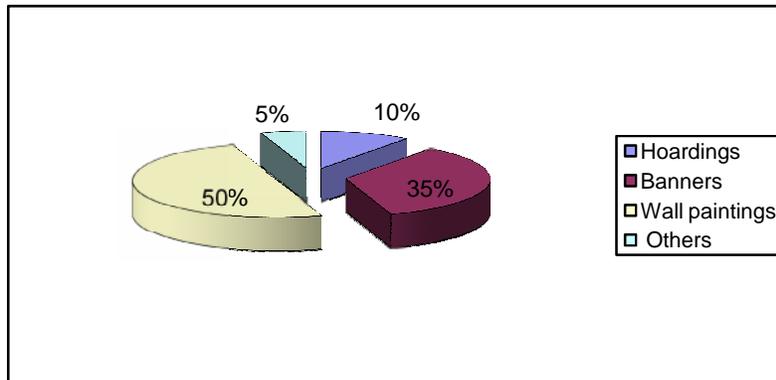
Interpretation :

This diagram shows that most of the rural people now visit melas rarely because of the availability of various other means of entertainment available at homes like T.V, Radio etc.

Q.2. Which of the following outdoor media do you think is more suitable for advertising?

Analysis:

a.	Hoardings	10%
b.	Banners	35%
c.	Wall paintings	50%
d.	Others	5%



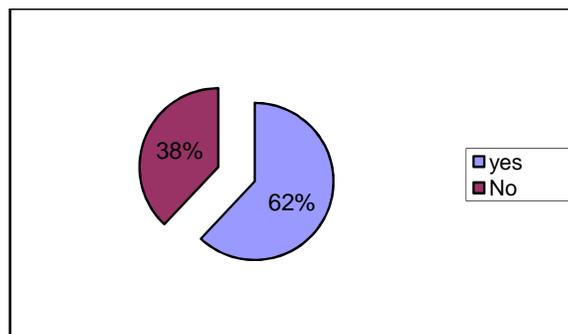
Interpretation :

Maximum respondents preferred wall paintings. After that Banners and hoardings are being preferred respectively.

Q.3. Are you a newspaper subscriber?

Analysis:

a.	yes	62%
b.	No	38%



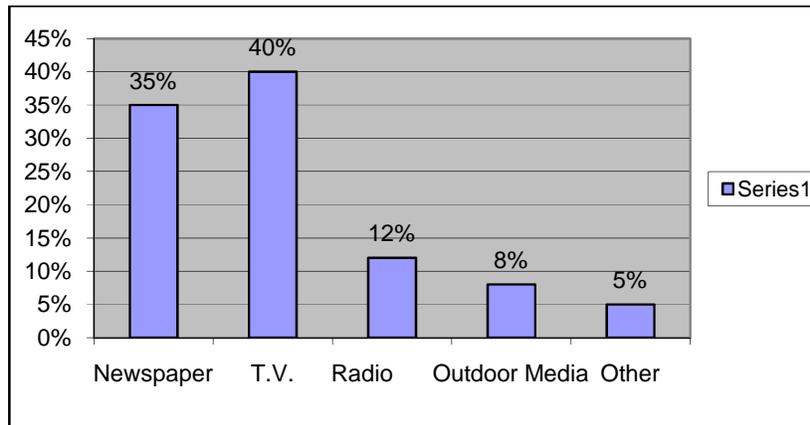
Interpretation:

The above diagram depicts that 62% rural people are newspaper subscriber and the rest are not.

Q.4. Which type of media do you consider more reliable?

Analysis:

a.	Newspaper	35%
b.	T.V.	40%
c.	Radio	12%
d.	Outdoor Media	8%
e.	Other	5%



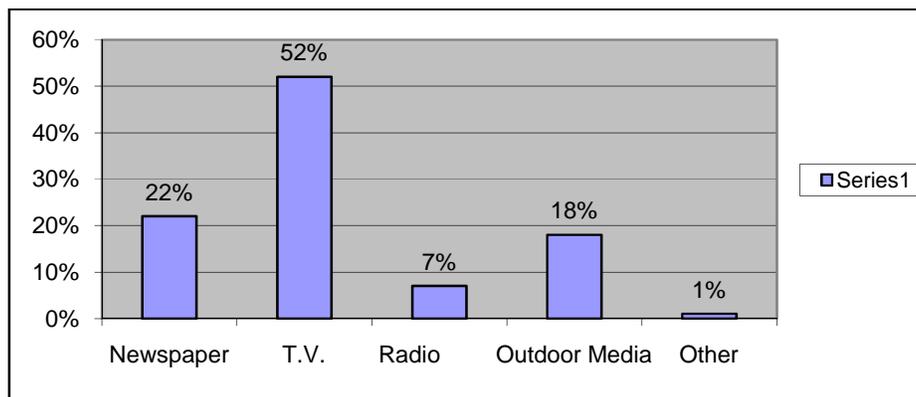
Interpretation :

Rural people rely mostly on T.V as well as newspapers .

Q.5. Which type of media catches your more attention?

Analysis:

a.	Newspaper	22%
b.	T.V.	52%
c.	Radio	7%
d.	Outdoor Media	18%
e.	Other	1%



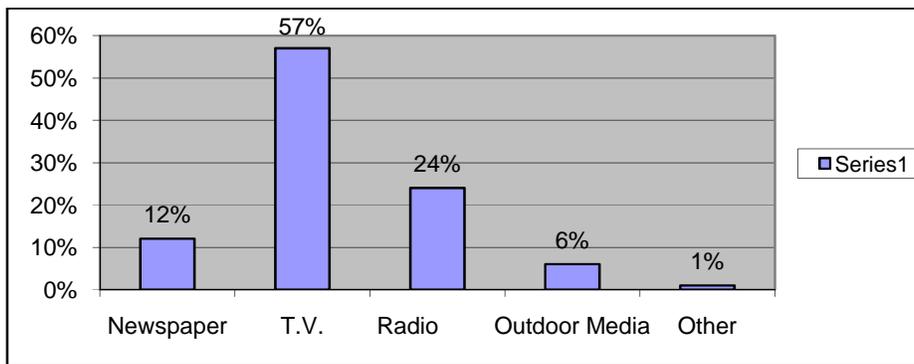
Interpretation:

The above diagram states that T.V. is the most attention catching media next preferences are Newspaper and outdoor media respectively.

Q.6. Which is the fastest media in your opinion?

Analysis:

a.	Newspaper	12%
b.	T.V.	57%
c.	Radio	24%
d.	Outdoor Media	6%
e.	Other	1%



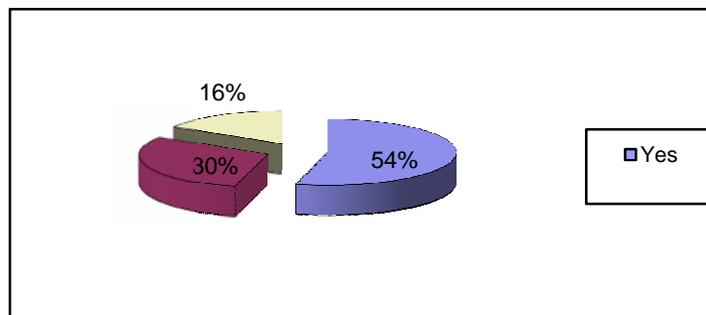
Interpretation :

The above diagram shows that T.V. is the fastest Media among all the types of the media taken under study

Q.7. Do the ads given in media influence your purchase decision?

Analysis:

a.	Yes	54
b.	No	30
c.	Sometimes	16



Interpretation:

Most of the respondents i.e. 54% responded that media influences their purchase decision while 16% stated that media did not influence their purchase decision.

IV. FINDINGS

1. Most of the respondents preferred television rather than newspaper, radio and other means of advertisement. In case of T.V. most of the respondents prefer channels like Zee T.V., Star Plus and Doordarshan.
2. Among the print media most of the respondents prefer newspapers.

V. LIMITATIONS

- (i) Poor literacy rate
- (ii) The respondents are unaware about media.
- (iii) Some of the respondents are feeling hesitation while responding.
- (iv) Many languages & Dialects also created problems.

VI. SUGGESTIONS

- (i) Media awareness among rural consumers should be increased.
- (ii) Media coverage should be increased.
- (iii) People should be taught about advantages of media so that their exposure towards media can boost up.

VII. CONCLUSION

- (i) It has been concluded that T.V. is the best media for rural communication.
- (ii) Elder people preferred Radio.
- (iii) Educated people in rural market prefer newspaper.
- (iv) It has also been concluded that media affects the purchase decision of the people.
- (v) Now, people have decreasing tendency towards visiting *melas. haats* etc.as various other modes of entertainment are available in homes like T.V, Radio etc.

REFERENCES

- Gogula Ratnaja (2006), "Theorizing Integrated marketing Communication – The Road Forward for Academics", Advertising Express, June.
- Kamath, Vinay (2003), " Why Go Rural?" Praxis, July.
- Kashyap, Pardeep (2003), " Revolution - in -Waiting", Praxis, July.
- Kiran and Venkatesh Kumar (2006), "Advertising: the Flavor of Modern Business", Advertising Express, October.
- Madhavi, C. and Kumar Anil S.(2006), "Rural Marketing for FMCG", *Indian Journal of Marketing*, Vol. 36(4), April.
- Mahapatra, Devi Prasad (2006), "Rural India Advertisers El Dorado", Advertising Express, ICFAI, October.
- Srivastve, Pallavi (2006), "Confessions of a Rural Marketer", Business Today. Aug. 13.
- Google.com
- Advertising and Sales management-Mukesh Trehan.