

An Effect of Selected Media's Advertisements on Consumers in Rural Market: A Study with Reference to Shivamogga District

Prakash H. S.*, Mustiary Begum**

Abstract

Advertising is one of the most important and basic ingredients in today's business environment. Without advertising, neither the industry nor the consumer can survive. Comparison and search for a better product is possible only through advertisements. The present study has an objective to study the demographic profile of the respondents and their exposure to different media, to examine the effect of advertisement on awareness and purchase of consumer durable products, to identify the most effective medium of advertising for consumer durables, and to study the important factors affecting the customers while purchasing consumer durables. The study has considered descriptive research technique; It aims to find out the effect of advertisement on consumer behaviour and brand preference in the consumer durables market of rural market of Shivamogga district. Four hypotheses were tested with the help of the SPSS 20 version. The overall outcome of the study states that rural consumers too have a habit of watching advertisements in different media, television is the most preferred medium of advertising, and there is not much difference in the opinion of male and female respondents towards advertisements.

Keywords: Advertising Effect, Brand Preference, Advertising Institution, Rural Market

"The man who stops advertising to save money, is like the man who stops the clock to save time"

Thomas Jefferson, (1743 -1826 AD)

Imagine a world without advertisements. Then, first we have to think of a world without products. Neither can be imagined and as long as there will be products, there

will be advertisements as well. An advertisement of a small boy blowing bubbles for a product of bathing soap in a newspaper about 125 years ago started the advent of modern advertising and since then, human life has become acquainted with advertisements of innumerable varieties in their daily life. Advertisements have become such an inevitable part of human life that it has become impossible for a human in a free moving world not to be accessible to even a single advertisement before ending a normal working day.

Advertising is employed in all the countries of the world. The basic aim of advertising activity is popularisation of the product of the advertiser. Advertising is a potent tool of marketing and a component of the overall promotion activities. Advertising is almost everywhere in our daily life.

Its forms and roles are both contested and admired. Some see advertising as both the mirror and the maker of culture. Even when advertisements contribute new sounds and symbols that shape future, its words and images reflect the present and the past.

The present study is to measure the effect of advertisements on consumers of the rural market. In fact, the very goal of all advertisements is to influence peoples' attitudes and buying behaviour. To succeed in marketing, the advertisers need to understand what makes people behave the way they do. Advertisements effectively use the information and knowledge gained from the behavioural sciences to motivate, modify or reinforce consumer perceptions, beliefs, attitudes and behaviour. To accomplish this, advertising people should be conscious of and monitor peoples' attitude, values, likes and dislikes, habits, fears,

* Faculty & Research Scholar, SDM PG Centre for Management Studies & Research, MG Road, Mangaluru, Karanataka, India.
Email: prakash.hs.mba03@gmail.com

** Professor, Dept. of Business Administration, Mangalore University, Mangalagangothri, Mangaluru, Karanataka, India.
Email: mba_begum@yahoo.com

wants, and desires. Advertising techniques have to be changed according to the behavioural characteristics of large groups of people because these give the directional force to any advertising aimed at those groups.

Advertisements play an important role in the economy of India, Karnataka state in particular, because the state has been in a stage of transition from the status of a producer to a consumer. Most of the requirements of the state, especially in the case of consumer durables are met by the supplies from outside. Advertisements of manufacturers and producers through the various advertising agencies and other media find Karnataka as a potential market for their products and services.

Review of Literature

An overview of various aspects and issues of the present study through the review of literature available on the subject has been presented. The investigations made in the previous studies have been of great significance in understanding the intricacies of the issues taken up in this study and also in finding the gap for further research in the field. The conclusions drawn from the earlier research works have served as a guide mark for this study.

Kotler (1994) stated that advertising is an activity that is aimed at creating awareness and thereby arousing interest in a product, a service or an idea to elicit the desired sales response from the target audience. It gives a competitive edge to the product by presenting it to the target audience in the most attractive way possible.

Muehling and McCann (1993) have found that attitudes to the ad to be higher if it is more credible, evokes positive likable feelings, uses humor, uses relevant or liked music, sex appeal or other such execution devices, uses likable and attractive celebrities, contains useful information, but not to make it boring, contains information that is itself liked, and is placed in a media environment that itself is liked.

Batra *et al.* (1998) pointed out that a positive attitude toward an advertisement, in addition to creating higher levels of attitude to the brand, can also affect the advertising impact in a variety of other ways, such as improving the recall of the advertised material.

Vonder Fehr and Stevik (1998) through their article titled, *Persuasive Advertising and Product Differentiation*, suggested that persuasive advertising may affect consumer

preferences. The analysis suggests that a positive relationship between equilibrium levels of advertising and (inherent) product substitutability is consistent only with advertising that increases perceived product differences.

Bajracharya (1998) in his doctoral work titled, *Regulation of Unfair Advertising Practices in India and Nepal*, investigated that advertising provides the consumers with the information they may use to make an intelligent choice. If a little information is dangerous, misinformation can be disastrous. There is a consumer deception if the choice is based on untruths, half-truths deceits and misleading comparisons.

Sathyasundaram (2002) has reviewed that a salient revolution is taking place in the rural areas where the majority of the population lives. The consumption pattern and preferences of the rural consumers are changing. The rural population is being influenced by television advertisements.

Jha (1997) observes that even the ordinary people of India understand the information contained in advertisements and they even find the same as a sort of entertainment. In his opinion, advertisements have gained popularity, among both the urban and rural audience of India. He also opines that almost all Indian consumers take things and information in the same way in which they view such items through advertisements.

Chunawalla and Sethia (2004) state that last few years have witnessed growing demands for different consumer products. Increase in demand is a result of increase in income of the people and increase in discretionary income too. A rise in discretionary income results usually in an increased spending by consumer on those items that raise their living standards. Moreover, a trend for people to utilise their income for more comforts and facilities is also developing. Intense competition among the marketers of consumer durables and the increasing awareness of consumers about their own needs, is making a major difference in the marketing of consumer durables.

Bijoor (2007) pointed out that advertising has evolved a great deal over the years. Advertising has moved on and today it is all about entertaining. Advertising needs to entertain, but it has to sell as well. Advertising must be crafted carefully based on consumer insight and behaviour. Consumer demand is the source of revenue for advertising.

Hundal and Sandhu (1987) in their study on buying behaviour of television buyers of Punjab identified reasonable price as the major factor which influences the brand preference among the consumers. They also added that friends and relatives are the major influence in selecting a brand.

Dhillon and Virk (1990) reported from Ludhiana that the husband alone from rural area and husband and wife from urban area decided about the purchase of durable goods. Both rural and urban respondents gave first consideration to fulfill the present needs within the limited means and second consideration to make their living comfortably while purchasing durable goods.

Sathyasundaram (2002) observes that the advertising industry in India concentrates mainly on consumer durables. Because of, the current stress on globalisation, liberalisation and privatisation, competition has become severe and advertisements to have become aggressive. He also observes that good advertising stimulates aspiration and wants, which in turn induces mass marketing of products and devices.

Anand (2007) examined the competitive buying behaviour of rural and their counterparts towards the purchase of Refrigerator. The factors considered by them are item necessity, a symbol of social status, advertising influence, brand reputation and time saving device.

Significance of Study

Advertising is one of the most important and basic ingredients in today's business environment. Without advertising, neither the industry nor the consumer can survive. Industry cannot survive because it will not have any tool to communicate to the consumers. Survival becomes difficult for consumers because they will not have any information about the product, service or company. Hence, comparison and search for a better product is impossible.

Hardly any serious research study has ever been undertaken to analyse the behaviour of rural consumers' of Shivamogga district of Karnataka. Lack of precise understanding of the consumption pattern and buying habits of the region may lead to market failures. The present study is an attempt at understanding the effect of advertisement on consumer behaviour of the Shivamogga district with special reference to the purchase of consumer

durables in selected rural market. Karnataka is a highly developed market for consumer products and all leading international/national marketers have been trying to ensure a fair share of the market. However, this market is quite unique in several respects compared to other states. Some of the prevailing assumptions are that conspicuous consumption is relatively high in this district, purchasing power of the average household is comparatively more, rural, urban differences are more pronounced and the whole state is a mix of rural and urban market. For developing advertising strategies, it is imperative that marketers have a proper understanding of the behaviour of consumers in Karnataka, specifically Shivamogga district. This study aims at identifying the effect of advertising on the buying decisions for consumer durables and the factors affecting the purchase of consumer durables. The main reason for choosing this topic is based on the fact that so far no specific study has been conducted in order to understand the effect of advertising on consumer behaviour with reference to consumer durables in Shivamogga district, Karnataka.

Scope of Study

Shivamogga district in Karnataka state is one of the districts where the use of consumer durables is growing rapidly, and this factor has prompted to investigate some of the issues related to it. This study examines the effect of advertisement on consumer behaviour and brand preference with reference to consumer durables in rural market of Shivamogga district. Advertisements affect the knowledge by giving information, attitude, personality, lifestyles of the consumers, and the culture of the consumer. The concept of advertising makes it possible to involve the consumers, which greatly affect the buying decisions of the consumers. So, keeping in view, the scope of the study is limited to the analysis of the effect of advertising on consumer behaviour and brand preference with respect to selected consumer durable products. It was decided to identify a list of consumer durables purchased and used by quite a large number of households. The selection of these products was made based on the literature study. At last only five most common durable products are identified and selected for the study. The products considered for the study are as follows:

- Television
- Refrigerator
- Air Conditioner

- Washing Machine
- Mixer grinder

Objectives of the Study

- To study the demographic profile of the respondents and their exposure to different media.
- To examine the effect of advertisement on awareness and purchase of consumer durable products
- To identify the most effective medium of advertising for consumer durables.
- To study the important factors affecting the customers while purchasing consumer durables.

Hypotheses of the Study

H1: There is no significant association between gender and exposure to different media.

H2: There is no significant relationship between the opinion of respondents towards advertising institution and advertising instruments.

H3: There is no significant difference between sources of knowledge about different brands of consumer durables across different age groups of respondents.

H4: There is no significant relationship between gender of respondents and the opinion towards the most effective media to advertise consumer durable products.

Research Methodology

The present study has considered descriptive research technique. The study aims to find out the effect of advertisement on consumer behaviour and brand preference in the consumer durables market of rural market of Shivamogga district. This is a descriptive study that reveals the association between variables and these associations are interpreted statistically.

Sources to collect primary data include observation, survey, questionnaire, and personal interviews. On the other hand, secondary data involve collecting and analysing data which is already being collected by past researchers for some other purposes. It can be in the either form, raw data or published summaries. 5 point Likert scale and semantic differential scale for evaluating the degrees of agreement for the question were used. In carrying out this research adopted the most appropriate

sampling technique for research that is the stratified random sampling technique. Since the universe (viewers of advertisements) is large.

For the study, a total of 176 samples were considered across rural areas of Sagar, Soraba, and Hosanagara taluks of Shivamogga district.

The data collected through the questionnaire were analysed using the SPSS 20 software. The hypotheses formulated for the study were tested with the help of parametric and non-parametric tests.

Limitations of the Study

- One of the major limitations of the study relates to the number of products selected for the study. Although the study is with reference to consumer durables, only five durables products have been considered.
- The survey has been restricted to a sample size of 176. The decision on the sample size was rather arbitrary, although the sample size is deemed sufficient considering the nature of the issues analysed and the requirement of analysis.
- Survey area is limited to three taluks of the Shivamogga district.

Data Analysis and Interpretation

Table 1: Demographics of the Respondents

Variables	Categories	No of Respondents	%
Gender	Male	119	68
	Female	57	32
Total		176	100
Age (in years)	<20	21	12
	>20 to <30	44	25
	>30 to <40	65	37
	>40 to <50	31	18
	50 and above	15	9
Total		176	100
Education Qualification	Up to 10th	94	53
	Up to 12th	41	23
	Graduation	27	15
	Post graduation	14	8

contd.

Total		176	100
Occupation	Student	18	10
	Agriculturist	78	44
	Govt employ- ee	30	17
	Business	17	10
	Housewife	28	16
	Self employed	5	3
Total		176	100
Annual Income (Rs in laks)	Up to 1	23	13
	>1 to 2	79	45
	>2 to <3	58	33
	3 and above	16	9
Total		176	100
Hobbies	Reading	14	8
	Watching TV	58	33
	Listening to music	34	19
	Working	57	32
	Playing	13	7
Total		176	100

Source: Primary data

For the purpose of the study, as shown in the table 1, the following aspects relating to the respondents were taken into consideration. They were: a) Gender, b) Age, c) Education, d) Occupation, e) Annual Income, and f) Hobbies of the respondents. With the help of these six variables, a profile of the selected respondents was drawn by adopting frequency and percentage distribution. A detailed analysis of these items would provide a clear picture of the profile of the respondents selected for the study.

Gender: Total sample of 176 consists of 119 (68%) male respondents and 57 (32%) female respondents. Comparatively, female respondents are lesser than male, as it is true in the case of consumer of rural place, female respondents will hesitate to come out and give their opinion.

Age: Table 1 exhibits the data related to the age of the respondents too. Out of 176 respondents, those belonging to the age of below 20 years are 12%, those belonging to the age of 20-<30 years are 25%, those belonging to the age of >30 - <40 years are 37%. 18% fall under the category of >40-<50 years, and remaining 9% of the

sample size are 50 and above years old. It implies that maximum respondents are youths. They belong to the age group of 20 years to 40 years old i.e. 62%.

Educational Qualification: Table 1 shows that out of 176 respondents, 53% studied up to SSLC, while 23% of respondents stated that they had studied up to PUC/ Plus Two level. 15% of respondents have studied up to graduation, and remaining small portion i.e. 8% of respondents belonged to the post-graduate category. This means the maximum number of respondents studied up to and SSLC and PUC.

Occupation: The occupations of the consumers are very versatile in nature. In the survey, mainly six occupations are observed. The composition of the percentage of respondents is as follows, agriculture is leading i.e. 44%, the next place goes to government service and housewives having an almost equal percentage of respondents i.e. 17% and 16% respectively. Remaining occupations are students, businessmen, and self-employed.

Annual Income: Table 1 speaks about the income level of consumers. Maximum percentage of respondents belong to the income group of more than Rs. 1 lakh to less than Rs. 2 lakh per year, i.e. 45%; second maximum number of respondents belong to the income group of more than Rs. 2 lakh to less than Rs. 3 lakh per year, i.e. 33%; remaining belong to less than Rs. 1 lakh (13%); and more than Rs. 3 lakh (9%) per year income groups.

Hobbies: The hobbies of the respondents are as follows, 33% of respondents hobby watch TV, 32% said their hobby was domestic work, remaining small portion of respondents had a hobby of reading books, listening to music, and playing (local games).

Testing Hypotheses

H1: There is no significant association between gender and exposure to different media.

Media habits of the respondents may influence their consumer behaviour. The hobbies of the respondents may also have to be considered while making advertising strategies. It is necessary to analyse the data obtained from the survey relating to these variables, i.e., hobbies, reading and viewing habits of the respondents, which may have implications for the advertising industry for media selection.

Table 2: Hobbies of the Respondents

Hobbies	Frequency	Percentage	Cumulative Percent
Reading	14	8.0	8.0
Watching TV	58	33.0	40.9
Listening to Music	34	19.3	60.2
Working	57	32.4	92.6
Playing	13	7.4	100.0
Total	176	100.0	

Source: Primary data SPSS output

Table 2 depicts the interesting facts about the hobbies of the respondents. Highest percentage, i.e. 33% of respondents opined watching TV is their main hobby, and working/domestic work is the second major hobby, i.e. 32%. 19% of respondents said listening to music to be their hobby, and remaining 8% and 7% of respondents said reading and playing local games were their hobbies respectively.

Table 3: Most Favourite Medium of Advertisements

Media	Frequency	Percent	Valid Percent	Cumulative Percent
TV	87	49.4	49.4	49.4
Newspaper	30	17.0	17.0	66.5
Radio	11	6.3	6.3	72.7
Magazine	8	4.5	4.5	77.3
Billboard/Hoardings	18	10.2	10.2	87.5
Internet	22	12.5	12.5	100.0
Total	176	100.0	100.0	

Source: Primary data

Table 3 gives the clear picture about the television as the most favourite medium of advertising responded by 49.4% of the respondents. The second most favourite medium is newspaper (17%). 6.3% prefer radio, 4.5% prefer magazines as their favourite medium of advertisement. But a fair amount of respondents (10.2%) opined billboards/ hoardings are their favourite medium of advertisement and remaining 12.5% of the respondents prefer Internet as their favourite medium of advertising. From the table, we can see that majority of the respondents prefer television as their favourite medium of advertising.

Table 6 shows the ranks given by the respondents for their favourite medium of advertising. Television is the

most preferred media followed by newspaper, Internet, billboards/hoardings, and lastly magazines. The ranking also proves a fact that Internet usage is increasing significantly in rural market, therefore respondents' ranked Internet as the third most favourite mode of advertisement.

Table 4: Most Favourite Medium of Advertising in Rural Market Gender Wise

Favourite Medium	Gender		Total	Rank
	Male	Female		
TV	59	28	87	1
Newspaper	20	10	30	2
Radio	8	3	11	5
Magazines	5	3	8	6
Billboard/Hoardings	12	6	18	4
Internet	15	7	22	3
Total	119	57	176	

Source: primary data SPSS output

Table 5: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.251 ^a	5	.998
Likelihood Ratio	.253	5	.998
Linear-by-Linear Association	.001	1	.969
N of Valid Cases	176		

Source: Primary data SPSS outcome

It is evident from Table 5 that Pearson Chi-Square value is high i.e. 0.998, therefore null hypothesis 1 is accepted and it is concluded that there is no significant association between gender and media exposure, a favourite medium of advertisements in rural market. There is a significant difference in the opinion towards media exposure among the genders. Most of the female respondents are not equally exposed to the different media like male counterpart.

H2: There is no significant relationship between the opinion of respondents towards advertising institution and advertising instruments.

The attitudes of respondents towards advertising in general are different. While analysing the attitudes, the study has considered two statements. However, for the

purpose of deeper insight, the scores for each statement have been divided into five categories. The respondents were asked to give their degrees of agreement on 5-point

Likert scale ranging from “Strongly Agree” to “Strongly disagrees” for each statement. The overall outcome of the study is as below.

Table 6: Attitude toward Advertising in General

Statements		Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total	Overall weighted Score
Overall, I like Advertising	No of Respondents	19	54	41	51	11	176	3.108
	%	11	31	23	29	6	100	
Overall, I consider advertising a good thing	No of Respondents	14	66	37	46	13	176	3.125
	%	8	38	21	26	7	100	

* Measured on a 5-point Likert Scale, Mean Value = 3

Source: Primary data analysis

Table 6 shows the classification of the opinion of the respondents based on the liking of the advertising. From the table it can be seen that out of 176 respondents, 11% of them strongly agreed with the statement, 31% agreed, 23% neutral, 29% disagreed, and the remaining 6% strongly disagreed with the statement.

Table 8 shows the classification of the opinion of the respondents based on overall consideration about advertising as a good thing. From the table it can be seen that, out of 176 respondents, 8% of them strongly agreed with the statement, 38% agreed, 21% neither agreed nor disagreed, 26% disagreed, and the remaining 7% strongly disagreed with the statement.

The overall weighted score of both the statements is above than the mean score of 3, so it can be concluded that even the consumers of rural market are also like the advertisements. So it is good news for the companies to strategise their advertisements to the burgeoning rural market.

Table 7: Average Scores for Attitude toward the Institution of Advertising

Descriptive Statistics

Constructs	N	Mean	Std. Deviation
Strong/Weak	176	4.07	1.63
Valuable/Worthless	176	5.04	1.65
Necessary/Unnecessary	176	5.13	1.53
Important/Unimportant	176	4.46	1.61
Convincing/Unconvincing	176	3.94	1.61
Meaningful/Meaningless	176	4.56	1.69

Measured on a 7-point Semantic Differential Scale, Mean Value = 4

Source: Primary data SPSS output

Table 7 exhibits the data related to the average scores for attitude toward the institution of advertising. The mean score of all the constructs is above than the mean value of 4 leaving the construct convincing/unconvincing, which is having the mean score less than the mean value. Further, it can be concluded that the attitude of the respondents towards advertising institutions is positive.

Table 8: Average Scores for Attitude toward the Instrument of Advertising

Descriptive Statistics

Construct	N	Mean	Std. Deviation
Clean/Dirty	176	5.10	1.59
Honesty/Dishonesty	176	3.34	1.58
Sincere/Insincere	176	3.69	1.62
Informative/Worthless	176	4.84	1.58
Entertaining/Irritating	176	4.16	1.69
Fascinating/Boring	176	4.38	1.57
Enjoyable/Unenjoyable	176	4.75	1.62
Pleasant/Unpleasant	176	4.20	1.52
Comfort/Frightening	176	4.42	1.80
Interesting/Uninteresting	176	4.95	1.56
Appealing/Unappealing	176	4.80	1.60
Attractive/Unattractive	176	3.97	1.56

Measured on a 7-point Semantic Differential Scale, Mean Value = 4

Source: Primary data SPSS output

Table 8 gives the statistics related to the average score of the attitude towards the instruments of advertising. Respondents opined that all advertisements are clean

most of the time, as it has the highest mean score of 5.10. Remaining all constructs are also having a mean score more than the mean value of 4, but the attitude of the respondents is little negative towards constructs honesty, sincerity, and attractiveness. Furthermore, respondents said most of the advertisements will not attract rural people at all as their advertisements' themes consider urban consumers as their main consumers. About honesty also, many advertisements lead to confusions in the mind of the consumers about the products and services. Otherwise overall the attitude of the consumer towards advertisement instrument is positive.

In Table 9, we can observe the correlation between the attitudes of the respondents towards the constructs of advertising institution and instruments. The Pearson's *r* for the correlation between attitude towards advertising institution and advertising instrument variables in this matrix is almost very close to 1. When Pearson's *r* is close to 1, this means there is a strong relationship between two variables. Based on the statistics, null hypothesis is rejected and it is concluded that there exists good correlation between advertising institution and advertising instruments. This means that change in one variable is strongly correlated with the change in the second variable.

Table 9: Pearson's Correlation between Attitude towards the Features of Institution of Advertising

			Strong/ Weak	Valuable/ Worthless	Necessary/ Unnecessary	Important/ Unimportant	Convincing/ Unconvincing	Meaningful/ Meaningless
Attitude toward the Features of Instrument of Advertising	Clean/Dirty	Pearson Correlation	.942**	.984**	.976**	.939**	.938**	.955**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Honesty/Dishonesty	Pearson Correlation	.942**	.881**	.880**	.936**	.943**	.935**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Sincere/Insincere	Pearson Correlation	.953**	.908**	.924**	.931**	.957**	.958**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Informative/Worthless	Pearson Correlation	.940**	.963**	.958**	.954**	.951**	.951**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176

contd.

			<i>Strong/ Weak</i>	<i>Valuable/ Worthless</i>	<i>Necessary/ Unnecessary</i>	<i>Important/ Unimportant</i>	<i>Convincing/ Unconvincing</i>	<i>Meaningful/ Meaningless</i>
Attitude toward the Features of Instrument of Advertising	Entertain- ing/ Irritating	Pearson Cor- relation	.976**	.937**	.944**	.961**	.970**	.958**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Fascinat- ing/ Boring	Pearson Cor- relation	.959**	.949**	.949**	.965**	.951**	.959**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Enjoyable/ Un enjoy- able	Pearson Cor- relation	.954**	.953**	.952**	.960**	.962**	.964**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Pleasant/ Unpleas- ant	Pearson Cor- relation	.959**	.960**	.958**	.938**	.953**	.956**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Comfort/ Frighten- ing	Pearson Cor- relation	.958**	.952**	.956**	.962**	.963**	.978**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Interest- ing/ Uninter- esting	Pearson Cor- relation	.961**	.968**	.961**	.950**	.961**	.957**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Appealing/ Unappeal- ing	Pearson Cor- relation	.958**	.948**	.949**	.956**	.966**	.961**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	Attractive/ Unattract- ive	Pearson Correlation	.974**	.915**	.922**	.950**	.972**	.957**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
		N	176	176	176	176	176	176
	**, Correlation is significant at the 0.01 level (2-tailed).							

Source: Primary data SPSS output

Sources of Knowledge About different Brands of Consumer Durables

Several sources provide consumers with information and influence relating to products, services, retail stores, and other factors. The individual selectively accepts and

distorts the information according to needs, values, and personality and according to how well information “fits” in with currently held beliefs and attitudes. The sources of knowledge about different brands of consumer durables are given in Table 10.

Table 10: Source of Knowledge about Different Brands of Consumer Durables

Source of Knowledge		Frequency	Percent	Cumulative Percent
Valid	Advertisements	112	63.6	63.6
	Visit shop	14	8.0	71.6
	Window displays	16	9.1	80.7
	Friends and relatives	14	8.0	88.6
	Previous experience	9	5.1	93.8
	Sales personnel/ Dealers	11	6.3	100.0
	Total	176	100.0	

Source: Primary data

Percentage distribution of the respondents' source of awareness about different brands of consumer durables is given in Table 10. As many as 63.6% of the respondents came to know through advertisements, 8% of the respondents through visit to shop, 9.1% of the respondents came to know through window displays, another 8% of the respondents through friends and relatives, 5.1% through previous experience, the remaining 6.3% Sales personnel/ Dealers were the source of such information.

H3: There is no significant difference between sources of knowledge about different brands of consumer durables across different age groups of respondents.

(Taking the null hypothesis that, the means of the five types of age groups do not differ)

As H3 is two sided, we could determine rejection region applying 2- tailed test at the 5% level of significance. Hence, ANOVA test is used to show the difference in the mean ratings among the five age groups of respondents regarding the source of knowledge about different brands of consumer durables. The result of the test is summarised in Table 11.

Table 11: Summary of One way ANOVA Test Statistics Based on the Source of Knowledge about Different Brands of Consumer Durables * Age Wise

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	148.262	5	29.652	75.029	.000
Within Groups	67.187	170	.395		
Total	215.449	175			

Source: SPSS output

As evident from the output Table 11 of ANOVA tests, in the last column significance is 0.00, which is smaller than the cutoff value of .05. This indicates that at a confidence level of 95%, the ANOVA test proves that the hypothesis is significant. So our null hypothesis is rejected.

Since significance value is below 0.05, there is a statistically significant difference in the mean length of different age group and the source of knowledge about different brands of consumer durables.

Factors Influencing the Purchase of Consumer Durables in Rural Market

The present section mainly focuses on the factors that influence the most on the purchasing behaviour of consumer durables in the rural market. Customers were asked to rate the various factors on the bases of priority.

Table 12 gives as the clear picture about the major factor which molds their buying behaviour. It is clear that price plays the major role in rural market. 47% of respondents agreed that price is prime factor they will consider, but they also said the price is not the only factor. Second, prior factor is the quality (17%) followed by brand name (13%). These two are important factors marketers must consider, gone are the days when rural consumers only looking for price/low cost products, but now due to the advancement in income and education, rural consumer is also having sufficient knowledge about brand name and their associated benefits. Another important factor they look in is after sale service (11%), because many companies most often confuse and dishonor their words with respect to after sale service.

Table 12: Factor consider while purchasing Consumer Durables (1st priority)

Factors	Frequency	Percent	Cumulative Percent
Brand Name	23	13.1	13.1
Quality	29	16.5	29.5
Price	83	47.2	76.7
Model/ Design	5	2.8	79.5
Technology	2	1.1	80.7
After sales service	20	11.4	92.0
Safety	14	8.0	100.0
Total	176	100.0	

Source: Primary data SPSS output

Remaining factors like model/design (3%), technology (1%), and safety (8%) are having a very low impact on consumer buying behaviour.

Most Effective Media for the Advertising of Consumer Durables

In general, “media” refers to various means of communication. For example, television, radio, and the newspaper are different types of media. The term can also be used as a collective noun for the press or news reporting agencies. Communication channels through which news, entertainment, education, data, or promotional messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and Internet. Here the researcher made an attempt to find out the most effective media for the advertising of consumer durables. The viewpoints of sample respondents are given below.

H4: There is no significant relationship between gender of respondents and the opinion towards the most effective media to advertise consumer durable products.

Chi – square test is used for showing the relationship between gender and the most effective media for the advertising of consumer durables.

Table 13: Effective Media For The Advertising of Consumer Durables Gender Wise Respondents Cross Tabulation

Media Channels Male	Gender Of The Respondents		Total
	Female		
TV	67	24	91
Newspaper	27	12	39
Radio	9	12	21
Magazines	4	1	5
Billboard/Hoardings	6	7	13
Internet	6	1	7
Total	119	57	176

Source: Primary data SPSS output

Table 13 gives the statistics about effective media to advertise consumer durable in rural market gender wise. It is cleared from the table that male and female, both opined television is the most effective media to advertise,

second effective media is newspaper. Remaining media like radio, magazines, billboard/ hoardings, and the Internet are having low response from the respondents.

Table 14: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.558 ^a	5	0.041
Likelihood Ratio	11.153	5	0.048
Linear-by-Linear Association	2.041	1	0.153
N of Valid Cases	176		

Source: Primary data SPSS output

From Table 14, we can see that the p value is 0.041 lower than the commonly accepted level of 0.05. So we can reject the null hypothesis. In other words, there is a significant relation between gender and the opinion towards most effective media for the advertising of consumer durables.

As far as the effect of advertisement on consumer behaviour and brand preference is analysed, it is clear that advertising has great influence on the behaviour of consumers. Thus the results of this study reveal that the advertising affects the consumer behaviour and brand preference of consumers in the consumer durables market on the selected rural market of Shivamogga district.

Conclusion and Management Implication

The article was started with objectives to know more about the advertisements and its role in influencing consumer buying consumer durable products. It also aimed to know specifically what are the main factors consumers of rural market look in while buying any consumer durables and to know more about the consumer’s perception towards advertisements and its institutions. The overall outcome signifies the fact that even consumers of rural place watch advertisements and the preferable media of spending their free time is television. Maximum consumers rated TV advertisements would induce them to buy consumer durables. Another interesting fact revealed is the penetration of Internet in the rural market. A good number of respondents opined they would like to see/ have been seeing advertisements through the Internet too. The present article also made an attempt to know how and

to what extent gender plays the role in buying behaviour and whether the advertisements affects equally across the gender and different age groups. The outcome says advertisements' effects differ among the gender and age groups.

References

- Anand, H. (2009). Impact of Advertisement on Consumer Behavior: A Study On Cosmetic Products. *International Journal of Research in Commerce, IT & Management*, 5(9), 55-58.
- Bajracharya, D. L. (1998). Regulation of Unfair Advertising Practices in India and Nepal. Ph.D. Thesis.
- Bijoor, H. (2007). Catalyst. *Business Line*, 3.
- Chunawalla, S. A., & Sethia, K. C. (2004). *Foundations of advertising: Theory and practice*, pp. 218.
- Dhillon, M., & Virk. (1990). Pre-purchase behavior of rural and urban consumers for buying food items and durable goods. *Journal of Res. Punjab Agril. Univ.*, 27(4), 711-718.
- Hundal, B. S., & Sandhu, H. S. (1987). Buying behavior of television buyers in Panjab. *Indian Journal of Marketing*, 18, 26-30.
- Jha, B. (1997). Impact of advertisement on consumer buying behavior in two wheeler segment. *Journal of Marketing & Communication*, 7(1), 18-28.
- Kotler, P. (1994). *Marketing management* (9th Ed.). Prentice Hall, New Delhi, p.178-82
- Muehling, D. D., & McCann, M. (1993). Attitude towards the ad: A review. *Journal of Current Issues and Research in Advertising*, 15(2), 25-34.
- Sathyasundaram. (2002). Washing machines opportunities. *Facts for You*, 21(9), 12-14.
- Vonder Fehr, N. H. M., & Stevik, K. (1998). *Southern Economic Journal*, 65(1), 124-125.