

## EFFECTIVENESS OF TRADITIONAL VS MODERN MEDIA ON ADVERTISING IN RURAL AREA

Anjana Devi.S\*

Research scholar, SD College Alappuzha, University of Kerala, Kerala, India.

\*Corresponding author | Received: 12/11/2020 | Accepted: 15/12/2020 | Published: 28/12/2020

**Abstract:** *Advertisements are the most common and effective method of creating awareness among the consumers. It is a marketing communication that employs an openly sponsored, on-personal message to promote or sell a product or idea. Advertising is communicated through various mass media including traditional media and modern media. The purpose of the undertaken study is to examine the effectiveness of traditional as well as modern media on advertising in rural area. For this purpose, study is conducted to investigate the impact of different media, i.e. traditional and modern media on advertising among individuals in rural areas.*

*Key words:* Traditional advertising, Modern advertising, Rural areas

### Introduction

Advertisement as a tool of communication, but mostly as a marketing tool is subject to many theories and explanatory and normative models. The word ‘Advertisement’ comes from the Latin word of Advertere “which helps to understand minds of people towards product”. Advertisement helps to transfer the business promotional information to present and prospective customer. Advertisement is more important for seller in modern and large scale production, without advertisement and promotional activity they cannot push product for sales effectively in competitive marketing.

Traditional media communication medium was considered to be very important a few years ago, but from last few years the digital media is prospering considerably and it become very important mode of communication in marketing and advertising for building brand sustainability. Digital marketers interact and communicate effectively and inexpensively to the customers by using the mechanism of digital media channels.

### Statement of the Problem

In Current scenario, the advertisement and promotional offers are the major problems to all retailers. So, it is very difficult to identify the consumers’ needs and wants and media which reach properly to customers. It is also difficult to retain current customers. In case of rural areas, the features of customers is entirely different in income level, literacy rate, media

habits etc. So, it is necessary to select suitable advertising strategies to reach target customers.

### **Objectives**

- To evaluate traditional and modern advertising effectiveness in rural areas.
- To study the merits and demerits of traditional and modern advertising.
- To find out the most effective means of advertising for the rural market.
- To study the different methods of traditional and modern advertising.

### **Scope of The Study**

Advertising is a marketing tactic involving paying for space to promote a product, service or cause. The actual promotional messages are called advertisements or ads for short. This study about the effectiveness of traditional and modern advertising helps retailers who target rural areas to devise market and make strategies. Present study helps to collect information about rural customers' lifestyle and attitude towards shopping and to know how much consumers are attracted about modern advertising methods.

### **Research Methodology**

This study is descriptive and both primary and secondary data has been collected. Primary data is collected using Google form of questionnaire from 50 respondents from rural areas(convenience sampling) in Trivandrum district. The simple percentage analysis has been used to analyze the data.

Secondary data is collected from journals and websites.

### **Significance of the Study**

Advertising plays a key role in promotion of the product. The problem before the marketer is to find out a common path for this huge magnitude of rural masses with varied social, cultural background and speaking a few hundreds dialects. Traditionally, advertising always ignored rural India, except for fertilizers, tractors, water pumps, insecticides and seeds. There was no direct interaction with the prospective consumer, only few selected rural distributors and retailers had taken up the responsibility for the rural market. Before the penetration of television and other media, advertisers had very limited alternative form of advertising for promoting their brands. So marketers mostly relied either print media or radio as tool of communication. Though some years ago, rural market was not given enough importance by the companies but now the things are definitely changing. To communicate efficiently with rural audiences, it is important to understand the aspiration, fears and hopes of the rural customers in relation to each product category and developing a communication package to

deliver the product message. This study helps to know which medias are more effective in case of rural areas.

### **Review of Literature**

**P.Venkata Subbaiah and Sathish A.S(2017)** analyzed that the rural consumers range is different not only in their behavior and practices but additionally in their conviction and ideals.

**Asha.K and Merlin Thanga Joy.A (2016)** reveals that in case of FMCGs only well educated and rich consumers utilize the top national brands. The consumers have been establishing very exposed to different media primarily to newspapers and television.

**Jnaneshwar Pai Maroor(2015)** found out that in rural areas women do not have personal confidence in advertisement. Family and friends play an important role in the buying decision.

### **Strategies of Rural Advertising**

1. Influencer Strategy: The role of the opinion leader or influencer in marketing communication cannot be ignored as far as rural India is concerned.
2. Participatory Strategy: The best place to seek the villagers' participation is the events like different games and sports competitions, where they always try to have it.
3. Show-and-Tell Strategy: Many brands have adopted different ways to educate the rural consumers about the usage of the product.

### **Traditional Advertising Methods**

- Television media Advertising
- Radio Advertising
- Broadcast Advertising
- Outdoor Advertising
- Direct Mail
- Print Media Advertising
  - Newspapers
  - Periodicals
- Billboards
- Door-to-door sales
- Banner Advertising

### **Modern Advertising methods**

- Digital or Online Advertising
- Mobile Advertising
- Social media
- Pay-per-Click advertising

### **Merits of Traditional advertising**

1) Reach 2) Face to Face contact 3) Tangible offers 4) Product Testing

### **Demerits of Traditional advertising**

1) Expensive 2) Inefficiency 3) Forced Strategy

### **Merits of modern advertising**

1) Cost efficient 2) Efficiency in Results 3) Specific Marketing 4) Social 5) Competition

### **Demerits of modern advertising**

1) Time 2) Trust

### **Findings**

- ❖ Majority of respondents from rural areas are educated.
- ❖ Reference group of majorities of respondents is illiterate family members in urban areas.
- ❖ Above 90% of younger generation use mobile phones as well as internet, thus they are familiar about modern media of advertisement.
- ❖ Individuals above 60 years of age depend TV, radio and newspaper for taking purchase decision.

### **Suggestions**

- ❖ Give more awareness about modern media of advertisement in rural areas.
- ❖ Retailers who target rural areas must use TV, radio & newspapers as medium for their advertisement.

### **Conclusion**

Advertisement is a tool of communication, but mostly a marketing tool is subject to many theories and exploratory and normative models. Advertisement is more important for seller in modern and large scale production, without advertisement and promotional activity they cannot push product for sales effectively in competitive marketing. From this study, concluded that younger generation in rural areas are familiar about modern advertising

medias but people above sixty years are familiar only about radio, TV and newspapers as medium for advertisement.

### References

- ❖ P.Venkata Subbaiah and Sathish A.S, 'Future of Advertisements in Rural Marketing', Sona Global Management Review, Vol-11, Issue-2, 2017
- ❖ Asha.K and Merlin Thanga Joy.A, 'Impact of Television Advertisement on buying behavior of rural consumers towards FMCG in Kanyakumari District', Journal of Chemical and Pharmaceutical sciences, Vol-9, Issue-4, 2016.
- ❖ Jnaneshwar Pai Maroor, 'Study on Awareness and Perception of Rural Women towards advertisement', Pacific Business Review International, Vol-8, Issue-5, Sep 2015
- ❖ <http://ruralmarketing.in>