

# IMPACT OF ADVERTISEMENTS IN TELEVISION ON RURAL PEOPLE WITH REFERENCE TO THE NILGIRIS DISTRICT

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## INTRODUCTION

Advertising, as it today, was not used until about 200 years ago. Although Americans the forerunners of modern advertising, it has its roots in England. The Industrial Revolution led to the expansion of mass manufactured goods in Europe and America making markets larger and larger. Localized markets were replaced by extended domestic national markets and international markets. This development altered the relationship between the maker and the user of goods, and created a need for advertising. The need for communication increased because of the mechanization of mass production: and it is the advertising, which has provided this vehicle of communication. The development of the modern advertising agency system was quality significant, for it has helped advertising to become an institution and a profession.

In the early part of the 20th century, advertising form underwent metamorphosis. This was possible because of the phenomenal growth of such media as television, radio and cinema, in addition to the large number of new products introduced as a result of the industrialization and economic development of the country. Artificial intelligence of 6<sup>th</sup> generation computers will add a new dimension to advertising and its planning. Indian advertising has no doubt registered a rapid growth and has acquired a certain amount of professional character. But, by and large, it still appears to be in a shambles, unable to attract the best managerial talent, apart from being administratively weak and unable to devise a self-regulatory mechanism, which is necessary if it is to register professional growth and play a useful role in the socio-economic development of the country.

Indian advertising has yet to shed its elitist urban and open up the vast rural market which, in per capita terms, may be poor but which in the aggregate, is an important market segment as 70 to 80 per cent of the Indian population resides in villages, to which advertising has not yet spread to the desired extent. Besides this, it has a great role to play in assisting in the eradication of poverty, for 46 per cent of our population lives below the poverty line; in communicating the availability of goods, services and opportunities; and in contributing to improvements in living standards.

## Statement of the Problem

In the present globalised scenario, companies operating in India will have only two options either to go global or go rural. The cost going global is very high and it is difficult to gauge marketing in other countries. It is better to target the rural market as it growing day by day. Rural India is emerging as a large market for number of goods and services- financial services, health care and education, and telecommunication. The growing reach of the electronic media has created a huge change in the life style of rural consumers because of television programs and its advertisements.

Advertising has improved tremendously over the last five decades in terms of technical excellence, particularly graphics and copy, but has not made much progress in terms of information relating to the consumer. Good advertising is advertising that sells. Unfortunately most of our advertisements are made with a view to impressing peers other than the consumer.

Whatever the reasons against testing impact of advertising, two things are certain – one, that advertising has become a potent tool for increasing sales, and, second, that large sums of money are spent on it. Since each advertisements is a costly affair, the object is to minimize the possibility of costly mistakes in terms of poor advertisements, which not only cost money to a firm but which results in losing opportunities for pushing and selling extra quantities of the product, or in the loss of market to the competitor. Advertisement testing may be done either before or after the advertisement has run in the media. The first one is referred to as pre-testing, and the other one is referred to as post testing. However, the basic purpose of testing advertisement is to avoid costly mistakes, to predict the relative strength of

alternative advertising strategies, and to increase its efficiency. Hence, the problem of the study lies in the process of evaluating the impact of the TV advertisements in The Nilgiris district.

### Area of the Study

The Nilgiris district has a little history. The Nilgiris was part of the vijayanagar kingdom from 1336 to 1565 after its fall in 1565 the rulers of mysore gained control over Nilgiris. Later it came under the rule of Hyder Ali and Tipu Sultan (1760 to 1799). The nilgiris was ceded to the east India company in 1799 by a Treaty of Srirangapattanam. However this beautiful mountainous region was unknown to British until 1818. It was John Sullivan, an Englishman and collector of Coimbatore, who was destined to have greater cultural impact on the nilgiris hill than any for agriculture and gardening. He was the first European official to build a house and settle there. Its inhospitable climate and thick and feverish forest never attracted in the past, the territory invaders, except the bold tribal people, who were pastoralists and hunter gatherers. The "Blue Mountain" and formerly written "Neilgherry" consists of the great plateau (about 35 miles long, 20 miles broad and some 6,500 feet high on an average) up heaved at the junction of the ranges of the Eastern and Western Ghats, which run southwards.

Now, by occupying the highest and Western-most parts of Tamilnadu, The Nilgiris district is bound on the west by Kerala, on the north by Karnataka and on the southeast by Coimbatore District. The Nilgiris plateau is covered with four vegetation types viz., the most evergreen forests, the dry deciduous forests, the evergreen mountains forest (shoals) and the grasslands and savannas. The Nilgiris district has undergone many changes during the three important historical periods - aboriginal, colonial and national. In broad ecological terms also, The Nilgiris region has undergone a drastic and quite irreversible modern transformation since the advent of the British. For administrative purpose, The Nilgiris district is divided into six taluks, viz., Udthagamandalam, Gudalur, Coonoor, Kotagiri, Kundha and Pandhalur. Udthagamandalam town, also called Ooty or Udthagai is the headquarters for the district administration.

### Scope of the study

The present deals with the impact of Advertisements in Television towards rural people with Reference to The Nilgiris District and it aims to probe the changes made by advertisements in television on the socio-economic conditions of the rural people and factors influencing through advertisements in television the buying decision of the rural people.

### Objectives of the Study

#### The objectives of the study are

1. To study the growth and development of television advertisements and rural markets in India.
2. To analyze the awareness of rural people towards advertisements in television.
3. To identify the factors influencing the people through television advertisements in the selection of products and services.
4. To examine the level of changes made by advertisements in television on the socio economic conditions of the rural people.
5. To analyze the level of satisfaction of the rural people towards information provided by advertisements in television.
6. To study the opinion of the rural people towards impact of advertisements in television.
7. To offer suggestions to improve the quality of advertisements in television.

### Methodology

The study is descriptive in nature. Survey method was adopted to carry out the objectives of the study. Both primary and secondary data were used in the study.

**Data Collection:** Secondary data were collected from a wide spectrum of sources such as related books, relevant magazines, published and unpublished sources and Government reports. Websites of various organisations and Advertising Agencies were also of great use in the collection of secondary data. The primary data were collected from Television viewers of the district by conducting sample survey using structured, pre-tested interview schedule, adopting convenience sampling model.

**Data Collection Tools:** A well structured interview schedule was administered in this study to elicit information from the sample TV viewers. The interview schedule was pretested with fifty respondents and based on the results obtained, it was slightly modified. .

**Population of the Study:** The population of the study constitutes all the TV viewers in the study area, The Nilgiris district witnessing advertisements. There is no definite source to understand the size of the population. So, the population of the study is indefinite one.

**Sources of Data:** The List of Blocks available in the District Collector's Office was used as the source to select the sample Blocks and Record of Households in the Village Administrative Office was used as the source to select the sample TV viewers.

**Selection of samples:** The researcher has preferred 6 blocks from the district consisting of The Nilgiris District, on which Ooty, Gudalur, Coonoor, Kothagiri, Kuntha and Pandalur based on the rural population which is more than six per cent of the total, and five villages from each block were preferred. In all village team Television viewers who have conquered the age of 18 years and above were preferred. Totally 500 television audience were preferred by using multistage random sampling technique.

**Analysis and Interpretation of Data:** The data thus collected were classified, tabulated, analysed and interpreted with the help of relevant statistical tools making use of Statistical Package for Social Sciences (SPSS). Simple Percentage, Weighted Average Analysis, Factor Analysis and Multiple Regression Analysis were put to use in analysing the data. Charts, diagrams and graphs were also used in this study to simplify the data and to facilitate easy understanding.

**Hypotheses Used in the Study:** Several hypotheses were framed in the course of completing the study for evaluating the effectiveness of the TV advertisements. The hypotheses were tested with the help of suitable Statistical techniques like Chi-square test, and F-test ANOVA and the inferences derived from the interpretations were accepted or rejected accordingly. The hypotheses used in the study are;

There is no significant difference between the mean scores on the programmes ranked in television among the respondents

There is no significant difference in the mean scores of the factors influencing the respondents through TV advertisements in selecting product and service.

There is no significant difference between the mean scores on the level of change made by advertisements in televisions on their socio-economic conditions of the respondents and their age groups.

There is no significant difference between the mean scores on the level of change made by advertisements in televisions on their socio-economic conditions of the respondents and their gender.

### **Limitations of the Study**

Keeping in view the limitations of an individual researcher, the study has been confined to advertisements of the TV media only. The other media were kept out of the purview of the study because of their peculiar nature.

Moreover, in order to make the study intensive and purposeful, it has been limited to the district of The Nilgiris only, which is an economically backward district of Tamil Nadu. The results of the study cannot be generalized and applied to other areas of the state or the country due to demographical factors.

The opinion of the TV viewers in the study area were taken into consideration for evaluating the impact of TV Advertisements. The opinion of the advertising agencies and sponsors were not considered in the evaluation process due to time constraints.

### **Conclusion**

Communicating the vision is a never –ending task. TV Advertisement communicates the vision and mission of products and services. The result of the research has revealed that most of the TV advertisements are restricted to making awareness of their products and services. One cannot have his vision statement framed and hung in the lobby and consider the job done. From a communication standpoint, it is important that all TV advertisements should tell the truth about their products and services. Such advertisements could help the consumers in solving problems, and guide them in making the right decision. The process of problem solving is to be understood by the advertisers. The components of problem solving are to be thoroughly understood before making an advertisement. Enough literature on problem solving is to be thoroughly understood before getting advertisement ready. It is found that the TV advertisement in general did not help the people to have adequate knowledge about the products and services. This lack of knowledge on the product remains a hindrance while selecting a brand for a particular product. Solving this problem of consumers is to be noted by those who are involved in the process of advertisements have made tremendous changes on the social characters of rural people like eating habits, dressing styles, walking styles, buying behaviour, traditional and cultural values. But, it has brought minimum changes in the economic conditions of the rural people. The real development of a country depends on improvement in the economic conditions of the rural people. Hence, the advertiser should

consider the economic characters like agricultural activity, income level, saving habits, investment behaviour, and other economic characters of the rural people before making the advertisements. It will help the marketer to improve the sales in rural areas and the living conditions of the rural people.

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