

Impact of Advertisement on Buying Behavior of Rural Women: with Special Reference Tirupur Dist, Tamilnadu, India

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Now – a - days growth of economic background in rural areas, People buying behavior has been attain significant change. Advertisements play a vital role on Business growth as well as buying nature of People. This paper we analysis the advertisement affects and which factor influence the buying behaviors of the rural women. Almost every product improves their growth by mass media advertisement. The major goals of advertisement promote product value in all strategy. It is a major tool in making product awareness and consumer to take purchase decision. The buying nature of rural women consumers is long lasting impact and exposure is much broader. Medium of advertisement is a very important for promoting product. A widespread a Television advertisement has been first place of advertisement medium. It will easily understand people demand, motivated to perceive current trends and importance of the product. The main objective of this analysis is to predict consumer behavior in Tirupur Dist Rural Women. Questionnaires is prepared and used to collect the data from consumer. A 200 respondent were selected from various area in Tirupur District and get the detail of their buying nature through our questionnaires.

Keyword: Advertisement, Television, Marketing, Buying behaviors, Consumers

1. INTRODUCTION

Advertisement is a kind of procedure to reach a product to a target audience by non personal communications. It should be most powerful for companies to creating awareness of their product. People can identify of the product through advertisement for positive and negative. The Advertisements makeup the perception of consumer behavior and decided to purchase decision. Every company are wanted to promotional activity for their product. The successful advertisement will have to be innovatively and sensitively affect marketing strategies. It is a very popular management tool for dealing with the highly trends and competitors. The inside/outside the organization process the growth of business to reach the targeted advertise. The medium of advertisement is more notable one because consumer behavior is varied by different factors. Such as their age, gender, needed attitude, personality, economical background and nativity. These factors are influenced by their perception and judgments product. So, Advertisement medium is reach to all these peoples and make a decision of buying products.

The list of media available for promote product there are television, radio, newspapers, magazines (weekly and monthly), kiosk, flyers, wall poster, and etc. In generally audience attention based advertisement quality such as understanding of advertisement. The visual (audio and Video) effect with is more powerful advertisement technique. This study target audience is rural women. The most of rural women are house wives and their main

entertainments are watching television. The broadcasting advertisement has easily reached rural women. It will promote their purchase nature and decision.

1.1 Consumer Buying behavior in Tirupur Rural Area

Population of Tirupur District is 24,79,052, total area 5087.26 Sq.kms. In this area 4566.46 area is rural so 90% of area is rural. In this rural area women basically based on agriculture and Textiles industries. The some people is migrated to Tirupur City and working as textile employees. According to recent survey Tirupur Rural people daily come by Textile Company own vehicle for working. The 25 years back, most of rural women were belonging to agriculture background. That time they had very less amount of income because of agriculture less wages. Compare that periods currently rural women has been get better income and change socio-economic. The behavior of purchase and perception of buying nature improved or changed. The evaluation of digital era, Most of the rural people have broad casting network like radio, TV. Almost every individual home must had TV. The availability of DTH, Cable TV network most of rural area utilize TV as the best entertainment medium. The advertisement major role on rural women purchases decision. In Television advertisement goes decide to consume product and it will lead to rural women buying nature. Lifestyle, education level and earning capacity are the major fact that indents the rural consumers buying behavior.

1.2. Statement of Problem

- This study based on the response of Tirupur District Rural Area Women for Impact of Advertisement on Buying Behavior.
- This study is analysis into the Consumers purchase decision making on advertisement.

1.3. Objective of the study

The study was focused on the following objectives which we are mainly focused.

- To analyze the impact of consumer behavior for their buying nature
- To examine role of advertisements on the rural women life style
- To identify the impact of rural women perception and awareness of Advertisement
- To find the factor influencing rural women buying behavior.
- To know the satisfaction level of rural women towards Advertisement on their decision making.

2. REVIEW OF LITERATURE

Sameen Ladhi (2015) Advertisements are useful to creating the awareness on the target audience. Television and billboards are mostly influence by the different marketing departments of consumer buying behavior. The advertisement contains more information to affect the consumer for buying product. Age factor is influence of advertisement on their consumer buying nature while making the awareness and create the perceptions. **Dr.Sivanesan (2014)** Advertisement and Brand image is a crucial role to improve the business performance. Effective sources of business to convey the message and stay in

consumer mind. This study main objective is evaluating the impact of brand image and advertisement on consumer buying behavior. The finding shows that advertisement and brand image had strong positive influence and significant relationship with consumer buying behavior.

To examine the effects of consumer buying behavior of advertisements consider demand for cosmetic product by residents in and around Bangalore. The sample size 100, they were concluded ran regressions and found that advertising does influence expenses incurred on cosmetics products but much influence on the economic background(**Aksasi Ampofo 2014**), The result shows that, advertisement satisfies the needs of the firm and the wishes of consumers. Its strategize and know time of advertisement more important. **Mrindanish JHA 2014** the buyer decision process, all the selected brands are acceptable to the rural consumer. To finds and suggest that for rural consumers the consumption pattern is very much influenced by their family structure. The marketers need to address the perceived risk of rural buyers by showcasing the experience of users and ensuring service delivery close to the consumer's doorstep. The success of a new product as they brought improvement to consumer lives in terms of productivity and Quality. **Dr.D.PrasannaKumar at el (2013)** a purchase decision can be considered as an optimization process through which buyers seem the product or the brand that will yield the greatest satisfactions. This study describe additional information in consumer purchase decision had implication for advertising. The consumer behavior and advertisement are dynamic fields in terms of practice and scientific training. The Tv commercials advertisement from this earlier period used modern techniques and were primarily informative. The advertisement partly through the influence of improved technology and access to advanced theories and method. **Rehman et al(2014)** To collect data through questionnaires based survey with a 500 respondents in rural area of Lakki Marwat. Thus study used standard research method for evaluating correlation statistics and simple regression for design and data analysis. The results of correlation indicate that advertising is positively correlated with consumers buying behavior but factors of rural areas are negatively correlated with consumer buying nature.

The companies are using attractive and informative content of the product. **R.Sunderaraj (2016)** Shows that there is no significant relationship between age and level of impact it indicates that of advertisement. Advertisements help for business in two important ways. One is deriving to have a new product in the first place and other competitive job to make clear customer. Advertisement is multiple views and had different segments of society are indicted with their individual views. **Amrita Dhaliwal (2016)** Observed that the growth of rural areas, the factors such as income, development, infrastructure, awareness, coverage of Private TV and etc had great improved. Consumers clearly understand advertisement has most reliable tool to build company brand. It feel the product through advertisement highly influenced such as increasing awareness of rural women.

Tashrifa Haider et al(2017) Companies are creating new advertisement for their business growth. To always change consumers needs when it increasing advertisement change. The modern businesses are learning towards digital marketing such as digital advertisement. It

focus in social media and mobile advertisement that they may take over television advertisement very soon. The four independent variables are deciding advertisement value. That is Social image in Advertisement, Entertainment in Advertisement, Familiarity of Advertisement, Spending of Advertisement were considered. To determine which element in advertising is most effective and which has comparatively lower impact.

3. RESEARCH METHODOLOGY

The study collected data from 200 rural women in Tirupur District through well formed questionnaires. This method used in this study comprised of playing out an up close and personal meeting with the respondents. The arbitrary data will collected from the customer through this questionnaire.

3.1. Statistical tool and Analysis

To gather information from respondents were put in the following analysis for analyze various factors.

- Simple Percentage Analysis
- Chi-Square Analysis

3.2. Area of the study

This study is conducted in Tirupur District Rural Women

3.3. Research Model

The research model as follow

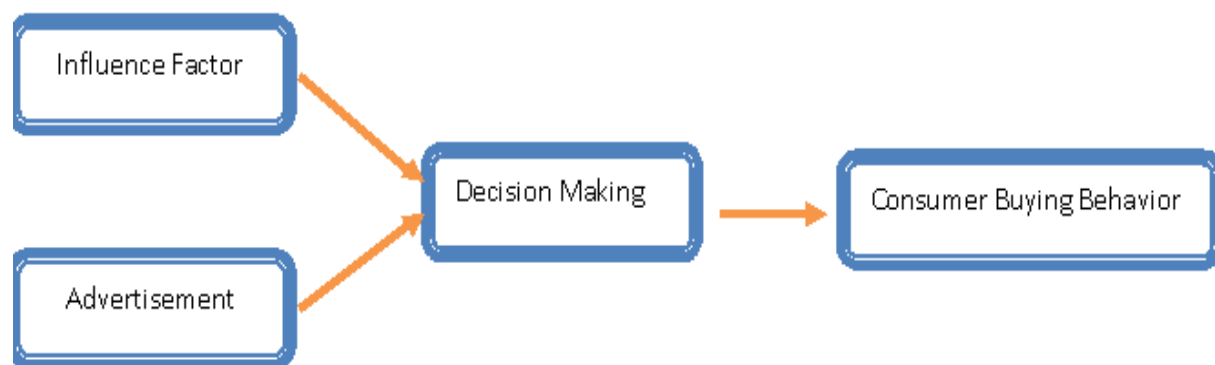


Figure 1: Research Model

4. DATA ANALYSIS AND DISCUSSION

Data collected and analyzed using SPSS tool. Using qualitative data is easily understand and analysis the consumer buying behavior. To fulfillment of our objective, this data useful us understand which factors are influenced most by their advertising in their purchase decision making.

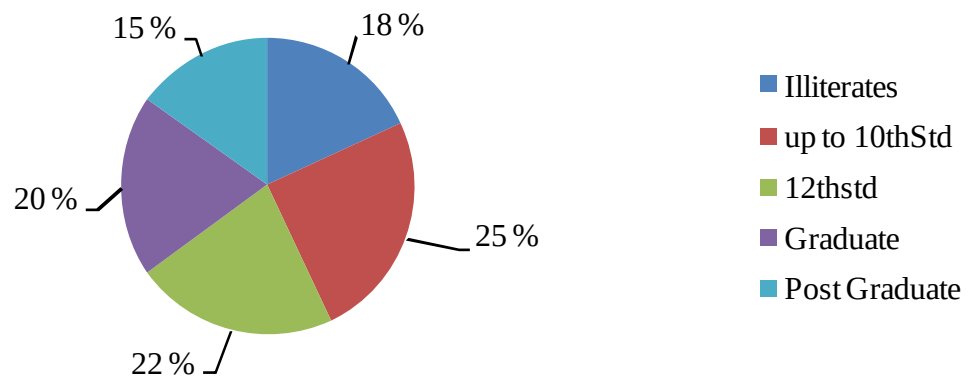


Figure 2: Educational Qualification of the Respondents

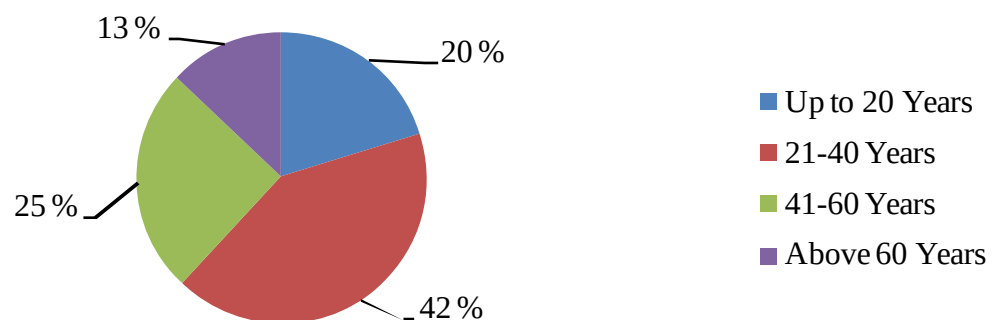


Figure 3: Age of the Respondents

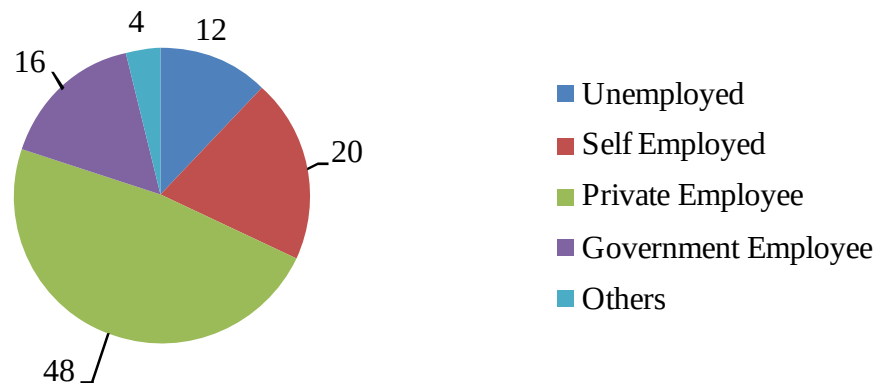


Figure 4: Occupation of the respondents

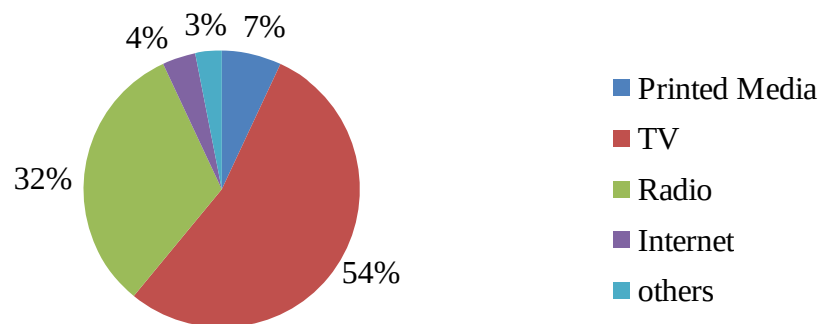


Figure 5: Best media of Advertisements

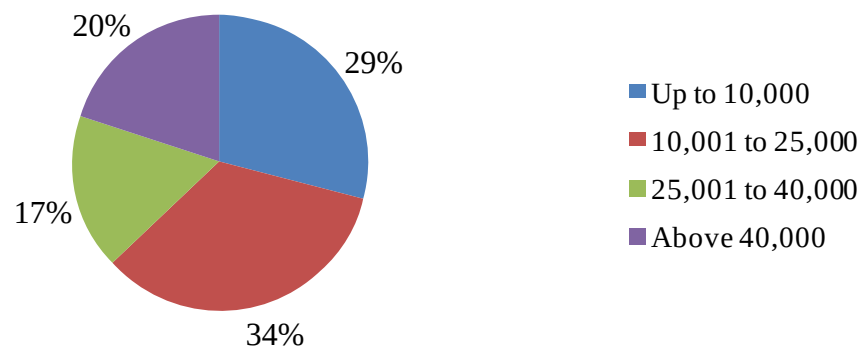


Figure 6: Monthly income of the Respondents

The above figure 3-7 shows that simple percentage analysis as demographical profile of the respondents. Maximum of respondents are complete their schooling. Majority of respondents' age group is 21-40. Maximum respondents are private employee. Majority of respondents are watching advertisement on Television. Most of the respondents are getting their monthly income as 10,001 to 25,000.

Table No: 1
Chi-square analysis

Factors	Calculated	Table	Degree	of	Results
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	Value	Value	Freedom	
Advertisement and Level of Satisfaction	11.58	9.49	4	Null Hypothesis Rejected
Factors of Rural area and level of satisfaction	9.67	9.49	4	Null Hypothesis Rejected

The above table identified chi-square analysis. To find that calculated value more than table. Hence the null hypothesis is rejected. There is significant relationship between advertisement and level of stratification, factors of rural area and level of satisfactions.

5. CONCLUSION

This proposal is find out the impact of advertisement on buying behavior of Tirupur district rural women. This study was conducted 200 respondents at various place at Tirupur district. Respondents strongly agree their buying behavior affect on advertisement. Advertisement is most important factor in marketing. Every product promotion advertisement is vital component. Education, Major factor of rural women is their lifestyle, Education and buying power. Advertisement has to change rural women awareness, desire, action and interest. We ware concluded advertisement role the rural women buying behavior. Most of the respondents Television advertisement is ranked first place. The statistical analysis describes significant relationship between advertisement and satisfaction level consumer buying the product.

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