

Study of Awareness and Perception of Rural Women towards Advertisement

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Abstract

Perceptions of rural women towards advertising in general were expected to influence the success of any particular advertising. It seemed reasonable to anticipate a person's predisposition to respond consistently towards advertising in general, either favorably or unfavorably, would mediate the effectiveness of any given advertisement. A significant fact about India is that it is getting literate and at the same time richer. With this as the background the study on "Awareness and Perception of rural women towards advertisement" was organized. The research found that perception of rural women towards advertisement is favorable. The report states that there is no personal confidence among rural women towards advertisement. Which we can identify by the source of information, view on advertisement, most preferred media, preferred time to watch TV, the ideal celebrity from sports, film industry etc. A detail analysis is done in this report and has led to outcome of suggestions, findings for advertisement agencies and marketer in designing the advertisements for the women consumers in rural areas. Some of the findings are as a source of information for the rural women consumers who rely more on advertisements and family and friends also play a major role in decision making. Most reliable media is television in rural areas. In rural area women's prefer to watch TV for 1 to 2 hours, which is sufficient for the advertisers to make an impact in the minds of the women consumers.

Key words: Perception, Media, Advertisement, Women consumer

Introduction

Advertising is a very familiar word. Everybody knows or thinks he knows what advertising is this is because from the early morning till late night people are exposed to hundreds of messages through the various media. All these messages aim to influence, to persuade and shape everybody's action. And they do influence life greatly. The word advertising has been derived from the Latin word 'adverto' meaning 'turning around'. Advertising turns one's mind towards the things.

The importance of advertising is growing day by day. Advertising plays a crucial role in changing consumer behavior and also provides new pattern for purchasing. Advertisements convince the customers to purchase the product or use the service. It is the easiest and convenient

way to reach the customers especially female consumers because they are more attached to the advertisement promises and believe that they provide something special for their satisfaction. The basic idea behind any advertisement is to stimulate sales. Today every marketer competes with the other marketer to grab customer's attention. They try to increase demand for goods and services by influencing customers demand through advertising. Advertising communicates the customer persuade them to buy their needs, requirements and introduces to them information about new products every day. Advertising has played a major role in consumer marketing and has enabled the companies to meet the communication and the other marketing objectives. Typically, advertising is used to inform, persuade, and remind consumers. It reinforces their attitude and perception.

70% of India's population resides in rural areas. About one-third of the national income is derived from agriculture and allied activities. General understanding of marketers and advertisers is that the rural population is uneducated, and practices agriculture for a living. Their consumption and spending pattern are closely linked to quality of monsoon. But today with the changing world the perception of rural people has also changed. Rural consumers exhibit behavior that is unique to rural setting. They tend to live a more relaxed lifestyle as compared to urban counterparts. Cultural values and norms have a strong influence in determining buying and consumption behavior in rural areas.

Women occupy a more traditional place in rural society. However rural youth because of their exposure tend to be more open to new ideas. Therefore the modern gadgets or products acceptable in urban markets are not easily acceptable in rural markets. Important factor that affects demand pattern in rural areas is the instability of income. In rural areas people find information through fairs (melas), exhibitions and road shows. Opinion leaders are the one who are perceived to be knowledgeable by the people and play an important role as information providers or advisors. Family members, relatives and friends are consulted before making purchase decisions. But now it has been changed because of the increase in education level in the rural areas.

Need for study

The population of India is increasing rapidly. The companies are trying to catch upon the population which is expected to be their prospective. But in the present condition there may not be great chances that women's have not fully influenced by the advertisement and they have a mixed attitude towards advertisement. A negative attitude towards advertisement can decrease its effectiveness and profitability. Hence, this research should be conducted to examine the women's attitude towards advertisement as major portion of the purchase decision for the households are done by them. This

would help the advertising agencies to effectively design their advertisement strategy in order to attract more customers. A significant fact about India is that it is getting literate as well as rich. In India maximum number of females wants to work and is interested to work after marriage. This will be a base to understand the approach in designing an advertisement more effectively. The objective is to understand the perception of rural women towards advertisement to know what induces them more in making purchases.

Statement of research problem

As per the Nielsen study, "Reaching rural Indian consumers today is becoming easier. Increasingly, rural consumers are upgrading technology – 84 percent have a television and 80 percent own a mobile phone." With a television and mobile phone at their disposal their exposure to Urban in India is increasing, and so is women's involvement in purchase decisions. Rural women are now moving towards urbanization. The number of working women in the rural area is constantly increasing. This change is believed to have an impact on the perception of women on advertising and on their purchasing pattern. This information can lead us to an idea on how the industry would change and what factors would form a positive attitude in the minds of women consumers towards advertisement. This will be a base to understand and design the advertisement effectively.

Objectives of the study

- To study the rural women's level of personal confidence in advertising
- To know whether the rural women find advertisement useful and reliable
- To identify most preferred mode of advertisement among rural women
- To know the most likely attributes in advertisement that induce women
- To find out most preferred TV viewing time during holidays and working days
- To find out the most convincing celebrity
- To identify whether advertisement can change the perception regarding products
- To identify if advertisement induce rural women in the purchase decisions
- To know whether rural women enjoy advertisement to which they are exposed

Scope of study

The scope of research is vast but due to constraint of both time and resources the research is conducted in rural areas of

Dakshina Kannada district. Respondents being women between age group 18 to 45. The sample size is 100 women. The study is conducted in households, market, center of business etc.

Research Methodology

The methodology involves collection of data from both primary source as well as secondary source. Primary source: The study has been conducted through the method of questionnaire and personal interview to analyze the data statement of tables, charts and graphs will be used.

Secondary source: The secondary data consists of all the previous studies conducted in this particular area of study. This will also include web page reference, books, magazines and articles.

Review of literature

According to Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha "Rural consumer exhibit behavior that is unique to rural setting. Literacy levels and variations in media reach and availability in rural areas across different geographical region are the critical task for the marketer. Marketer should have deeper understanding of the social, behavioral and psychological sensibilities of rural audience. Conventional media such as cinema, radio, television has been limited in its reach and impact in rural areas. However due to technology development and increase in literacy rate this is changing. Television has emerged as a fastest growing and powerful medium in rural areas.

According to Media week -Women make up 52% of TV watchers, 52% of cable TV subscribers and 50.4% of the U.S. Web audience. Women aged 18-29 are less likely to be brand-driven and less feature-driven when compared to women age 30+ According to **New Accents on Women & Technology Conde Nast Publications**.

The public's perception of advertising in today's society (**Sally ford- Hutchinson and Annie Rothwell, 2002**). Their study involves different findings like advertising is everything with a name on it, Life without advertising is dull, Advertising is an indicator of business health, In advertising size, quality and brand matters, entertainment is a key etc.

Teenager's perceptions of advertising in the online social networking environment (**Louise Kelly, B Bus, 2008**). Study suggests that teenagers have very high level of advertising avoidance and are having doubt towards advertising on their online social networking sites, they are extremely trusting with the information that they disclose online. They believe that if their site is classified as private, then the information disclosed is not accessible to anyone.

Generation Y women's perception of female gender roles in advertising (**Bonnie O'Halloran, 2008**) This study shows

that increasing number of Generation Y females with advanced degrees high power jobs, it is important for advertisers to reach this group in advertisements. Findings indicate that Generation Y females react positively to traditional role portrayals in advertisements.

What consumers think, feel and do toward Digital ads: A multiphase study (**Ping Zhang, 2011**) this research helped to know the extent to which the consumers use ads in the past, consumer's perception towards ads, and their attitude toward ads, likelihood that consumers will continue to use or recommend ads in the future. Overall this study tells that consumers have negative attitude and values, they hardly used ads in the past and do not want to use targeted ads in the future.

Perception towards Internet Advertising (**Abdul Azeem and Zia ul Haq, 2012**) This study provides that there are five factors entertainment, information, credibility, economy and value are significant predictors of perception towards advertising. The result of this study showed that Entrepreneurs reported more positive attitudes toward online advertising than those of students and employees.

Consumer perception and attitude towards the visual elements in social campaign advertisement (**Ashish Sharma, Ambudi Bhosle, Brijesh Chaudhary, 2012**). The results and discussions focus more on four key areas: perception towards social advertising, attention and interest, appropriate purpose and reader response. Results indicate that perception towards image of social advertisements differed between male and the female respondents.

Consumers perceptions towards advertising in the online shopping and social networking websites among internet users in India (**M.Senthil, Dr. N.R.V Prabhu, S.Bhuaneswari, 2013**) This study investigates the shift on online shopping and social networking sites, the implications of this shift for consumers and industry.

An empirical study of customer perception towards sms advertising and understanding its impact on consumer purchase decision (**Prof. Arpit Loya, 2014**). The use of sms to access customers through their phones is gaining popularity. The results indicate that customers have negative attitude towards mobile advertising. Their attitudes were favorable if advertisements were sent with permission. Overall, it was found that mobile advertising going to be the future trend.

Data Analysis and Interpretation

Age profile of the respondents

Age is an important determinant as it helps us analyze whether there is any significant difference in their perception towards advertisement depending on their age factor.

| Table No. 1: Comparative data on the age profile of our respondents | | |
|--|------------|--------------|
| Age | Frequency | Percent |
| 18-24 | 60 | 60.0 |
| 25-30 | 5 | 5.0 |
| 31-36 | 9 | 9.0 |
| 37-45 | 26 | 26.0 |
| Total | 100 | 100.0 |

From the Table 1 it is clear that 60% of our respondents belong to the age group of 18-24. 26% of the respondents belong to the age group 37-45 whereas only 5% and 9% of the respondents belong to the age group of 25-36 respectively.

Education levels of the respondents

The main motive behind this question is to understand the literacy level of the respondents.

| Table No. 2: Education level of the respondents | | |
|--|------------|--------------|
| Education | Frequency | Percent |
| Below SSLC | 21 | 21.0 |
| PUC/diploma | 10 | 10.0 |
| Bachelors | 23 | 23.0 |
| Masters | 46 | 46.0 |
| Total | 100 | 100.0 |

From the above table it is evident that 46% of our respondents out of the total have completed their master's degree. And 23 % of the respondents have completed their bachelor's degree.

Source of income of the Respondents

The main objective behind this question was to understand the source of income to the women consumers.

| Table No. 3: Source of income of the Respondents | | |
|---|------------|--------------|
| Income | Frequency | Percent |
| Husband | 30 | 30.0 |
| Father | 57 | 57.0 |
| Self | 13 | 13.0 |
| Total | 100 | 100.0 |

From the above table it is evident that 57% of the women depend on their father's for income and 30% of them depend on their husband and the rest 13% are self-dependent.

find out, the extent to which the respondents rely on, which source when they have free time and also to know to what extent they spend their time.

Time spending on advertisement

The purpose of seeking the responses to this question was to

Table No. 4 (a) watching TV * listening to radio Cross tabulation

| | | Listening to radio | | | | Total |
|--------------|-------------------|--------------------|------------------|-----------|-------------------|------------|
| | | None | Less than 1 hour | 1-2 hours | More than 2 hours | |
| Watching TV | None | 6 | 0 | 1 | 0 | 7 |
| | Less than 1 hour | 19 | 1 | 4 | 0 | 24 |
| | 1-2 hours | 32 | 7 | 1 | 0 | 40 |
| | More than 2 hours | 24 | 3 | 1 | 1 | 29 |
| Total | | 81 | 11 | 7 | 1 | 100 |

Table No. 4 (b) Reading newspaper * reading magazine Cross tabulation

| | | Reading magazine | | | | Total |
|-------------------|------------------|------------------|------------------|-----------|---------------------|------------|
| | | None | Less than 1 hour | 1-2 hours | More than two hours | |
| Reading newspaper | None | 14 | 4 | 1 | 0 | 19 |
| | Less than 1 hour | 16 | 42 | 10 | 2 | 70 |
| | 1-2 hours | 3 | 5 | 3 | 0 | 11 |
| Total | | 33 | 51 | 14 | 2 | 100 |

Table No. 4 (c): watching TV * Reading newspaper Cross tabulation

| | | Reading newspaper | | | Total |
|--------------|-------------------|-------------------|------------------|-----------|------------|
| | | None | Less than 1 hour | 1-2 hours | |
| Watching TV | None | 0 | 7 | 0 | 7 |
| | Less than 1 hour | 5 | 17 | 2 | 24 |
| | 1-2 hours | 6 | 27 | 7 | 40 |
| | More than 2 hours | 8 | 19 | 2 | 29 |
| Total | | 19 | 70 | 11 | 100 |

Table No. 4 (d): Listening to radio * reading newspaper Cross tabulation

| | | Reading newspaper | | | Total |
|--------------------|-------------------|-------------------|------------------|-----------|------------|
| | | None | Less than 1 hour | 1-2 hours | |
| Listening to radio | None | 16 | 54 | 11 | 81 |
| | less than 1 hour | 2 | 9 | 0 | 11 |
| | 1-2 hours | 1 | 6 | 0 | 7 |
| | More than 2 hours | 0 | 1 | 0 | 1 |
| Total | | 19 | 70 | 11 | 100 |

Table No. 4 (e): Reading magazine * listening to radio Cross tabulation

| | | Listening to radio | | | | Total |
|------------------|-------------------|--------------------|------------------|-----------|-------------------|------------|
| | | None | Less than 1 hour | 1-2 hours | More than 2 hours | |
| Reading magazine | None | 28 | 2 | 3 | 0 | 33 |
| | Less than 1 hour | 41 | 7 | 2 | 1 | 51 |
| | 1-2 hours | 12 | 2 | 0 | 0 | 14 |
| | More than 2 hours | 0 | 0 | 2 | 0 | 2 |
| Total | | 81 | 11 | 7 | 1 | 100 |

Table No. 4 (f): Reading magazine * watching TV Cross tabulation

| | | Watching TV | | | | Total |
|------------------|-------------------|-------------|------------------|-----------|-------------------|------------|
| | | None | Less than 1 hour | 1-2 hours | More than 2 hours | |
| Reading magazine | None | 1 | 11 | 10 | 11 | 33 |
| | Less than 1 hour | 6 | 10 | 25 | 10 | 51 |
| | 1-2 hours | 0 | 2 | 4 | 8 | 14 |
| | More than 2 hours | 0 | 1 | 1 | 0 | 2 |
| Total | | 7 | 24 | 40 | 29 | 100 |

From all the above tables, we can conclude from the cross tabulation that respondents find watching TV as their most preferred media and spend almost 1 to 2 hours.

Age of the respondents and their view on advertisement

Age is an important determinant as it helps us analyze whether there is any significant difference in their

perception towards advertisement depending upon their age factor. Table 2 sets out the comparative data on the age group and their view as to whether they believe in advertisement or not.

Table No. 5: Cross Tabulation of Age and their view on Advertisement

| | | Question | | Total |
|--------------|-------|-----------|-----------|------------|
| | | Yes | No | |
| Age | 18-24 | 40 | 20 | 60 |
| | 25-30 | 2 | 3 | 5 |
| | 31-36 | 7 | 2 | 9 |
| | 37-45 | 23 | 3 | 26 |
| Total | | 72 | 28 | 100 |

From Table 5, it is evident that, from 60% of the respondents in the age group of 18-24, 40 of them believe in advertisement. In the age group of 37-45 out of 26 respondents 23 of them believe in advertisement. When comparing all our 100 respondents it is evident from the data that 73 of the respondents believe in advertisements

Most preferred Media

Among the various modes of advertisements in order to know which media have more impact on the respondents the following data was collected.

Table No. 6: Most preferred Media

| Media type | Frequency | Percent |
|---------------|------------|--------------|
| Print | 4 | 4.0 |
| Television | 93 | 93.0 |
| word of mouth | 3 | 3.0 |
| Total | 100 | 100.0 |

From the analysis it is evident that out of the total respondents 93% of them find television as their most preferred mode of advertisement and only 4% of the respondents viewed print as their preferred mode.

Response to the advertisements when it appears on the television

The data below helps us analyze, out of the total respondent what was their action when advertisements appeared on the television

Table No. 7: Response to the advertisements when it appears on the television

| Response to the advertisements | Frequency | Percent |
|--------------------------------|------------|--------------|
| Switch on to other channel | 44 | 44.0 |
| Shutdown the TV | 2 | 2.0 |
| Mute | 5 | 5.0 |
| Engage in other activity | 37 | 37.0 |
| Watch the advertisement | 12 | 12.0 |
| Total | 100 | 100.0 |

From the above table it is evident that, 44% of the respondents out of the total switch on to the other channel when advertisements appear on the television and 37% engage in other activities.

Most preferred place for Hoardings

The data below was collected with an intention to know advertisements in which location attracted the respondents.

| Preferred Hoardings Place | Frequency | Percent |
|---------------------------|------------|--------------|
| Near the resident | 38 | 38.0 |
| Places visited frequently | 34 | 34.0 |
| On a vehicle | 7 | 7.0 |
| Bus stand | 21 | 21.0 |
| Total | 100 | 100.0 |

From the above table it is evident that out of the total respondents 38% of them found Advertisements near the residents and 34% of the respondents near the places visited frequently to have more impact on them than advertisements in bus stands and on vehicles.

Advertisement impact

The table below helps us to have an idea of how long does the impact of advertisements remain in the mindset of people. Or how long are they actually able to remember an advertisement

| Advertisement Impact | Frequency | Percent |
|----------------------|------------|--------------|
| Few hours | 22 | 22.0 |
| One day | 29 | 29.0 |
| One week | 33 | 33.0 |
| One month | 9 | 9.0 |
| Years | 7 | 7.0 |
| Total | 100 | 100.0 |

The above table shows that 33% of the respondents conveyed that advertisements remained in their mindset for about a week and 29% of the respondents conveyed it just lasts for an hour.

Reliability of Advertisement

The data below was collected to know about the respondent's personal confidence in, about the claims made in advertisements.

| Advertisement reliability | Frequency | Percent |
|---------------------------|------------|--------------|
| Very believable | 5 | 5.0 |
| Somewhat believable | 70 | 70.0 |
| Not very well | 18 | 18.0 |
| Not at all well | 7 | 7.0 |
| Total | 100 | 100.0 |

From this table it is evident that 70% of the respondents found claims made in advertisements to be somewhat believable and 18% of the respondents found it to be not very well.

Most preferred Celebrity

The objective of asking this question is to find out preferred celebrity in an advertisement. An attempt was made to understand whether the respondents preferred common man, actor, sports person or politician.

Table No. 11 (a): Most preferred Celebrity

| | | Actor | | | | | Total |
|--------------|---|-----------|-----------|-----------|----------|----------|------------|
| | | 5 | 4 | 3 | 2 | 1 | |
| Common man | 5 | 0 | 9 | 10 | 0 | 2 | 21 |
| | 4 | 7 | 3 | 4 | 2 | 3 | 19 |
| | 3 | 10 | 10 | 0 | 0 | 1 | 21 |
| | 2 | 9 | 6 | 3 | 3 | 1 | 22 |
| | 1 | 6 | 5 | 1 | 4 | 1 | 17 |
| Total | | 32 | 33 | 18 | 9 | 8 | 100 |

Table No. 11(b): Most preferred Celebrity

| | | Politician | | | | | Total |
|---------------|---|------------|-----------|-----------|-----------|-----------|------------|
| | | 5 | 4 | 3 | 2 | 1 | |
| Sports Person | 5 | 0 | 3 | 4 | 6 | 6 | 19 |
| | 4 | 0 | 0 | 5 | 12 | 15 | 32 |
| | 3 | 1 | 4 | 1 | 5 | 12 | 23 |
| | 2 | 1 | 3 | 1 | 3 | 10 | 18 |
| | 1 | 1 | 1 | 0 | 0 | 6 | 8 |
| Total | | 3 | 11 | 11 | 26 | 49 | 100 |

From the above cross tabulations between actor and common man, and between politician and sports person, we can conclude that 33% of the respondents found actor as their most preferred celebrity when compared with others.

Most likely attributes in an advertisement

This question was asked with an intention to know which attributes in an advertisement attracted the respondents.

Table No. 12 (a): Creativity

| Rate | Frequency | Percent |
|--------------|------------|--------------|
| 7 | 50 | 50.0 |
| 6 | 17 | 17.0 |
| 5 | 16 | 16.0 |
| 4 | 8 | 8.0 |
| 3 | 3 | 3.0 |
| 2 | 3 | 3.0 |
| 1 | 3 | 3.0 |
| Total | 100 | 100.0 |

Table No. 12 (b): Humor

| Rate | Frequency | Percent |
|--------------|------------|--------------|
| 7 | 21 | 21.0 |
| 6 | 23 | 23.0 |
| 5 | 16 | 16.0 |
| 4 | 20 | 20.0 |
| 3 | 10 | 10.0 |
| 2 | 6 | 6.0 |
| 1 | 4 | 4.0 |
| Total | 100 | 100.0 |

Table No. 12 (c): Jingle

| Rate | Frequency | Percent |
|--------------|------------|--------------|
| 7 | 33 | 33.0 |
| 6 | 26 | 26.0 |
| 5 | 12 | 12.0 |
| 4 | 14 | 14.0 |
| 3 | 6 | 6.0 |
| 2 | 7 | 7.0 |
| 1 | 2 | 2.0 |
| Total | 100 | 100.0 |

Table No. 12 (d): Content

| Rate | Frequency | Percent |
|--------------|------------|--------------|
| 7 | 29 | 29.0 |
| 6 | 22 | 22.0 |
| 5 | 21 | 21.0 |
| 4 | 13 | 13.0 |
| 3 | 8 | 8.0 |
| 2 | 4 | 4.0 |
| 1 | 3 | 3.0 |
| Total | 100 | 100.0 |

Table No. 12 (e): Punch line

| Rate | Frequency | Percent |
|--------------|------------|--------------|
| 7 | 35 | 35.0 |
| 6 | 20 | 20.0 |
| 5 | 19 | 19.0 |
| 4 | 10 | 10.0 |
| 3 | 9 | 9.0 |
| 2 | 5 | 5.0 |
| 1 | 2 | 2.0 |
| Total | 100 | 100.0 |

From the above tables we can interpret that 50 % of the respondents rank creativity as most likely attribute in an advertisement and 35% ranked punch line, 33% ranked jingle as most likely attribute in an advertisement.

Personal confidence about claims made in advertisements

This data was collected to know about the respondent's personal confidence in, about the claims made in advertisements.

Table No. 13: Personal confidence about claims made in advertisements

| Personal confidence about Advertisement claims | Frequency | Percent |
|--|------------|--------------|
| Very believable | 5 | 5.0 |
| Somewhat believable | 70 | 70.0 |
| Not very well | 18 | 18.0 |
| Not at all well | 7 | 7.0 |
| Total | 100 | 100.0 |

From this table it is evident that 70% of the respondents found claims made in advertisements to be somewhat believable and 18% of the respondents found it to be not very well.

Impact of advertisement on purchase decision

This question was asked to know the impact of advertisement on purchase decision of women respondents.

Table No. 14: Impact of advertisement on Purchase decision

| Impact Factor | Frequency | Percent |
|---------------|------------|--------------|
| Yes | 31 | 31.0 |
| No | 69 | 69.0 |
| Total | 100 | 100.0 |

From the above table it is evident that only 31% of the respondents rely on advertisements in order to make their purchase decisions.

Factors influencing purchase decision

The question was asked with an intention to know which factors influenced the buying decision of the respondents.

| Influencing Factors | Frequency | Percent |
|--|------------|--------------|
| The advertisement was interesting | 18 | 18.0 |
| Curiosity about the product | 30 | 30.0 |
| Wanted to imitate actor in the advertisement | 5 | 5.0 |
| It was a familiar product or brand | 25 | 25.0 |
| Was already planning on the purchase | 22 | 22.0 |
| Total | 100 | 100.0 |

From the above table, it is evident that the purchase decision of the respondents was dependent on the product that they were already familiar with. 78% of the respondents out of the total supported this statement.

Major Findings

- o From the data collected it can be revealed that age has no significant difference in their perception towards advertisement.
- o We could interpret that 57% of our respondents out of the total rely on their fathers for their income. Hence they may not have an independent view on their purchase decision.
- o When viewed as to which media induces the respondents we found that Television was preferred by almost 97% of the respondents when compared with that of print media and word of mouth.
- o 80% of the respondent viewed Television as their most preferred medium when compared with that of listening to Radio, reading newspaper, reading magazine for spending their leisure time and almost watch it for 1 to 2 hours in a day.
- o When advertisements appeared on the Television it was found from the study that 81% of the respondents out of the total switched on to other channel and engaged in other activity.
- o Respondents were attracted and had a greater impact when the advertisements were advertised near their residents and places they visited frequently.
- o The study revealed that impact of advertisement lasted only for about one week among 33% of our

respondents.

- o From the finding it revealed that female respondents believed that the claims made in advertisement were somewhat believable.
- o Respondents ranked creativity and jingle as the most preferred attribute that attracts them in an advertisement.
- o From the study it revealed that advertisement had no influence on the purchase decision of rural women.

Suggestions and conclusion

- o In rural places women do not have personal confidence in advertisement. Family and friends play an important role in the buying decision. So in order to capture the rural markets the vital marketing strategies should be well designed.
- o As women play a major role in decision making. Marketers need to understand the emotions of the women in order to develop strategies to induce them.
- o The rural consumers have given more importance to creative aspects and celebrity in advertisement. So the marketer can concentrate on rural market by advertising the product.

The public believes that to an extent advertising promotes competition which benefits the consumers and that it helps in strengthening a nation's economy. However, consumers also believe that advertising results in wastage of resources and time. The present research work has focused on the study of the perception of rural women towards advertising

in general. The future research may be taken up to understand if certain types of advertisements are more effective in generating positive attitudes in comparison with other kinds of advertisements.

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