

**RESEARCH PAPER****Status Analysis of Rural Advertisements: A Primary Case Study Based on South 24 Parganas District of West Bengal****Subhadeep Dutta**

Department of Commerce, Sarsuna Colleg, Sarsuna, Kolkata, West Bengal

Email: subhadutta855@gmail.com**ABSTRACT**

Advertisements are helpful in creating the awareness and perception among the customers about different products or services. Advertisement is a powerful medium of mass communication. The need and importance of advertisement is increasing day by day because of mass production. All the companies want their products or services to be at the top in the market so the companies spend maximum on advertising, marketing and promoting their products or services. This project deals with the study on "Analysis of the effective media use in advertisement in South 24 Parganas District". The main objective of the research study is to analyse which is the effective media use in advertisement for products or services and the factors influencing the customers buying behaviour on the particular product or service. The research design undertaken for the study was descriptive research and convenience sampling method is used and the sample size consist of 100 respondents. Only simple percentage analysis method was used to analyze the data collected and the results of the study shows that the advertisements has both positive and negative impact on the customers buying behaviour and most of the time advertisements mislead the customers in choosing their products or services.

Key words: Rural India, Rural West Bengal, Rural South 24 Parganas, Advertisement, Advertisement Techniques and methods, Percentage analysis

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INTRODUCTION

"Good advertising not only tells the literal truth but also avoids possible deception through subtle implication or omission."
...Freer, 1949

The term 'advertising' is derived from the Latin word 'advertere' which means 'to turn' the attention. Advertising is a powerful communication force and vital marketing tool helping to sell goods, services, images, and ideas through channel of information and persuasion. The dictionary meaning of the term is "to give public notice or to announce publicly". Advertising refers to the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost. Actually, advertisement is one of the methods of communication with common peoples including customers which are used in business for marketing promotion. Through the advertisements the businessmen promotes their goods or products and services in world wide areas. It is a promotional activity for marketing a commodity. In the present day world of mass production and distribution, advertising serves as a powerful tool in the marketing process. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its

product qualities, place of availability etc. In our daily routine life we come across many advertisements that suddenly get our attention due to the presence of an unexpected factor i.e., adult or bad or un-social advertisement and this unexpected factor is the main ingredient that turns normal advertisements into shock advertisements. Marketing problems especially in the area of advertising as an aspect of corporate communication, often have far reaching effects on any company and if neglected can cause a great threat to its continued existence (Giles, 1997). Advertising is a tool of marketing for communicating ideas and information about goods and services to an identified group, which employs paid space or time in the media or uses another communication vehicle to carry its message. It openly identifies the advertiser and his relationship to the sales effort (Wanoff, 1997). There are various forms of advertising like- *informative advertising, persuasive advertising, comparison advertising and reminder advertising.*

CONCEPT OF ADVERTISEMENT

The advertisement is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including traditional media such as newspapers, magazines, television, radio, outdoor advertising or direct mail; and new media such as search results, blogs, social media, websites or text messages is called a digital or non-traditional media. The actual presentation of the message in a medium is referred to as an 'advertisement' or 'ad' or 'advert' for short.

The American Marketing Association, Chicago defines advertising as, "Any paid form of non-personal presentation and promotion of Ideas, goods or services by an identified sponsor."

According to Dunn and Barbon, "Advertising is paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience."

According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."

The advertising industry is made of companies that advertise agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products or services hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit. Non - commercial advertisers that spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may rely on free modes of persuasion, such as a public service announcement.

Given the centrality of customer needs and wants in advertising, a rich understanding of these concepts is essential-

1. **Not a Game:** Advertising is not a game, because if advertising is done properly, both the buyer and the seller benefit from it.

2. **Not a Toy:** Advertising is not a toy, because advertiser cannot afford to play with advertising. Advertising funds come from sales revenue and must be used to increase sales revenue.
3. **Not Designed to Deceive:** Advertisements are not designed to deceive, because the desire and hope for repeat sales insures a high degree of honesty in advertising.

➤ **The Elements of Advertising are;**

- ✓ Advertisement is a mass communication reaching a large group of consumers.
- ✓ Advertisement makes mass production possible.
- ✓ Advertisement is non-personal communication, for it is not delivered by an actual person, nor is it addressed to a specific person.
- ✓ Advertisement is a commercial communication because it is used to help assure the advertiser or marketer of a long business life with profitable sales.
- ✓ Advertising can be economical, for it reaches large groups of people. This keeps the cost per message low.
- ✓ The communication is speedy, permitting an advertiser to speak to millions of buyers in a matter of a few hours.
- ✓ Advertising is identified communication. The advertiser signs his name to his advertisement for the purpose of publicizing his identity.

➤ **Advertising Included on;**

- ✓ The information in an advertisement should benefit the buyers. It should give them a more satisfactory expenditure of their rupees;
- ✓ Advertisement should suggest better solutions to their problems;
- ✓ The content of the advertisement is within the control of the advertiser, not the medium;
- ✓ Advertising without persuasion is ineffective. The advertisement that fails to influence anyone, either immediately or in the future is a waste of money; and
- ✓ The function of advertising is to increase the profitable sales volume. That is, advertising expenses should not increase disproportionately.

➤ **Advertising Excluded on;**

- ✓ The offering of premiums to stimulate the sale of products;
- ✓ The use of exhibitions and demonstrations at fairs, show and conventions;
- ✓ The use of samples and activities, involving news releases and the activities of personal selling forces;
- ✓ The payment of advertising allowances which are not used for advertising; and
- ✓ The entertainment of customers.

Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the products or services and consumer opinion drives the consumer buying decision. Study critically evaluates these factors which shape the buying behavior and provides the deep insights towards the role of advertisements shaping the consumer behavior.

PROBLEM STATEMENT

As companies are spending large amount of investment on the advertisement because they want to keep their products or services at the top of the customer's mind. Advertisement has proven to be a successful tool for the communication but companies

are still in the confusion that what kind of ingredients should be there and how do these advertisements will help to change the consumer purchasing behavior.

RESEARCH OBJECTIVES

The central objective of my empirical research study is to find out the effective or best media for advertisement in rural areas of West Bengal, South 24 Parganas district (Alipore Sadar Sub-divisions) in the coverage of Indian rural advertisement sector in the main-stream growth and development of advertisement sector and its socio-economic status in present age. The objectives are-

1. To identify the impact of advertisement on prospective customers or customers awareness; (See: Table- 2)
2. To know the role of advertisement on building customers or customers perception; (See: Table- 3)
3. To identify the effective media for advertisement in rural area of West Bengal (Alipore Sub-division); (See: Table- 4)
4. To study the impact of consumer awareness and perception on buying behaviour; (See: Table- 5) and
5. To understand messages used by advertiser for its advertisements of goods or products or services are effective or not. (See: Table- 6)

RESEARCH SIGNIFICANCE OR NEED

This particular research focuses to find out the impact of media on the advertisement. It explores the factors which are affected by the advertisement and ultimately influence the buying behavior of the consumers. The study will help the readers to understand the consumer behavior while purchasing the products or services so that they can devise appropriate strategy to advertise their products or services in a best possible way.

RESEARCH SCOPE

The conclusions drawn from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of consumers on advertisements and its impacts on changing the buying behaviors of consumers.

RESEARCH LIMITATIONS

During the study time was the major constraint faced by the researcher, due short time period researcher cover the behaviors of the people at a particular time. The other limitation in this research was of limited area as this research comprises only in the South 24 Parganas district premises so it does not represent the whole population of rural area of India. There is a lot of scope for further researches on this issue by considering other factors which I have not considered in my present empirical, comparative and research study, it would have been more. However, all possible effort has been made to make the study successful. The main research gaps in this type of comparative study are-

1. The research study makes on the basis of random sampling.
2. This paper makes on the basis of respondents report.
3. For this research study researcher cannot take whole population of South 24 Parganas district, consider only 100 respondents reports.
4. In this study made on the basis of available information.
5. Lack of information or data, researcher cannot take more respondents due to lack of time.
6. Lack of other research instruments like- statistical softwares (SPSS) and other tools like- statistical formulas etc.

RESEARCH LITERATURE REIEWS

In the present era, marketers are focusing customer rule that is customer is their first preference. To keep deep eye on customers the primary responsibility to the organization is to gain the knowledge about the customers. In this way marketers will be successful in fulfilling the needs and wants of the customers and seek the better opportunities in the market. Researchers find out that marketers need to understand these four things in order to serve their customers better. Firstly marketers must know that customers make rational decisions so they can get the best product available in the market. Secondly customers also make irrational decisions and they are very impulsive and can be attracted towards the promotional activities. In the same way emotional association also put an influence on the mind of customers. In the last customers also buy as a problem solver, they seeks the products which can solve their problem (Gupta, 2013).

When there is adequate awareness through advertising, high patronage will be achieved which will result to an increase in sales volume, productivity and profit level of organizations (Sajuyigbe, Amusat & Oloyede, 2013).

With the modern era there has been seen a remarkable boom in technology, with this technology advertisers now considering the number of mass media channels and means of communications which provide them the easy and fast access to the consumers. Other side of this technology advancement is that customers are now having plenty of information and they can get the thing which best suits to them. So it becomes very difficult for the advertiser to build the brand awareness and condition the mind of the customers to make final purchase decision, as customers are gaining more control over the products and information (Raju, 2013).

Poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands, sales volume and high market share (Sujuyigbe et al., 2013).

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements (Gunjan Baheti, 2012).

Advertising campaign cannot be solely responsible for recorded increase in its sales after campaign (Akanbi & Adeyeye, 2011).

Role of advertisement is to carry message to the far distances. It is also use to target the scatter mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products (Abiodun, 2011).

Advertising influences consumer buying behaviour and has a significant effect on sales turnover (Akanbi & Adeyeye, 2011; Adekoya, 2011).

Through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly (Pope, 2009).

A research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products (Nidhi Kotwal, 2008).

Advertisements shape the behaviors of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention,

memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers (Sandra Jakštienė, 2008).

Advertising gives the knowledge about the product and creates the idea in minds of prospective consumers about it (Morden, 1991).

BACKGROUND OF THE STUDY

Anthropologist William Mazzarella divides advertising in post-independence India into four key phases. The first of these began after Indian independence from Great Britain (1947) and lasted until the early 1960s. Indian advertising in this period still operated as an outpost of the British Empire. The overall style of advertising was factual presentation coupled with an overall lack of creativity. The second phase (early 1960s to 1980s) emerged in large part as a reaction to the first and stressed creativity and an Indian professional identity independent of Great Britain. A third phase (1980s) turned away from creative and innovative advertising and toward creating efficient marketing channels that would have a wide impact throughout the country. The fourth and current phase, which also came into being in the 1980s, is characterized by a synthesis of effective marketing mechanisms and a high level of creativity.

TECHNIQUES USED IN ADVERTISEMENTS

Several types of techniques are used in advertisements and promotion of the products or goods or services. Some of them are explained below;

- ✓ **Emotional Appeal:** This technique of advertising is done with help of two factors i.e., (i) needs of consumers (like - need for something new, need for getting acceptance, need for not being ignored, need for change of old things, need for security and need to become attractive etc.) and (ii) fear factor (like- fear of accident, fear of death, fear of being avoided, fear of getting sick and fear of getting old, etc).
- ✓ **Confusion:** Through this type of technique of advertising, the advertiser first attracts the customer's attention by presenting them with an array of confusing information. As the customer then tries to make sense of it, they are hooked into the rest of the message. Technology companies often do this by inundating consumers with a series of technical specifications and data.
- ✓ **Price Appeal:** This tactic makes consumers believe that they are receiving something of higher or additional value at a lower price.
The common example of this technique is percentage discounts. This technique is especially effective in urging consumers to buy a product even if they originally had not planned to. The danger here is that using price appeal in advertising could trigger a price war among competitors.
- ✓ **Sex Appeal:** This technique of advertising works in two ways. In the first version, the advertiser may use sex as a motivator to attract consumers to view and consider purchasing the product. In the second version, sex appeal indicates to people that using the product will help to make them sexier. Advertising for women's beauty and personal grooming products often rely on this technique.
The example of this technique in the first version is hiring a sexy, scantily-clad woman to do product demonstrations of cars or video games appeals greatly to the predominantly male audience.
- ✓ **Snob Appeal:** This technique of advertising, companies link their products with images of high-class lifestyles. This not only helps to draw in people from that segment, but it also conveys the message that using the product will help people to increase their social status. In doing so, they set a certain standard for the product, enabling them to justify a higher price.
- ✓ **Plain Folks:** This tactic of advertising, the advertisers attempt to associate their product with average people. It is the direct opposite of snob appeal. Average middle

class people are convinced that the product in question is something that is required in their lives. This might be done by showing a normal family or a familiar situation.

- ✓ **Name Calling:** Through this type of tactic, the advertiser makes a comparison between their product and that of a competitor's. However, they do this in a way that highlights the positive aspects of their own product and stresses the negatives of their competitor's. Political advertisements especially use this technique.
- ✓ **Cause and Effect:** Through this type of technique companies sometimes use a cause and effect technique by presenting a problem and then claiming that it can be solved with their product. Quite often, consumers don't even realize that these 'problems' existed in their lives until they saw the advertisements.
- ✓ **Promotional Advertising:** This technique of advertising involves giving away samples of the product for free to the consumers. The items are offered in the trade fairs, promotional events, and advertisement campaigns in order to gain the attention of the customers.
- ✓ **Bandwagon Advertising:** This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. The example of this technique is recently Pantene shampoo. These advertisements which says "15 crores women trusted Pantene, and you?"
- ✓ **Facts and Statistics:** In this technique of advertisement, the advertisers use numbers, proofs, and real examples to show how good their product works. The example of this technique is "Lizol floor cleaner cleans 99.99% germs" or "Colgate is recommended by 70 percent of the dentists of the world" or "ENO - just 6 seconds" etc.
- ✓ **Unfinished Advertisements:** In this technique of advertisement, the advertisers here just play with words by saying that their product works better but don't answer how much more than the competitor.
The example of this technique is Horlicks. These advertisement lays - no one can eat just one or Horlicks - more nutrition daily. The advertisements don't say who can eat more or how much more nutrition.
- ✓ **Weasel Words:** In this technique of advertisement, the advertisers don't say that they are the best from the rest, but don't also deny.
The example of this technique is Sun Silk. These advertisements for Hair fall Solution - reduces hair fall. The advertisement doesn't say stops hair fall.
- ✓ **Endorsements:** In this technique of advertisement, the advertisers use celebrities to advertise their products. The celebrities or star endorse the product by telling their own experiences with the product.
The example of this technique is recently a diamond jewellery advertisement had superstar Mr. Amitabh Bacchan and his wife Mrs. Jaya Bacchan advertising the product. The advertisement showed how he impressed his wife by making a smart choice of buying this brand. Again, Sachin Tendulkar, a cricket star, endorsed for a shoe brand.
- ✓ **Complementing the Customers:** In this technique of advertisement, the advertisers used punch lines which complement the consumers who buy their products.
The example of this technique is - Revlon says "Because you are worth it."
- ✓ **Ideal Family and Ideal Kids:** In this technique of advertisement, the advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well furnished home, well mannered kids and the family is a simple and sweet kind of family.
The example of this technique is Dettol soap. These advertisements shows everyone in the family using that soap and so is always protected from germs. They show a florescent color line covering whole body of each family member when compared to other people who don't use this soap.

- ✓ **Patriotic Advertisements:** In this technique of advertisement, the advertisements show how one can support their country while he/she uses their product or service. The example of this technique is some products together formed a union and claimed in their advertisement that if you buy any one of these products, you are going to help a child to go to school. One more cellular company advertisement had a celebrity showing that if the customers use this company's sim card, then they can help control population of the country.
- ✓ **Questioning the Customers:** In this technique of advertisement, the advertisers using this technique ask questions to the consumers to get response for their products. The example of this technique is Amway. These advertisement keeps on asking questions like 'who has so many farms completely organic in nature?', 'who gives the strength to climb up the stairs at the age of 70?', 'who makes the kids grow in a proper and nutritious ways?', 'is there anyone who is listening to these entire questions?'. And then at last the answer comes - "Amway: We are Listening."
- ✓ **Bribe:** This technique is used to bribe the customers with something extra if they buy the product using lines. The example of this technique is "buy one and get one free", or "be the member for the organisation or club for one or more years and get 20% off on all services."
- ✓ **Surrogate Advertising:** This technique is generally used by the companies which cannot advertise their products directly. The advertisers use indirect advertisements to advertise their product so that the customers know about the actual product. The example of this technique is liquor advertisements. These advertisements never show anyone drinking actual liquor and in place of that they are shown drinking some mineral water, soft drink or soda.
- ✓ **Repetition:** In this technique of advertisements, the advertisers use repetition to make a product or brand better known to their customers. Instead of simply running an advertisement in the newspapers, they may also repeat the advertisement (or a very similar version) on television, on websites, in email newsletters, and on the radio. By bombarding people with the same message over and over again, they create brand or product recognition.

These are the major techniques used by the advertisers to advertise their products or services. There are some different techniques used for online advertising such as web banner advertising in which a banner is placed on web pages, content advertising using content to advertise the product online, link advertising giving links on different sites to directly visit the product website, etc.

POSITION OF ADVERTISEMENT IN RURAL INDIA

The phenomenal growth of rural market's during the last decade presents an exciting opportunity. Spending on packaged consumer goods by rural consumers is increasing at a rate of over 300 crores per annum. The total size of the rural market for packaged consumer goods is estimated at around 2,100 crores today. This in turn is estimated to be hardly 1 percent of the total net rural income and in-fact translates to per capita expenditure of about ` 3 per month. It is therefore, a reasonable expectation that the rural market would continue growing to eventually level out at expenditure levels of 9 to 10 percent of the total net income i.e., a market size of over Rs. 19,000 crores in terms of current rural income.

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 percent, whereas TV contributes 38.2 per cent, and digital contributes 11 percent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 percent. India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 percent to cross the 25,500 crore (US\$ 3.8 billion) mark by 2020. The

Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 percent in 2018. Online advertising, which was estimated at 2,900 crore (US\$ 435 million) in 2013, could jump threefold to 10,000 crore (US\$ 1.5 billion) in five years, increasing at a compound annual rate of 28 per cent.

GOVERNMENT INITIATIVES

The Governments of India and Canada have signed an audio-visual co-production deal which facilitates producers from both countries to harness their collective artistic, technical, financial and marketing resources, and encourage exchange of culture and art between the two countries. The agreement is also likely to lead to better promotion of Indian locales for shooting films. "The agreement will also lead to the transparent funding of film production and boost export of Indian films into the Canadian market," as per the agreement. India and Poland are seeking to enhance cooperation in the digitisation and restoration of film archives. This was decided in a meeting between Mr. Bimal Julka, Secretary of Information and Broadcasting, India, and a delegation from Poland led by Ms. Malgorzata Omilanowska, Secretary of State. The two countries will form a joint working group that will help improve cooperation in fields such as student exchange programmes, animation, films and digitisation, among others. Mr. Rajyavardhan Singh Rathore, Minister of State for Information & Broadcasting, has announced that Indian government has planned to increase advertising spend on the digital platform which will help increase the government's presence in digital media.

RESEARCH METHODOLOGY OF THE STUDY

RESEARCH DESIGN:

The study seeks to analyze the effective media use in rural West Bengal for advertisement. According to Agburu, 2007, survey is an investigation conducted over a large area to find out what problem exists as at the time of research in a given area. The survey research design was considered appropriate since data would be collected from elements or subjects without imposing any condition or treatment on them. Therefore, the research can only describe, explain and/or predict events without interfering in their functioning. The adoption of this research design allows for the use of questionnaire by the researcher as a data collection instrument and it is cost effective.

SAMPLING TECHNIQUE:

Sampling is the process of taking a subset of subjects that is representative of the entire population. To achieve this objective, the study adopted the stratified random sampling technique to select respondents from customers while the marketing manager was purposively selected. This is a procedure whereby the study population is divided into strata and sample is randomly drawn according to percentage or proportion of subjects in each stratum (Alamu & Olukosi, 2008). The population was divided into four settlements to ensure representatives of the various settlements in Makurdi. Thereafter, the various settlements were randomly sampled. The settlements are Wurukum, Wadata, High level and North bank. The strata (settlements) were presumed to be of roughly equal sizes and there is no additional information regarding the variability or distinctions of responses in the strata.

RESEARCH INSTRUMENT:

In order to elicit information about the effective media used in rural West Bengal for advertisement, the researcher both structured questionnaire and personal interview. The structured questionnaire was targeted at the customers while the interview was targeted at the marketing manager who was purposively selected for the study. The questionnaire consists of a list of questions relating to the aim and specific objectives of the study and the hypotheses to be verified (Alamu & Olukosi, 2008). The interview method on the

other hand involves asking questions verbally and receiving verbal answers from the respondent. The researcher recorded the verbal answers and asked for additional clarification where necessary. The structured questionnaire was divided into two sections. Section- A was for demographic data or socio economic background of the study and Section- B was for questionnaire.

ADMINISTRATION OF RESEARCH INSTRUMENT:

The questionnaire was personally administered by the researcher. This method, through time consuming and laborious was adopted to ensure accuracy and reduce refusal, non-responsive or incomplete responses.

METHODS USED:

The present study is based on primary data and secondary data collected from the published reports of newspapers, journals, websites, review of past researches and other reports etc. In my study, I have combined three techniques those are the interview method, the questionnaire method and the literature review method. My investigation for the purpose of the present study is likely to be directed towards collecting necessary data through face to face interview of the advertisers that means marketers. Therefore, the interview method has been adopted to collect necessary information relating to socio-economic condition, problems faced by the respondents, factors responsible for success or failure of advertisements. In research, population refers to a well-defined collection of individuals or objects with similar characteristics or trait (Alamu & Olukosi, 2008). A population can be finite or infinite. A population is said to be finite if it is possible to count its individuals. Angahar & Akpa, 1999, defined sample as a limited number of elements selected from a population which is representative of the whole of that population. The sample must have sufficient size to warrant statistical analysis. Accordingly, I have taken interview of 100 rural marketers who are engaged in different types of marketing activities in the districts of South 24 Parganas of West Bengal.

VALIDATION AND RELIABILITY OF RESEARCH INSTRUMENT:

Baridam, 2011, defined validity as the extent to which a test measures what it is expected to measure. The project supervisor made necessary corrections to the questionnaire to ensure the validity of the research instrument. Reliability refers to the degree to which a research instrument produces stable and consistent result (Phelan & Wren, 2006). The reliability of the instrument was achieved by pilot testing. The result showed that the instrument was reliable for the research.

MEASUREMENT OF VARIABLES:

Age was measured in number of years i.e., below 20, 20-30, 31-40 and above 40;

Gender was measured using dummy variables i.e., 0 = Male and 1 = Female;

Marital status was measured using qualitative measures i.e., 0 = Married, 1 = Single, 2 = Separated, 3 = Divorced and 4 = Widow;

Type of family was measured using qualitative measures i.e., 0 = Joint and 2 = Nuclear;

Offspring(s) was measured using qualitative (in number) measures i.e., 0 = Baby, 1 = Daughter and 2 = Son;

Educational status was measured using qualitative measures i.e., 0 = Illiterate, 1 = Primary, 2 = Secondary, 3 = Higher Secondary, 4 = Graduate level and 5 = above graduation;

Family income was measured in amount of rupees (₹) i.e., 0 = below 10,000, 1 = 10,001-20,000, 2 = 20,001-30,000 and 3 = above 30,000;

Business category was measured using dummy variables i.e., 0 = Sole proprietorship, 1 = Family Partnership, 2 = Partnership, 3 = Combination of previous any two and 4 = Others;

Size of the business was measured using qualitative measures in amount of rupees (₹) i.e., 0 = below 25,000, 1 = 25,001-50,000, 2 = 50,001-100,000 and 3 = above 100,000;

Financial sources was measured using dummy variables i.e., 0 = Spouse Income, 1 = Personal Savings, 2 = Loan from Banks and 3 = Other Sources;

Utilization of the business income was measured using dummy variables i.e., 0 = Family Expenses, 1 = Personal Savings and 2 = Re-Investment in Business;

Advertisements create awareness in prospective customers and also customers was measured using dummy variables i.e., 0 = Yes and 1 = No;

Advertisements build perceptions in the mind of prospective customers and also customers was measured using dummy variables i.e., 0 = Yes and 1 = No;

Impact of consumer awareness and consumer perception on media selection was measured using dummy variables i.e., 0 = Yes and 1 = No;

Messages used by advertiser for its advertisements of goods or products or services effective was measured using dummy variables i.e., 0 = Yes and 1 = No;

Effect of best media selection for the goods or products or services for advertisement was measured using dummy variables i.e., 0 = Yes and 1 = No; and

SAMPLING DESIGN:

Avwokeni, 2004, defined sample size is the total number of subjects or individual elements chosen from the population under study. Rural advertisements that are the main source of primary data are collected from the marketers or advertisers through a well structured questionnaire. As the area of study is limited in South 24 Parganas district of West Bengal, I selected 10 gram panchayats in Alipore Sadar Sub-divisions of West Bengal, due to paucity of time. I have selected 10 rural people from each gram panchayats by systematic random sampling procedure in order to avoid any bias in our sample selection process. Thus altogether 100 rural men and women have been interviewed with the help of structured questionnaire.

TOOLS FOR ANALYSIS:

Only simple percentage analysis method is used for simplification of the analysis. The primary data collected from the field are analyzed with the help of simple statistical diagram.

SOCIO ECONOMIC BACKGROUND OF THE STUDY

The personnel characteristics of the selected respondents like age, gender, marital status, type of family, Offspring, educational status, family income, occupation, business category, size of the business, financial sources and spend expenses are considered in my study. There are so many others socio-economic factors but out of those I have considered only twelve important factors which are discussed in the table 1.

RESULTS AND DISCUSSION OF FINDINGS

This chapter deals with the analysis and interpretation of the data collected in the field. In order to achieve the objectives of this research work, a total of 150 copies of questionnaire were administered to respondents. However, 129 respondents were returned their questionnaire, while 29 questionnaires were either defaced or improper filled and were therefore discarded leaving a total 100 properly filled questionnaires.

DETAILED DATA PRESENTATION AND ANALYSIS:

The data collected from the field through the use of structured questionnaire was presented in tables for easy analysis of the objectives and hypotheses. The responses were grouped into demographic information and research objective information. Demographic variables considered in the research include age, gender, marital status, type of family, Offspring, educational status, family income, business category, size of the business, financial sources and spend expenses while research objectives were centered on advertising and effective media for best advertising. They are discussed as follows;

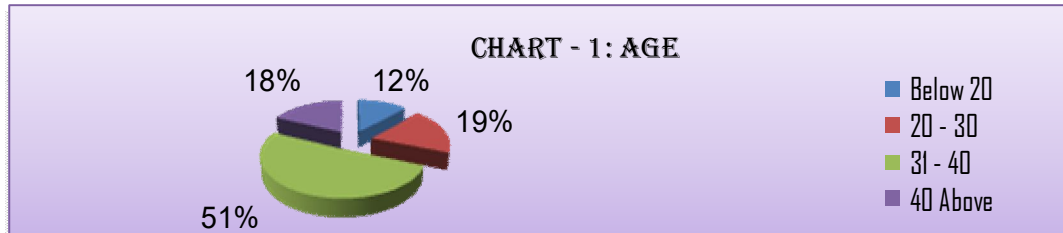
Table 1: Socio-Economic Background of the Respondents

Factors	Category	No. of Respondents	%
Age	< 20 yrs	12	12
	21 – 30 yrs	19	19
	31 – 40 yrs	51	51
	> 40 yrs	18	18
Gender	Male	58	58
	Female	42	42
Marital Status	Married	29	29
	Single	36	36
	Separated	14	14
	Divorced	09	09
	Widow	12	12
Type of Family	Joint	49	49
	Nuclear	51	51
Offspring(s)	Baby	23	23
	Daughter	35	35
	Son	42	42
Educational Qualification	Illiterate	20	20
	Primary	16	16
	Secondary	15	15
	Higher Secondary	18	18
	Graduate Level	25	25
	Above graduate	06	06
Monthly Income	< ` 10,000	49	49
	` 10,001 – 20,000	27	27
	` 20,001 – 30,000	15	15
	> ` 30,000	09	09
Occupation	Student	18	18
	Part time Job	07	07
	Full time Job	20	20
	Student with Job	18	18
	Business	22	22
	House wife	09	09
	Others	06	06
Business Category	Sole proprietorship	71	71
	Family Partnership	19	19
	Partnership	07	07
	Combination of any two of above	03	03
	Others	00	00
Size of the Business	< ` 25,000	76	76
	` 25,001 – 50,000	20	20
	` 50,001 – 1,00,000	04	04
	> ` 1,00,000	00	00
Source of Financing	Spouse Income	55	55
	Personal Savings	38	38
	Loan from Banks	02	02
	Other Sources	05	05
Utilization of the business Income	Family Expenses	76	76
	Personal Savings	14	14
	Re-Investment in Business	10	10

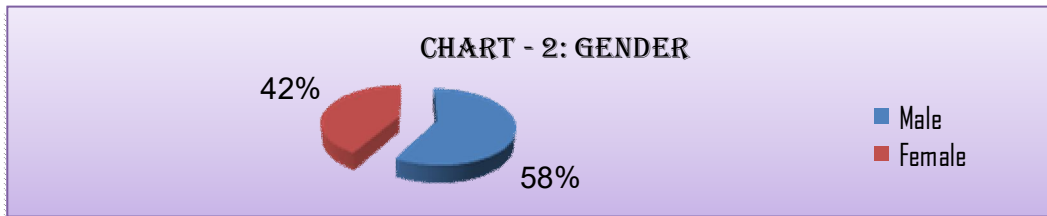
Source: Field Survey, 2018

CHART 1. AGE OF THE RESPONDENTS:

Chart – 1 shows the distribution of respondents by age. In our random sampling the result shows that major portion which was influenced by the advertisement in rural area of West Bengal, out of 100 respondents, in which 51 respondents were from the age range between 31 to 40 years old. That means more than 50 percent respondents are from middle age and this result indicates that those who patronize advertized products or services are mostly adults and are also old enough to understand the content of the questionnaires.

**CHART 2. GENDER OF THE RESPONDENTS:**

Chart– 2 shows the distribution of responses by gender. In our random sampling the result shows that out of 100 respondents, in which 58 respondents were male and 42 respondents were female. So now-a-days in rural part of West Bengal, particularly South 24 Parganas district, we cannot see about the differentiation concept between boy or man and girl or woman all are same and all are doing work jointly. That indicates our rural society developing in the view of West Bengal.

**CHART 3. MARITAL STATUS OF THE RESPONDENTS:**

Chart– 3 shows the distribution of respondents by marital status. In our random sampling the result shows that out of 100 respondents, in which 29 respondents were married, 36 respondents were single (unmarried), 14 respondents were separated, 9 respondents were divorced and 12 respondents were widow. Generally we see that in rural area men and women get married very early age. But in my random research study we see that married persons are less than single persons by 7 number of person. And after getting married they have to earn money for their livelihood by engaging in business or job or any others way of earning. That indicates our society developing.

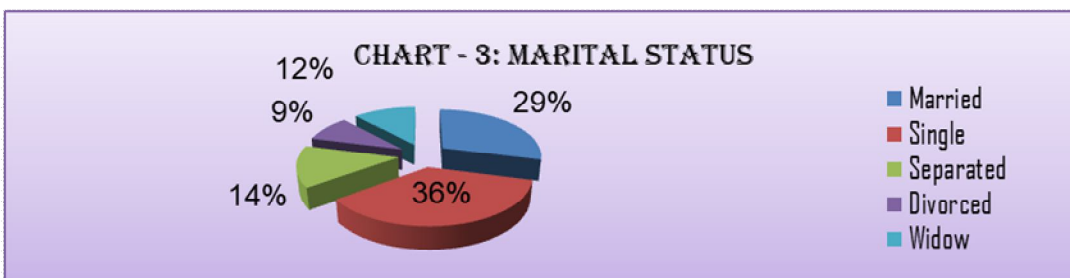


CHART 4. TYPE OF FAMILY OF THE RESPONDENTS:

Chart- 4 shows the distribution of respondents by marital status. In our random sampling the result shows that out of 100 respondents, in which 49 respondents were belongs in joint family and 51 respondents were belongs in nuclear family. Now-a-days, the number as well as the percentage of nuclear families is growing leaps and bounds. I have found main two reasons one of them high price of essential commodities and another reason is many more personal causes.

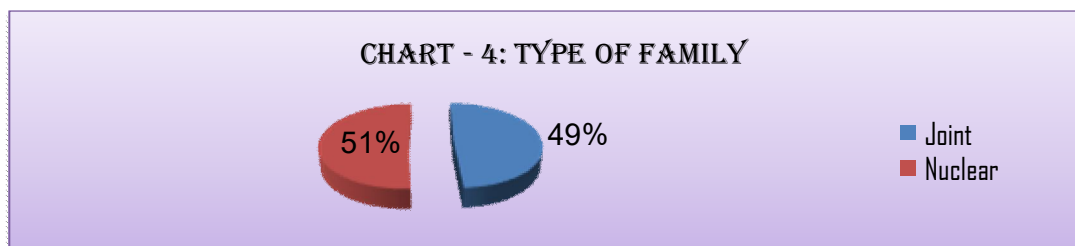
**CHART 5. OFFSPRING(S) OF THE RESPONDENTS:**

Chart - 5 shows the distribution of respondents by offspring(s). In our random sampling the result shows that out of 100 respondents, in which 23 respondents had baby, 35 respondents had daughter and 42 respondents had son. So now-a-days in rural part of West Bengal (Alipore Sub-division), we cannot see about the differentiation concept between boy or man and girl or woman all are same and all are doing work jointly. That indicates our society developing.

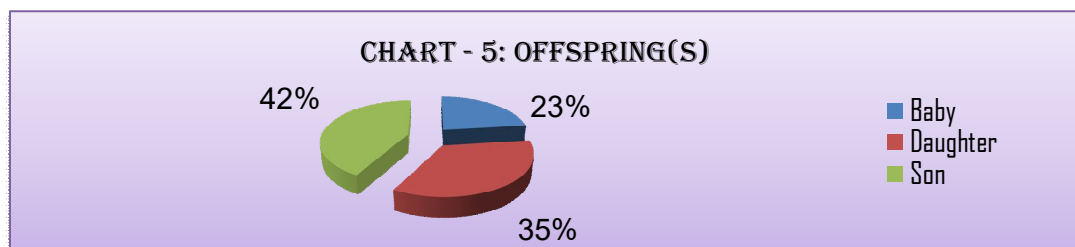
**CHART 6. EDUCATIONAL QUALIFICATION OF THE RESPONDENTS:**

Chart - 6 shows the distribution of respondents by educational qualification. In our random sampling the result shows that out of 100 respondents in our study, 20 respondents were illiterate, 16 respondents got primary education, 15 respondents passed 10th standard, 18 respondents passed Higher Secondary, 25 respondents passed graduation and 6 respondents passed . Here we see both categories of person some are illiterate and some are above graduation and some are not too much qualification who are living in the rural part of West Bengal, particularly South 24 Parganas district. But, this survey report also indicates the growth and development of education sector in rural area of West Bengal. That indicates our society developing.

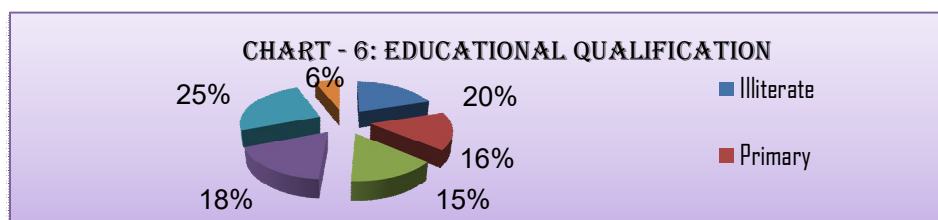


CHART 7. MONTHLY INCOME OF THE RESPONDENTS:

Chart - 7, shows the distribution of respondents by monthly income. In our random sampling the result shows that income level that out of 100 respondents, in which 49 respondents' monthly income were less than or equal ` 10,000, 27 respondents monthly earning from business were between ` 10,001 to ` 20,000, 15 respondents monthly earning from business were between ` 20,001 to ` 30,000 and 9 respondents monthly earning from business were above ` 30,000. In rural West Bengal, lower and middle class people who watch advertisements to gain the information and make suitable decisions while purchasing the advertise products or services. That means having impact or effect of advertisement on purchase decision in rural area of West Bengal (Alipore Sub-division). That indicates our society developing.

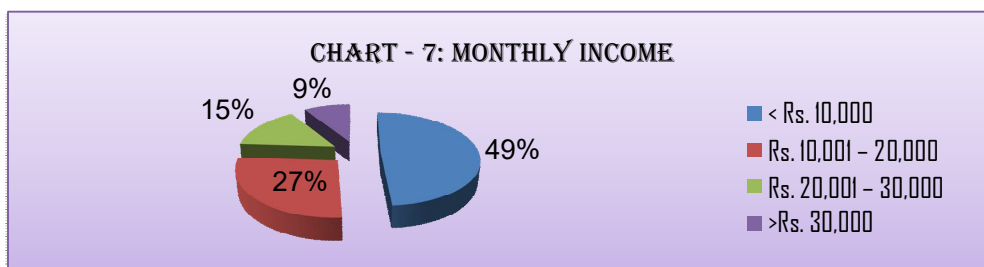
**CHART 8. OCCUPATION:**

Chart - 8 shows the distribution of respondents by occupation. In our random sampling the result shows that out of 100 respondents in our study, 18 respondents were student, 7 respondents were part time job, 20 respondents were full time job, 18 respondents were student with job, 22 respondents were business, 9 respondents were house wife and 6 respondents were seeking in others occupation. On the behalf of the sampling study report we can easily say that except only 18 students all respondents of the study is running to earn money to live better life. Not only that, in the report we see some students doing both study and work at a time or period. That indicates our society developing.

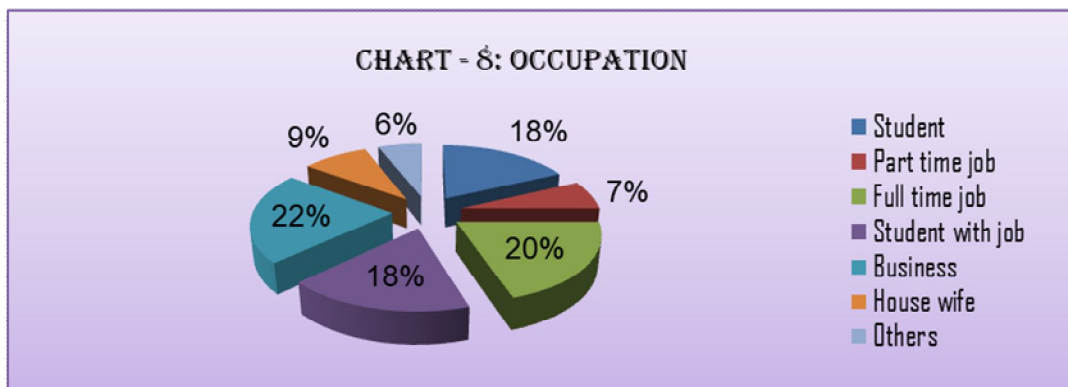
**CHART 9. BUSINESS CATEGORY OF THE RESPONDENTS:**

Chart - 9 shows the distribution of respondents by business category. In our random sampling the result shows that out of 100 respondents 71 respondents were carrying on Sole proprietorship Business, 19 respondents were carrying on Family Partnership Business, 7 respondents were carrying on Partnership Business, 3 respondents were carrying on combination of any two and 0 respondent was carrying on others category business. So from this above data we find that the majority of sole proprietorship

business was there. The reason of getting popularity of this type of business is lack of capital mainly.

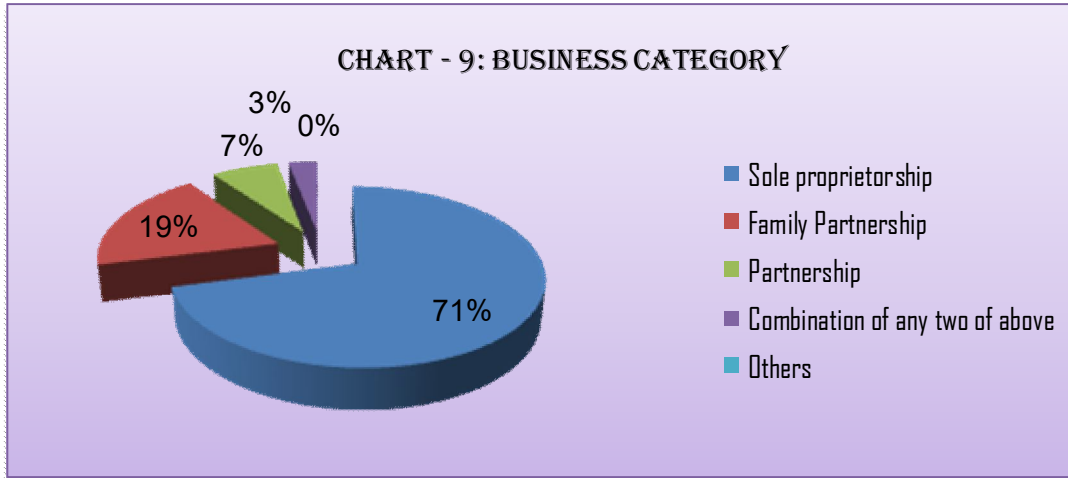


CHART 10. SIZE OF THE BUSINESS OF THE RESPONDENTS:

Chart- 10 shows the distribution of respondents by size of business. In our random sampling the result shows that in rural West Bengal (Alipore Sub-division) out of 100 respondents, 76 respondents' the size of business on the basis of capital were less than or equal ` 25,000, 20 respondents' the size of business on the basis of capital were ` 25,001 to ` 50,000, 4 respondents' the size of business on the basis of capital were ` 50,001 to ` 100,000 and 0 respondents' the size of business on the basis of capital were above ` 100,001. So, we can easily conclude from this data that in rural West Bengal there is the major problem for advertisement is lack of capital. That indicates our advertisement industry till underdeveloped.

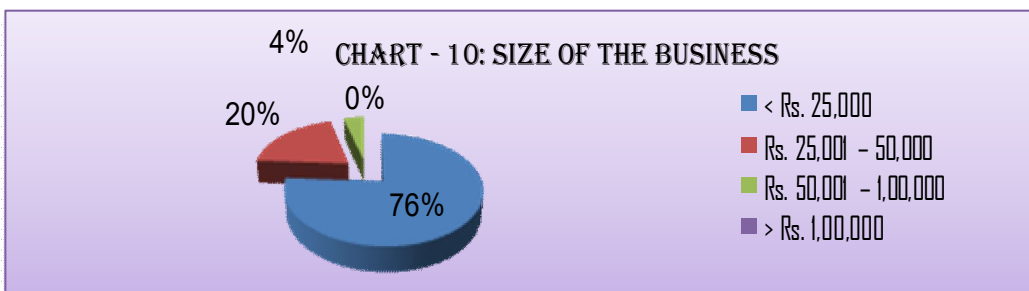


CHART 11. SOURCE OF FINANCING OF THE RESPONDENTS:

Chart- 11 shows the distribution of respondents by source of financing. In our random sampling the result shows that among 100 respondents, 55 have used the capital money out of her spouse's income for business, 38 respondents have invested money from their own saving, 2 respondents of them have taken loan from bank and 5 respondents raised the fund from other sources. We all know that about dowry system and it is punishable and unlawful work all over India but in India's rural area as well as West Bengal, particularly South 24 Parganas district we see till dowry system in the modern age. Above 50 percent respondents are took dowry from his wife's house. That indicates our society till underdeveloped.

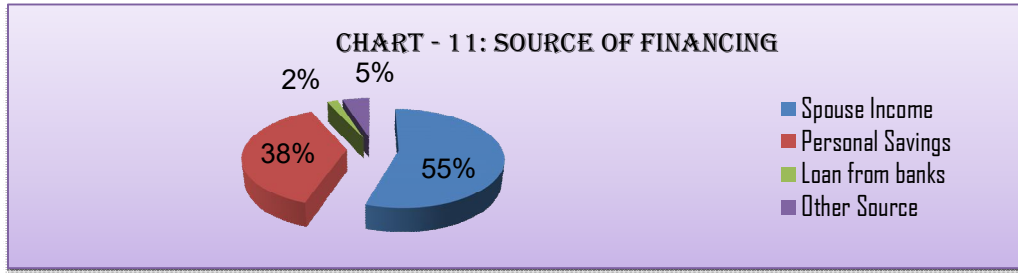
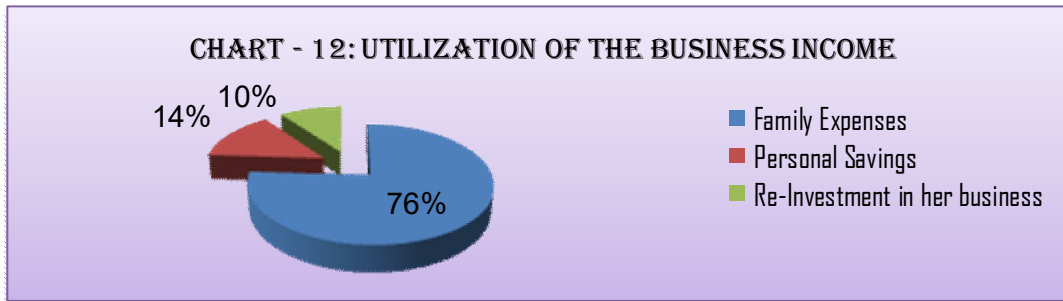


CHART 12. UTILIZATION OF THE BUSINESS INCOME OF THE RESPONDENTS:

Chart- 12 shows the distribution of respondents by utilization of the business income. In our random sampling the result shows that the majority of 76 respondents out of 100 respondents utilize their business income in family expenses, 14 respondents of them save the income personally and 10 respondents of them re-invest their earning in their own business. That indicates rural area of West Bengal, particularly South 24 Parganas district's above 50 percent respondents engaged in business as per sample respondents' reports.



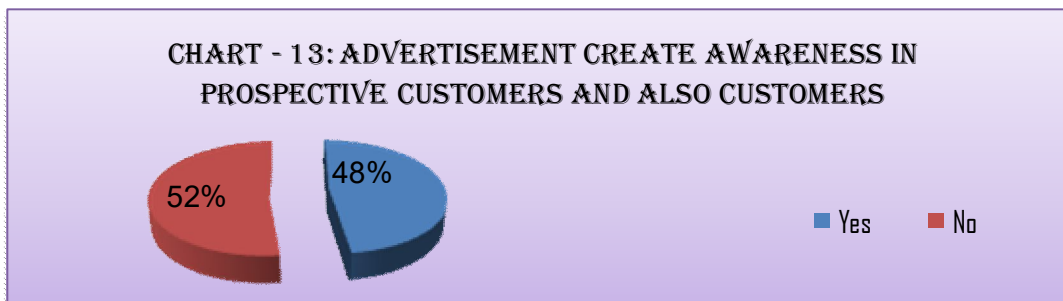
RESEARCH QUESTIONS

- (i) How does advertisement create awareness in prospective customers and also customers?
- (ii)

Table 2: Showing advertisement create awareness in prospective customers and also customers

Factors	Respondents (Frequency)	Percentage (%)
Yes	48	48
No	52	52
Total	100	100

Source: Field Survey, 2018



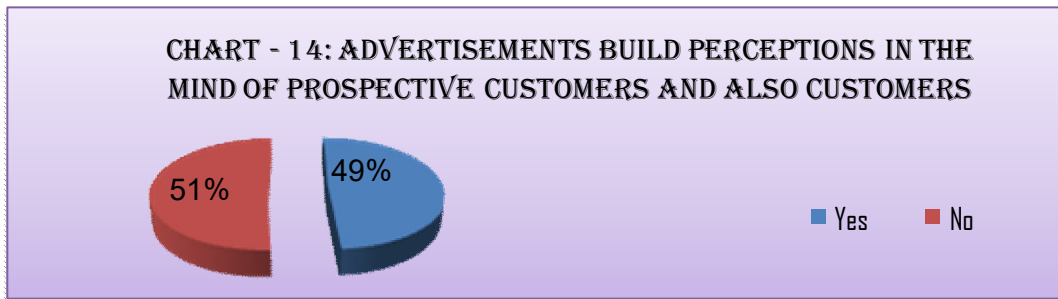
(iii) Do advertisements build perceptions in the mind of prospective customers and also customers?

(iv)

Table 3: Showing advertisements build perceptions in the mind of prospective customers and also customers

Factors	Respondents (Frequency)	Percentage (%)
Yes	49	49
No	51	51
Total	100	100

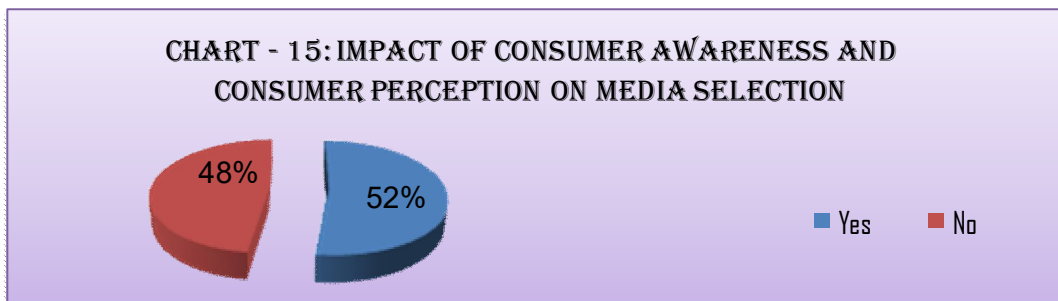
Source: Field Survey, 2018



(v) Having any impact of consumer awareness and consumer perception on media selection?

Table 4: Showing impact of consumer awareness and consumer perception on media selection (*Source: Field Survey, 2018*)

Factors	Respondents (Frequency)	Percentage (%)
Yes	52	52
No	48	48
Total	100	100



(vi) Are the messages used by advertiser for its advertisements of goods or products or services effective?

Table 5: Showing the messages used by advertiser for its advertisements of goods or products or services effective

Factors	Respondents (Frequency)	Percentage (%)
Yes	69	69
No	31	31
Total	100	100



(vii) Having any effect of best media selection for the goods or products or services for advertisement?

Table 6: Showing any effect of best media selection for the goods or products or services for advertisement

Factors	Respondents (Frequency)	Percentage (%)
Yes	85	85
No	15	15
Total	100	100

Source: Field Survey, 2018

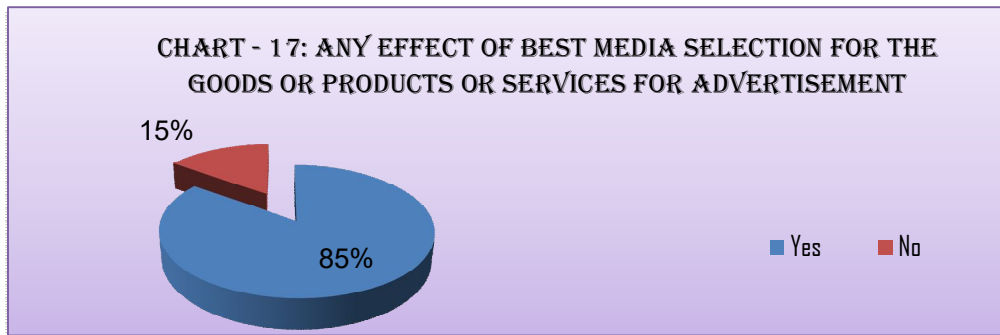


Table 7: Showing best media selection for the goods or products or services for advertisement

Factors	Respondents (Frequency)	Percentage (%)
Television	16	16
Radio	11	11
Newspaper / Magazine	12	12
Billboards	07	07
Posters / Stickers	12	12
Internet	22	22
Social Media	17	17
Others	03	03
Total	100	100

Source: Field Survey, 2018

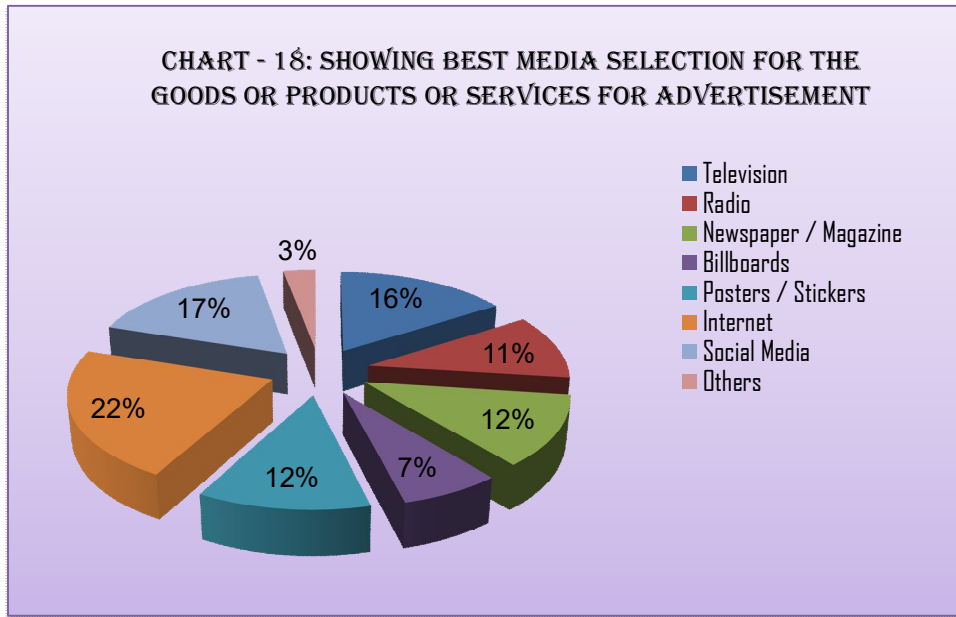


Table 8: Showing best technique selection for the goods or products or services for advertisement

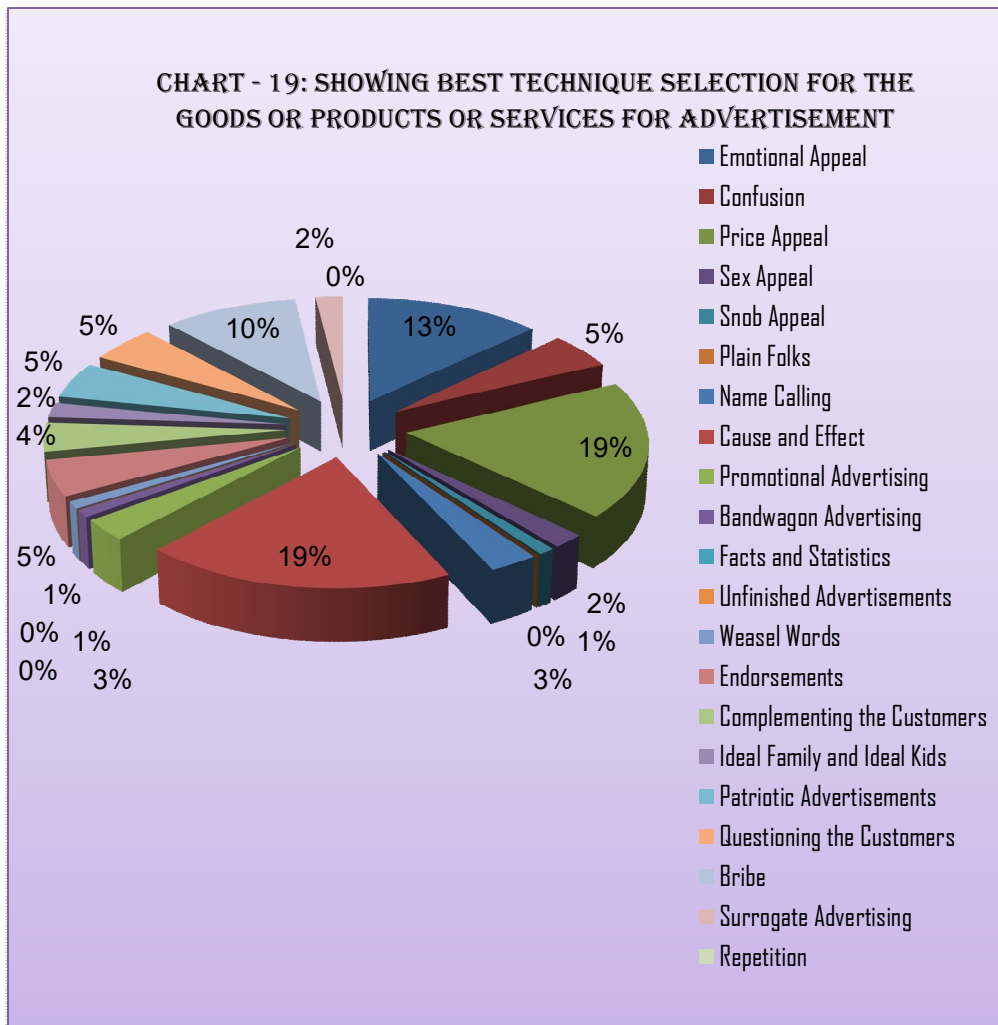
Factors	Respondents (Frequency)	Percentage (%)
Emotional Appeal	13	13
Confusion	05	05
Price Appeal	19	19
Sex Appeal	02	02
Snob Appeal	01	01
Plain Folks	00	00
Name Calling	03	03
Cause and Effect	19	19
Promotional Advertising	03	03
Bandwagon Advertising	01	01
Facts and Statistics	00	00
Unfinished Advertisements	00	00
Weasel Words	01	01
Endorsements	05	05
Complementing the Customers	04	04
Ideal Family and Ideal Kids	02	02
Patriotic Advertisements	05	05
Questioning the Customers	05	05
Bribe	10	10
Surrogate Advertising	02	02
Repetition	00	00
Total	100	100

Source: Field Survey, 2018

EPILOGUE:

The study was conducted “Analysis of the effective media use in advertisement in South 24 Parganas District”. It reveals that the advertisements are attractive and the viewers were able to recall the advertisements. But at the same time the viewers opined that the advertisements should be made more informative, must guide them in a proper way, should avoid misleading and confusing the viewers. In the end researcher conclude that advertise companies should use attractive and informative content to create the

awareness in the consumers and they should not rely on the advertisement for changing the perceptions of the consumers instead they should use new ways of sales promotion or other medium to change the perceptions of the people. It will be easy for any company to change the buying behaviour of consumer by creating awareness and building strong perception in the mind of their customers. The findings of the study clearly reveal that the advertisements have both positive and negative impact on viewers and to conclude with the lines of Edgar. A. Shaoff that, "Advertising is the art of making whole lies out of half-truth".



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