

# Remarking An Analisation Rural Advertising - A Different Approach

## Abstract

The rural consumers are noted for the high degree of value orientation. These people are associated with values of nurturing, care and affection. These values dominate over the values of ambitions and achievements. Such orientation to values has labeled rural people as one of the most sensitive consumers in the world; hence it requires a different type of marketing strategy as well as the advertising campaign. The rural market of India is so large that it lures the big houses, either these are national or global. But the problem is there that these companies remain failure to communicate properly with the rural people in respect of their products. The advertisement campaign of these companies is observed far from the root ground conditions of rural market. It seems that most of the advertisers make advertisement strategies for rural market on imaginary basis or on the basis of ambiguous study. Neither they are familiar with the real rural environment nor do they know about the behaviour of rural people in depth. That is why local level companies are found more successful in rural markets in comparison to big players. It confines the market of big retailing companies to a large extent and deprives the rural consumers from the bonanza of global consumer products. Hence, for launching the successful advertising campaign in rural sector, a different approach is needed which should be based on real rural conditions and rural consumer behaviour in particular.

**Keywords:** Rural consumers, Rural Advertising.

### Introduction

Advertising is a much popular word in the modern business world. Advertising is a technique of non-personal presentation and promotion of commercial goods and services by an identified producer, marketer or service-provider. In other words, advertising is a paid form of massive communication and persuasion and works as an effective substitute of personal selling. Generally advertisements are made for a specific group of customers having linked the specific attributes of customers' group with the product or service advertised. The ultimate objective of advertisements is to promote the advertised products or services in the commercial interest of producers or service-providers.

India's economy can be divided into two main sectors, namely, the Rural Sector and the Urban Sector. The Rural sector is, in turn, composed of two main sub sectors i.e. the agricultural sub sector and the non-agricultural sub sector. The agricultural sub sector comprises agricultural and allied economic activities such as Crop Cultivation, Animal Husbandry, Dairying, Fisheries, Poultry and Forestry etc. The non-agricultural sub sector consists of economic activities relating to Industry, Business and Services. Industry have refers to cottage and village industries, Khadi, handloom, handicraft, etc.

### Aim of the Study

The main aim of present research study is to aware the rural consumers about new products so that their knowledge be updated about the current innovational and their standard of living can be improved.

### Attributes of Rural Sector of India

The size and potential market of the rural sector could be measured in terms of the rural population, the population of livestock, the extent of land, forest and other natural resources. In present time More than 65 percent population of India resides in rural areas. These are distributed in more than 6.25 lakhs villages. Rural area of India is vast in size but amorphous in detail. At present, the Indian rural market is an area of full of marketing potential to Indian corporate and MNCs. In the wake of economic crisis, while the urban markets remain subdued due to cash crunch, rural economy has remained largely unaffected. A good harvest has further added to their respite. As a result, marketers are focused on



**Pradeep Kumar Garg**

Associate Professor,  
Deptt.of Commerce,  
M.M. College,  
Modinagar, U.P.

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small towns and villages with dedicated workforce. The main features of rural market of the country are as under

## Large Market

The rural market of India consists of more than 50 crores consumers. It is a big market having considerable potential as it is still partially tapped. Even then it is offering a market worth Rs. 20,000 crore of non-foods per year at present.

## Scattered Market

The rural markets are very widely scattered covering about 6.25 lakhs of villages spread over the entire length and breadth of India.

## Seasonal and Irregular Demand

Not only the rural market is very large and very widely scattered (fragmented) but the demand is also seasonal (not regular or constant) because the rural demand is closely associated with farming and farming in India depends on the vagaries of monsoon even today. Hence, rural demand is tied down to agricultural harvesting seasons and also to fairs/festivals which many a time coincide with harvests.

## Economic and Social Backwardness

Average per capita income and purchasing power in rural India is low though gradually growing. Literacy level is also low. The village life is still governed by custom and tradition though it is slowly being exposed to modernism. Advertisers have also to face diversities relating to language, customs, and culture.

## Special Problems in Marketing

It may also be noted that the advertising of goods in rural India is a big challenge to advertisers.

There are special problems in rural marketing:

1. Problems in physical distribution,
2. Problems of distribution channels,
3. Problems of sales-force management.

Advertising agencies is not called upon just to cover the rural market and tap it with the help of different advertising tools. In a sense, the advertisers must adopt creativity and create the market and develop it through innovative advertising management. 'Advertisers are made and not merely found' is literally true in the case of the rural market of India.

Now it is obvious that rural market of country have diverse cultural backgrounds, different languages varied customs and traditions, economic backwardness. In rural market, advertisers cannot use bulky printed word or message as a means of communication due to low literacy level, hence, the problem of rural communications becomes quite formidable. About 20 lakhs of the rural population has the purchasing power but hardly 10 lakhs adults in the rural areas are the target consumers. Thus, advertisers encounters a great difficulty in the formulation of appropriate advertising mix to establish effective rural communication to a target rural market.

## Advertising in Rural Sector

At the time of selection of Media, advertisers have to consider the following factors-

1. The financial allocation for advertising.

2. The nature of the product and the demand for it.
3. The type of prospects, their location and other characteristics.
4. The nature of competition and the extent of coverage required.
5. Cost of media.

Right media of advertisement will enable the advertiser to deliver the message effectively to the intended markets or prospects.

As it has been discussed earlier that the rural market is entirely different from urban market of the country, hence, it requires completely different approach in advertising. Costly television ads are not cost effective here as purchasing power of rural customers is comparatively low and they are scattered widely. Besides, most of the Indian villages still suffer from the problem of proper electricity supply. If you study the television advertisement, you hardly find any consumer product advertisement specially targeted to rural customers. Newspapers and print media ads also remain unsuccessful due to low literacy level of rural consumers. Hence, to tap the rural market traditional as well as few innovative methods of advertising remains more successful, which may be discussed as under-

## Wall Paintings

Wall Paintings are an effective and economical medium for advertising in rural areas. They are silent unlike traditional theatre. A speech or film comes to an end, but wall painting stays as long as the weather allows it to. Retailer normally welcomes paintings of their shops, walls and name boards. Since it makes the shop look cleaner and better. Their shops look alluring and stand out among other outlets. Besides, rural households shopkeepers and panchayats do not expect any payment, for their wall to be painted with product messages. To get one's wall painted with the product messages is seemed as a status symbol in rural areas. The greatest advantage of this medium of advertising is the power of the picture completed with its local touch. The images used have a strong emotional association with the surrounding, it is impossible for even a moving visual medium like television or cinema, which must use general image to cater to greatest number of viewers.

## Puppetry Shows

Puppetry shows is the indigenous theatre of India. From time immortal it has been the most popular form and well-appreciated form of entertainment available to the village people. It is an less expensive activity. The advertisers may use the puppets as a medium to express and communicate ideas, values and social messages. Life Insurance Corporation of India used puppets shows to educate rural masses about Life Insurance. These plays were shown to the audience in villages in UP, Bihar & MP. The number of inquires at local Life Insurance Companies during the period immediately following the performance was compared with normal frequency and found to be considerable higher.

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## Folk Theater

Folk theaters are mainly short and rhythmic in form. The simple tunes help in informing and educating the people in informal and in a interesting manner. It has been used as an effective medium for social protest against injustice, exploitation and oppression. Government has used this media for popularizing improved variety of seeds, agricultural implements, fertilizer etc. Punjab Agricultural University produced Two Audio Cassettes. This medium may also be used by the advertisers to create awareness among rural customers in respect of particular product or services.

## Demonstration Methods

"Direct Contact" is a face-to-face relationship with people individually and with groups such as the Panchayats and other village groups. Such contact helps in arousing the villager's interest in their own problem and motivating them towards self-development. Demonstration may be

1. Method demonstration
2. Result demonstration
3. Simple Demonstration
4. Composite Demonstration

In demonstration, audio -visual media can add value. Asian Paints launched its Utsav range by painting Mukhiya's house or Post office in several villages to demonstrate that paint does not peel off.

## Advertising Specialities

Advertising specialities are reminder type of promotion. The rural advertiser can choose from among more than 5,000 specialities in the market. These include a wide variety of items, such as calendars, books, matches, pens, pencils, knives, key rings, diaries, cigarette lighters, blotters, paper weights, electronic clocks, purses, and so on. They are given to advertising targets without cost or obligation. Advertiser's name, address, phone number and a short sales message are imprinted on the item. It is thought that these amenities lure the rural

customers for more and more purchasing and create a long association of customer with the product.

## Mobile Van

The mobile video van is the specific medium of advertising that reaches in the rural areas easily and attracts undivided attention of viewers. Moreover, it also provides an opportunity of two way communication with the villagers and to remove their doubts in respect of product advertised. Each mobile van has a colour T. V./ Projection System, VCD, Audio Support System, Microphones, Speakers and Generator set for power supply. A megaphone is also provided to the crew of van to facilitate them for audio publicity.

At last, it may be concluded that the secret of success of rural advertising in India is to centralized that on limited area having adopted the traditional methods of advertisement directly concerned with local language, customs and values.

## Conclusion

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