

## A STUDY ON PUBLIC PERCEPTION TOWARDS ADVERTISING WITH SPECIAL REFERENCE TO YELANDUR TALUK

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### ABSTRACT

*Advertising is a powerful tool to reach a large number of people at a time within a span of seconds. Advertising is necessary for all companies to market their products and services. Therefore, all the companies are concentrating more on advertising to reach all segments of the market. Nowadays, companies targeting rural areas considering their largest share in the market segment through using various advertising strategies. The present study, which was conducted in four villages of Yelandur Taluk, to analyse the perception of rural people and found that even though they are influenced by the advertising, still they are not satisfied with the content and information provided in the advertising.*

**KEYWORDS:** Advertising, Perception, Companies, Rural Area, Advice.

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### INTRODUCTION

In the ancient and medieval worlds, advertising existed as word of mouth. The first step toward modern advertising came with the development of printing in the 17<sup>th</sup> century; beginning with weekly newspapers in London began to carry advertisement. The expansion of business in the 19<sup>th</sup> century was accompanied by the growth of the advertising industry and people started to make public announcements on the streets about their product offers and some people had signboards outside their shops and talks about their product that they were selling in a way that even an illiterate could understand the product's features. On the other hand, India, as the second largest populated country in the world, having the largest consumer base in the world, witnessed advertisements in the 19<sup>th</sup> century but the development was limited. Later the introduction of LPG in 1991 has resulted in increase of the number of corporations, which in turn opened the door for the development of the advertisement industry. In recent years, apart from corporate, governments and allied organisations have also started giving advertisement to create awareness about social security. At present, the advertising industry is developing rapidly with the introduction of technologies, especially with the growth of the internet as well as the mobile industry. Further developments of technology have result in the speedy delivery of information

to a large number of people within a span of a second. Which motivates them to be active in advertising media through providing information directly and building a the communicational bridge by convincing people to purchase the products or use the services. In the competitive world, advertisements help to increase brand awareness though educating the customer about different products and their and new features, which helps the customer to compare different products and choose the best one.

Advertising plays an important role in our everyday life. It mainly determines the image and way of life and it has an impact on our thinking as well as on the attitude towards ourselves and the world around us. Advertising shows us ready forms of behavior in a certain situation. It determines what is good and what is bad. We buy what people say or "advise".

Advertising is growing as an indicator of modernization and spreading its influence everywhere. People also need to be aware of it, because sometimes a little carelessness in advertising either leads to lack of opportunity or threat, which leads to a big loss. On the other hand, rural people are less educated compared to urban people and they are also not aware of the pros and cons of advertising. Therefore, the study was conducted in a few villages of Yelandur Taluk to find out the perception and also satisfaction level of the rural people towards advertisements and how the advertisements have an impact buying behaviour.

## **Review of Literature**

Chandran and Unnikrishana (2019) Conducted a study in various parts of Kerala to examine the effect of newspaper advertisements on consumer awareness and to evaluate the importance of newspaper advertisements in developing consumers and found that there is a correlation between newspaper advertisement creating confidence in the minds of people and newspaper advertisements adding value to the product.

Parajuli and Pradip (2019) conduct a study to investigate women's attitude mass media advertisements and found that the majority of the respondents are aware of mass media advertisements and also there is a significant relationship between respondent's overall attitudes towards advertisements. Further authors found that advertising influences consumer behaviour.

Rehaman and Pial (2019) conducted the study in Chittagong city with the intention of analysing the consumer perception of various modes of advertising media and also to know which media is most preferable and found that customer's age, gender and occupation are the important factors which influence advertisement. Further the authors also that the majority of the consumers expressed that advertisements are not presenting the true picture of the product and most advertisement insult customer intelligence.

Gamal and Siddiq (2018) conducted a study in Mysore city to understand the perception towards advertising in the online social networking of foreign students who studied in Mysore and found that most of the respondents were not satisfied with online advertising. Therefore, the authors suggested creating an effective advertisement to influence consumer's informational responses. Finally, the authors conclude that online advertising to has to bring some surprise to the customer to grow

Bindia Doroch (2017) conducted the study with the aim of finding how the customer reacts towards the advertisements and promotions being used by the companies on several social media websites. The author found that social media advertising has a positive impact on customers, but sometimes the factors such as visibility, information, privacy policies are influences negatively on consumers. Finally author concludes that to attract the attention of customer the companies should concentrate on above aspects.

Bansal and Bagga (2017) conducted a study in Delhi to explore the effectiveness of radio as an advertising media and the study attempts to find out the radio listenership pattern of a consumer and found 10% of people felt that radio advertisement is ineffective and the perception of listeners is influenced by various factors that allow them to judge whether to act on the advertisement and concludes that if a radio advertisement is played on the right channel, at the right frequency, in the right time will grab the attention of listener.

Purey (2016) Conducted the study in Indore city, Madhya Pradesh to compare various medium of advertising and determine the effectiveness of different modes of advertising with various product categories and also tried to analysing the customer perception towards different modes of advertisement. The author expressed that there is a significant confidence between various modes of advertisement like television, newspaper, online, radio, outdoor magazines etc. and many problems products have risen due to wrong selection of media and finally suggested to analyse the every media before selection of the media.

Asha and Thanga (2016) conducted the study in kanyakumari district to ascertain the impact of advertisement on buying behaviour of rural customers towards fast moving consumer goods and author tried to explore the importance of television advertisement especially in rural area. Author said that television and newspaper are playing an important role in providing quick information on FMCG products and also author found that majority of respondents have satisfied with television media and newspaper.

Khatri (2016) conducted the study to assess the influence of newspaper advertising on consumer buying behaviour and also analyse the effect of advertisement placement in newspaper on buying behaviour. The author analysed deeply what consumer looks for in newspaper ads and which factor will have maximum impact on consumer behaviour.

Saravanan and Sajitha (2016) conducted the study to analyse the consumer's attitude towards internet and its effects on their buying behaviour pattern and found that 80% of the respondents have aware about the online advertisement and out of that 50% of the respondents believe that online advertisement is a reliable media.

Maroor (2015) conducted the study in Dakshinakannada district, Karnataka to know the level of confidence of rural women on advertisement and author tries to know whether the rural women find advertisement useful and reliable. In this study author tried to identified the factor which one induce rural women in the purchase decisions and author finally found that in rural places women do not have personal confidence in advertisement and the family, friends playing an important role in the attractive marketing strategies hold be well designed.

## **Statement of the Problem**

Nowadays, advertisements are the key for introducing new products and marketing them through providing information about products and services in an effective manner which leads to building up a strong relationship with the people. Advertising communicates with people which convince them purchase their requirements in a competitive world and attracting them towards new products and services through implementation of various attractive strategies. In India, the majority of people live in the rural areas and companies are concentrating on people through advertisements and attracting them towards their various products and services. However, advertisements may negatively impact on rural people due to low awareness about the pros and cons of advertising. The present study was conducted in a few villages in Yelandur Taluk which is one of the backward taluk with low literacy rate. Further they tried to find out perception and satisfaction level of the village people. to purchase decisions

### Objectives of the Study

- To study the level of perception among village people towards advertisements.
- To analyze the satisfaction level of village people towards advertisements.

### Research Methodology

The present study was based on primary data which was collected through a well-structured questionnaire using – convenient sampling method. The data has been collected from 80 respondents among four villages of Yelandur Taluk. The data collected was presented in tabular form and analysed using ratios.

### Data Analysis

**TABLE 1 SHOWING THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Demographic variables		Frequency	Percentage
Gender	Male	62	77
	Female	18	23
	Total	80	100
Age	Below 20	03	3.7
	21-30	49	61.3
	31-40	15	18.8
	Above 40	13	16.2
	Total	80	100
Occupation	Employee	23	28.7
	Self employed	22	27.5
	Student	13	16.2
	Labour	05	6.3
	Total	82	100
Qualification	Illiterate	00	00
	Pre-matriculation	23	42
	Post-matriculation	23	37
	Graduation	00	00
	Total	80	100
Annual Income	Below 25,000	35	44
	25001 -50,000	41	51
	50,001- 75,000	04	05
	Above 75,000	00	00
	Total	08	100

**TABLE 2 SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR OPINION TOWARDS RELIABLE MEDIA.**

Sl. No.	Particulars	Number of Respondents	Percentage
1	Television	43	53.8
2	Radio	05	6.3
3	Newspaper	11	13.8
4	Online	19	23.8

5	Pamphlets	01	1.3
6	Magazines	01	1.3
7	Word of mouth	00	00
Total		08	100

**3. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THE FACTOR INFLUENCED IN ADVERTISING.**

Sl No.	Particulars	No of Respondents	Percentage
1	Information	25	31.3
2	Reliability	32	40
3	Way of publicity	06	7.5
4	Participation of celebrities	07	8.8
5	Designing	02	2.4
6	Price	08	10

**4. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR OPINION TOWARDS VARIOUS MODES OF ADVERTISEMENT FOR A SINGLE PRODUCT**

Sl No.	Particulars	No of Respondents	Percentage
1	A little bit different	41	51.2
2	Huge Different	13	16.2
3	No different/same	26	32.5
	Total	80	100

**5. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR PERCEPTION TOWARDS ADVERTISEMENT**

Sl No.	Particulars		Strongly agree	Agree	Neutral	Dis agree	Strongly disagree	Total
1	Advertising influence on consumer behaviour	No. of Respondents	13	46	16	05	00	80
		Percentage	16.3	57.5	20	16.3	00	100
2	Advertisement is an essential in introducing the new product	No. of Respondents	11	54	13	02	00	80
		Percentage	13.8	67.5	16.2	2.5	00	100
3	Advertisement involved in making money by giving fake news	No. of Respondents	06	58	16	02	01	80
		Percentage	7.5	72.5	16.2	2.49	1.31	100

4	Advertisement sometimes misleading	No. of Respondents	13	48	12	03	04	80
		Percentage	16.3	60	15	3.7	05	100
5	Advertisement is an informative	No. of Respondents	00	56	56	13	09	80
		Percentage	00	70	70	16.2	11.3	100
6	Participation of celebrities make Positive impact make positive impact	No. of Respondents	00	60	60	12	08	80
		Percentage	00	75	75	15	10	100

**6. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MEDIA INFLUENCE WHILE BUYING DIFFERENT PRODUCTS**

Sl No.	Particulars		Television	Newspaper	Online	Radio	Magazines	Pamphlets	Word of mouth	Total
1	Daily consumable product like milk, vegetable etc.	No. of Respondents	12	04	02	00	00	01	61	80
		Percentage	15	05	2.5	00	00	1.2	76.3	100
2	Durable goods like furniture, electronic items, vehicles etc.	No. of Respondents	21	09	19	00	06	20	05	80
		Percentage	26.3	11.2	23.8	00	7.5	25	6.3	100
3	Essential Products like medicines, clothes etc.	No. of Respondents	26	12	22	01	05	09	05	80
		Percentage	32.5	15	27.5	1.2	6.2	11.3	6.3	100

**7. TABLE SHOWING THE CLASSIFICATION OF RESPONDENTS BASED ON THEIR SATISFACTION LEVEL TOWARDS ADVERTISEMENT**

Sl No.	Particulars		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
01	Design	No. of Respondents	16	41	22	01	00	80
		Percentage	20	51.5	27.5	1.3	00	100
02	Information	No. of Respondents	15	42	18	05	00	80
		Percentage	18.8	52.5	22.5	6.3	00	100
03	Price	No. of Respondents	09	30	33	06	02	80

		Percentage	11.3	37.5	41.2	7.5	2.5	100
04	Display	No. of Respondents	15	29	21	12	03	80
		Percentage	18.8	36.3	26.2	15	3.7	100
05	Content	No. of Respondents	8	38	32	01	01	80
		Percentage	10	47.5	40	1.25	1.25	100
06	Product reliability	No. of Respondents	3	39	31	6	01	80
		Percentage	3.8	48.8	38.8	7.5	1.31	100

8. Table showing the classification of respondents on the basis of purpose of the advertisement.

Sl. No.	Particulars	No. Respondents	Percentage
01	Provide qualitative information	28	35
02	Entertainment	09	11.2
03	Transfers belief and values to the society	10	12.5

### Findings

- The study found that the majorities i.e. 77.5% of respondents are male and 61.3 % of respondents are aged between 21 to 30.
- The study found that 70.05% of respondents have completed graduation and some of the respondents have completed post matriculation.
- The study found that 51.2% of respondents income is between 25,001 to 50,000 .
- Majority i.e. 53.805 of the respondents have said that television media is the reliable because most of the rural people are watching the television and getting the information about the products and services.
- Most of the respondents i.e. 71.35 of the respondents have buying the products influence by reliability and information factor.
- Majority i.e. 70% of the respondents have said that advertising is an informative media which is helps in identify and buying the new products or use the services.
- Most of the respondents i.e. 68.8% of the respondents have responded that the advertisement provide the relevant information about the product because they have satisfied with the information.
- Majority i.e. 51.2% of the respondents have expressed their opinion that while different media giving the advertisement on the same product makes a little bit difference in the context of product's information.
- Most of the respondents i.e. 5.5% of the respondents have agreed that the advertisement will influence on consumer buying behaviour by convincing to purchase the products.
- Majority i.e. 67.5% of respondents have agreed that the advertisement is an essential in introducing the new products.
- Most of the respondents i.e. 75% of the respondents have expressed that participation of celebrities will positively impact on consumer buying behaviour.
- Majority i.e. 76.3% of the respondents have been purchasing the daily consumable products influenced from the word of mouth.
- Most of the respondents i.e. 72.5% of the respondents have agree that the advertisement introduce the new product but it also involves in making money because of advertisement sometimes provides the fake information about the product and attracts the customers.



- Half of the respondents have been purchasing the durable and essential goods influenced from the television and online because of convenient.
- Majority i.e. 51.2% of the respondents have satisfied about product design which attracts the customer.
- Most of the respondents i.e. 51% of the respondents have expressed their opinion that the advertisement purpose is to provide the qualitative information and remaining respondents have said that educate the customer about the product.

## CONCLUSION

Presently, advertisement plays an important role by providing the information about the various products and services in an effective manner and also helps in promoting the products, services and also ideas to the society. It is communicating the customers by convincing to purchase the product or use the services.

From the study, it has been found that rural people have awareness about advertisement and majority of the respondents have positive attitude towards advertisement strategies followed by the different companies. On the other hand, some of the expressed that advertisement is negatively impacting on the rural people and also they have not aware on recent advertisement tools due to various reasons such as literacy, lack of knowledge etc.

To conclude, all the companies should provide the true picture with real information about the products and services which in turn helps the rural people to purchase the products or use the services without any confusion.

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