

Impact of Advertisements in Television on Rural People with Special Reference to Nilgiris District

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Introduction

Television plays an important role in the development of a country. In most of the developed countries, people are well aware of the advantages of television. They are getting up to date information through television. In India, the radio and newspapers are playing a major role in providing information to the people for the past four decades. The accessibility of Television has brought about tremendous changes in the attitudes of people, both urban as well as rural. In India, more than 70 per cent of the people are living in rural areas, spread over the country and differ in their language, culture and behavior. Presently, they are getting the latest information on practically every aspect of life, literature and science with the help of television network. Urban and rural people have changed their attitudes towards social, economic and political matters due to their exposure to this powerful medium.

In a country of like India, where some 80% female populations in rural areas is illiterate, Print media have a limited impact on people living in rural areas. Moreover, it is a tough task to cover a vast population of about 880 million people spread over a large number of villages in the shortest possible period to effectively disseminate modern scientific knowledge. Rural women according to the finding of some experts, work for more than 14 hours a day without any gap or rest in between. Therefore, they are left with no time for utilization of mass media. However, it does not mean that television has not impact the life of the rural masses especially the women. Shaband Kaushal (1987) found that the impact of television was low regarding social legal and household problems. Gupta, Punia and Yadav also hold the same view in their paper on impact of television viewing on rural areas is not so faithful because women do not have enough time to watch the programmes of their interest or those, which are for their benefit.

“Rural marketing is the process of developing, pricing, promoting, distributing rural – specific goods and a service, leading to exchanges between urban and rural markets, which satisfies consumer demand and also achieves organizational objectives.”

The rise of rural markets has been the most important marketing phenomenon of the 1990's providing volume and growth to all leading companies. Many corporate have been trying to get a grip on rural markets. Their challenges are: how to make the product affordable, how to penetrate villages with small populations, connectivity, connectivity, communication, language barriers and spurious brands.

Government agencies like IRDA (Insurance Regulatory and Development Authority) and NCAER (National Council for Applied Economic Research) observed that two-thirds of the country's consumers (more than 700 million) live in rural areas and almost 26 percent of the national income is generated there.

India is divided into 597 districts, and has 6,38,667 villages, of which 32 per cent can be reached and are connected by pucca roads. However, 68 per cent of the rural market lies untapped due to various reasons ranging from inaccessibility to lack of awareness.

Statement of the Problem

In the present scenario, companies operating in India will have only two options: either to go global or go rural. The cost of 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 is growing day by day. Rural India is emerging as a large market for a number of goods and services financial services, health care, education, and telecommunication. The growing reach of the electronic media has created a huge change in the life styles of rural consumers because of television programs and its advertisements.

Table: - 1

Block wise Population Details of the Nilgiris District

Sl. No.	Name of Villages	Number of Village	Number of Rural Population (in Lakhs)	Percentage of Rural Population
1	Udhagamandalam	13	1,91,797	26.09
2	Coonoor	11	1,57,754	21.46
3	Gudalur	06	1,05,196	14.31
4	Kotagiri	16	1,08,290	14.74
5	Kundah	07	46,153	6.28
6	Pandalur	05	1,25,877	17.12
	Total	58	7,35,071	100

Source:-The Nilgiris Statistical Hand Book, 2013-2014

Recent Trend in the Advertising

Face book

Face book is social networking service launched in February 2004 owned and operated by face book. It was founded by Mark Z uckerberg with his college roommates and fellow Harvard University Students Eduardo Saverin. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, AND gradually most universities in Canada and the Unitwd States, corporations, and by September 2006, to everyone of age 13 and older with a valid email address.

Whats App

Whats App Messenger is an instant messaging app for smart phones that operates under a subscription business model. The proprietary, cross platform app enables users of select feature phones to use the Internet to communicate. In addition to text messaging, Whats App can be used to send images, video, and audio messages. Location can also be shared through the use of integrated mapping features.

Twitter

Twitter is a free social networking micro blogging service that allows registered members to broadcast short posts called tweets.

Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone **text message**, desktop client or by posting at the **Twitter.com** website.

Viper

Viper for Windows lets you send free messages and make free calls to other Viper users, on any device and network, in any country! Viper syncs your contacts, messages and call history with your mobile device, so you can start the conversation on the Viper mobile application and continue from the comfort of your PC. Best-quality HD voice calls Video calls Free text and photo messages Group conversations No registration, passwords or invitations required Contacts and messages sync between your mobile and Windows Transfer ongoing calls between devices Download Viper, enter your phone number, and start connecting with your friends.

Objectives of the Study

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 rural people through Television advertisements in the Selection of Products and Services

Scope of the Study

The present study 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.

Limitations of the Study

The findings were made purely on the responses of the respondents. The process of collection of data was a challenge due to the limited exposure of the rural Television viewers. The collection was challenging and time consuming as the respondents were reluctant and hesitated to reveal their views regarding advertisement in Television. Nearly 50 rural people were approached to identify 10 respondents in each village. The analysis was based on the data collected for the period mentioned the sample size was restricted to 500 respondents as the coverage area was wide.

Conclusion

Communicating the vision is a never-ending task. TV Advertisement communicates the vision and mission of products and services. 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. Hence, the advertiser should consider the economic characters like agricultural activity, income level, saving habits, investment behavior, and other economic 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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