

Broadcasting Media: An Uprising in the World of Rural Marketing

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Abstract

The rural markets of India are growing progressively over the past few years and in some parts of the country, are even bigger than the urban markets. They are both, fascinating and challenging, for the marketers. They offer large scope because of the size and potential, but at the same time there are certain setbacks in the rural markets like, customers are less educated, market is huge and heterogeneous. Therefore, looking at the prospects, which rural markets offer to the marketers, it can be said that the future is very favorable but for those who can understand the dynamics of rural markets and exploit them to their best advantage by breaking all the barriers. And this revolution is finally being made with the help of broadcasting media. It is playing a major role in the emergence of rural markets as a chief arcade for all the industries in India. All the products and services can now be marketed to the farthest and inaccessible rural areas of India, with the help of broadcasting mediums of advertising like television, radio and internet. It is evolving as the most powerful tool of communication for the rural markets of India because it is widespread and highly influential, especially to the adolescents and young adults.

In this paper, effort has been made to analyze importance, benefits and setbacks of broadcasting media in the rural sector and it's effort for overcoming all the flaws and proving to be the much loved by both buyer and seller. The paper envisages, the uprising made by this advertising medium in the rural market sector and the affects it has on the buying preferences of the target audience.

Key Words: Broadcasting Media, Rural marketing, Communication, Target Audience.

Introduction:

The rural markets of India are going progressively over the past few years and in some parts of the country, are even bigger than the urban markets. Around 72% of India's total population resides in villages. Hence, 'Go rural' is the marketer's new slogan. Thus, looking at the prospects, which rural markets offer to the marketers, it can be said that the future is very favorable for those who can understand the dynamics of rural markets and exploit them to their best advantage. And in this entire scenario, broadcasting media is emerging as an all new revolution. Broadcasting media is the airing of audio and video to the public. Broadcasting is the distribution of audio and/or video content or other messages to a dispersed audience via any electronic mass communications medium. The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it.

The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on this channel depends on the time of the commercial and the specific time at which it is aired. As an advertiser, you will pay for a spot based on multiple aspects, including length, the time the spot goes out, which channel it is on, and most importantly, which show is airing at that time. This purchase will be controlled by the media department of an advertising agency, or a media buying agency, whose job is to negotiate the best rates and times for the commercials. Spots can vary in length, some being just 5-10 seconds, others going as long as the whole commercial breaks. However, most spots are either 30 or 60 seconds on television, and 15, 30 or 60 seconds on radio. As with most other media used for advertisement message delivery, television and radio offer distinct advantages. Radio and TV are five of the media that form what are commonly referred to as the traditional media. The others are newspaper, magazines and the Internet. Companies typically build ad campaigns that rely on one or more of these media along with other support media. There are certain elements because of which broadcasting media is becoming popular day-by-day in the rural sector for advertising products or services. Some of these major elements of broadcasting media are:

- Trust Development- The first and foremost element of broadcasting media is developing trust of the buyer for the product or service, offered by the marketer, because the buyer will only buy that product if he has trust on it.
- Attention Grabbing- The advertisement should be attention grabbing, as that could only lead to purchase of the product or service being advertised. It should be designed to catch the eye of the buyer.

- **Positive Associations-** The advertisement should be capable of evoking positive feelings in the target group of audiences. It should be inspirational, only then it could convert into a purchase.
- **Creating Desire-** All good advertisements tell a story about a product and why the consumer would be better off with the product. Hence, the advertisement should be designed in a way that it creates a desire to possess it, for the target audience.
- **Action Motivator-** Once the advertisement has hooked the buyer; it should then lead to the action of purchasing it. Ad should be action motivator.

Objectives of the Study:

In this study of uprising of broadcasting media in the rural markets of India, the main objectives are:

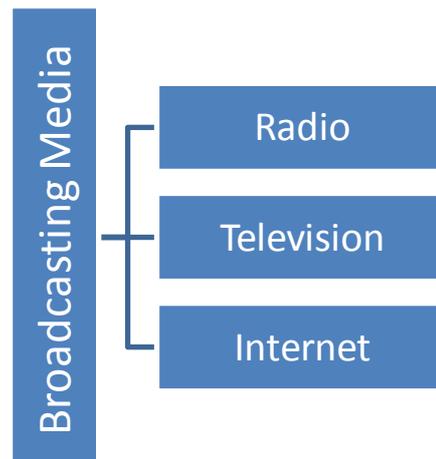
- To identify the changes brought by the uprising of broadcasting media, in the field of rural marketing.
- To discuss various types of broadcasting media obtainable in rural markets and their merits and demerits.
- To observe the significance of broadcasting media in rural markets of India.

Research Methodology:

The paper examines the significance of broadcasting media in the rural markets. The study is explanatory and descriptive in nature. It is based on secondary data collected from various valid sources such as websites of companies, media firms, books and articles on rural marketing, media, reports; however internet is the major secondary data source.

Types of Broadcasting Media:

When a business is growing, broadcast media is a great asset in your marketing mix. It may seem that the market is shifting to alternate advertising, but broadcast media should still be an integral part of your advertising budget. The commercials aired on radio and televisions are an essential part of broadcast advertising. When most businesses consider forms of advertising that may be the best for their company, television, radio, newspaper, magazines, and internet are typically the first types of media that come to mind. Wide geographic coverage & broad audience reach (appeals to most demographics), is one of the major reason for broadcasting media being the first preference of the marketers. Broadcasting media is generally divided in three mediums:



Radio:

Radio remains a strong advertising medium with continued growth in advertising revenue. The availability of radio on mobile devices such as smart phones with Internet connectivity gives advertisers access to a new mobile audience, as well as the traditional audience at home, at work or in cars. And radio has proved to be a major advertising tool in rural India also. With a view to popularize the importance of local governance and panchayati raj, the Administrative Reforms Commission has recommended the radio broadcast as a most effective means for reaching out to the rural areas. Print medium is handicapped because of poor literacy in rural areas which is 59.4% according to Census of India. This underlines the importance of medium of propagation through radio broadcasting both in terms of reach, which is 99.13% of local population, as well as cost involved. Advantages of using radio as a medium are:

- **Radio Timeliness-** Radio offers the most timely ad placements of any of the traditional media. This benefits the advertiser in two ways. One is that the turnaround time on getting an ad on air is very brief. A common time frame of a radio ad is three weeks production and two weeks to develop a total media buy. Timeliness also means that you can deliver more timely messages to promote current business activities and promotions.
- **Less Expensive-** Radio spots are also less expensive and is often sold in packages of a certain number of spots in a rotation. Radio does not require the video equipment and logistics of producing more expensive commercials.
- **Wide Reach-** Reach is the total number of people exposed to your advertising message. Companies focused on generated brand awareness often have reach as a major objective and radio proves to grab attention of a large number of people due to its wide reach.

- Creativity- Creativity can give greater meaning to a brand beyond its basic product. And with the help of its creative jingles, usage of regional language, radio evidences to be a creative means of broadcasting medium in rural areas.
- Flexible Medium- Radio is a flexible means of communication as the ability to easily change and update scripts are paramount to radio broadcasting.

In all these above stated ways, radio evidences to be an important and advantageous means of communication, in rural areas. But with all these advantages, there are even some disadvantages of this form of broadcasting media:

- Not Good for all Products- Not all products and services are suited for radio advertisements. If you are trying to sell something which has to be seen before buying, it can be very difficult to do so without a visual representation, which is completely impossible with radio.
- Key Spots are Expensive- Radio in all is a relatively less expensive medium for advertising but there are certain key spots and the marketer has to pay for those spots. When it comes to radio, there are two times that just about everyone is tuned it, the morning and evening commutes. These are the two times that you will see the most turn around for your radio ad. However, there are only so many spots to go around, and you can end up paying a hefty price to land one on a well listened to station.
- Changing Radio Stations-It is no secret that just about everyone changes the station when the commercial begin. There are so many other stations that are still playing music that it can be very difficult to get people to stay tuned in long enough to hear your advertisement. This is easily one of the biggest downfalls of radio advertising.

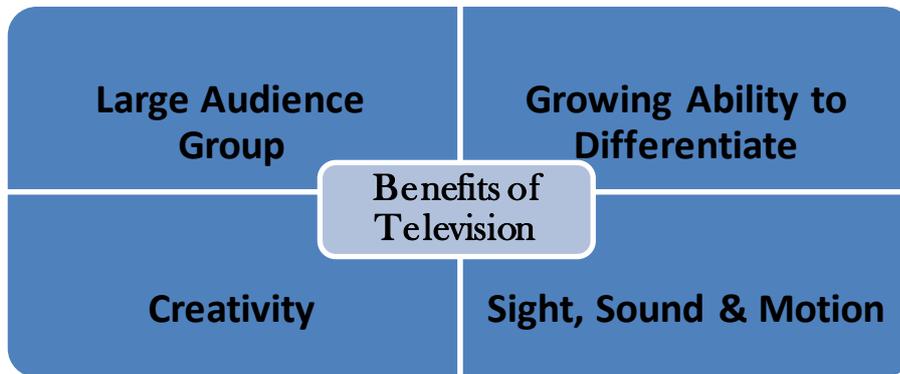
Television:

Watching TV is the most common leisure activity in our country today. It is the medium where the consumer spends the most “attentive” time. A number of surveys report average daily television viewing time as high as five to six hours. No wonder it has grown into a giant advertising medium. TV offers the greatest possibility for creative advertising. With a camera, you can take your audience anywhere, and show them almost anything. The power of television is in its ability to simultaneously appeal not only to sight and hearing, but to strengthen interest through the dimensions of movement and the realism of full color. It is comprised of pictures and words, but of the two, the pictures are infinitely more important.

TV advertising can show and tell many people about your product or service, and actually demonstrate the benefits of ownership. Since they see how it works and how it is packaged, every time they see it they will be psychologically reminded of their desire to have it. Television

is often referred to as the “king” of the advertising media. It has proven its power to influence human behavior again and again.

Some of the benefits of television as an advertising medium in rural markets are:



- **Large audience group-** Television reaches very large audiences – usually much larger than the audience your local newspaper reaches, and it does so during a short period of time. Reflected as a form of mass media, TV ads work well to attract attention, generate awareness and create preference for products and services.
- **Growing ability to differentiate-** With cable television advertising, advertisers can narrowly target specific market segments not only by placing their ads in specific programs but also choose specific zip-code areas for broadcasting the ads.
- **Sight, Sound & Motion-** Television has this major benefit which is not available with any other advertising medium. It allows you to convey your message with sight, sound, and motion, which can give your business, product, or service instant credibility.
- **Creativity-** It gives you an opportunity to be creative and attach a personality to your business, which can be particularly effective for small businesses that rely on repeat customers.

Despite shifts in ad spending to online and mobile media, television advertising is still the most pervasive form of ad spending for branding purposes and large businesses. Some of the demerits of television as a form of broadcasting media are:

- **Repetition-** When advertising on TV, a company must convey that it is an established and credible business. A long-lasting presence helps ensure viewers think of your business when the need for your products or services arises. This approach is both costly and time consuming.

- **Production Cost-** Television advertising is expensive in every term. Producing a spot with a local agency to air on local television is considerably cheaper, but less effective. And trying to cut corners could end up backfiring, as a poorly produced TV spot can actually reflect poorly on your businesses image, and decrease response.
- **Changing Message-** If a TV commercial is properly produced, it is problematic to make changes to the message you are conveying about your business efficiently and quickly. If a business wants to advertise a special offer, or a new product or service, a new spot must be produced, and time slots need to be purchased, which could be time consuming. Other media options can be produced and/or edited usually in-house, quickly and efficiently.
- **Tracking-** Tracking of the television advertisement is a difficult task in itself. Television advertising disadvantageous to smaller companies looking to clearly see the returns on an advertising investment.

Internet:

Internet advertising is a form of marketing and advertising which uses the Internet to convey promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. This form of advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. It is geared toward defining markets through unique and useful applications. Though internet as a broadcasting media of advertising is less popular in rural markets, but slowly and gradually it is growing.

Some of the merits of internet as a broadcasting media are:

- **Vast Reach-** The Internet's vast reach can allow advertisers to reach significantly more people than traditional advertising media at a fraction of the cost.
- **Good for Large Scale Industries-** Internet advertising is ideal for businesses with a national or international target market and large-scale distribution capabilities. As a rule, the more people your business serves, the most cost-efficient internet advertising can be.
- **Most Relevant Audience-** Internet advertising can also be more targeted than some traditional media, ensuring that your messages are seen by the most relevant audiences.
- **Review-** The benefit of reviewing a product or service is also available on internet. Product review websites and social media outlets, among other web communities, allow customers to praise or condemn your company based on their personal experiences. Thus, the Internet ties the customer service component directly to advertising.

Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted ad messages. But there are certain demerits of internet, as a broadcasting medium in rural markets of India. Some of the demerits are:

- Easily Copied- The main demerit of internet is that anything can be copied, even the advertisement. Marketing materials are spontaneously available for anyone in the world to copy, regardless of the legal consequences. Logos, images and trademarks can be copied and used for commercial purposes, or even to defame or mock a company.
- No Personal Feeling- The feeling of being personally associated with a product or company on whole is missing through internet, especially in the case of rural markets, where it plays a major role.
- People Tend to Ignore- Web users are flooded with banner ads and spam email that they have begun to ignore internet advertising just as much as ads on traditional media.
- Not Easily Accessible- As we all are aware that rural markets in some parts of India are still not easily accessible for buying and selling through internet. So internet is yet not a worthy form of broadcasting media for rural markets.

Significance of Broadcasting Media in Rural Markets of India:

Rural market is growing faster than urban, rural marketing results into overall balanced economic and social development. Rural marketing turns beneficial to business units, people residing in rural areas, people residing in urban areas, and to the entire nation. Since behavioral factors of rural consumers are different and almost unpredictable in nature, the marketers have a challenging task to design marketing mix strategies for the rural sectors. Due to considerable level of heterogeneity, marketers need to design specific programs to cater needs and wants of specific groups.

Broadcasting mediums like television, radio and internet are proving to cater all the needs of rural consumers. They have a vast reach, personal touch, positive approach, relevant to the target audience, hence are more appropriate form of advertising for rural markets of India. Broadcasting media techniques using forms such as radio and television that reach target audiences using airwaves as the transmission medium, is proving to be most beneficial in rural markets.

Some of the prominences of using broadcasting media as marketing tools in the rural markets are:

- Wide Geographic Coverage & Broad Audience Reach- Broadcasting media has a wide geographic coverage than any other medium of marketing. Reach refers to the total number of different people or households exposed, to a medium during a given period.

- Most Creative Medium- Marketing a product or service through broadcasting media, gives the most chances to be creative. It gives opportunity to be creative and attach a personality to the business.
- Accountability- With the help of broadcasting media, marketers can create accountability for their product or service. It helps in perceiving accountability with well accepted audience.
- Suitable for Every Business- There are so many options available for marketing a product through broadcasting mediums in rural markets, that it well suits all kinds of businesses and their requirements, may it be small scale or large scale.
- Best at Grabbing Attention- It is always proven that broadcasting mediums are best in capturing attention of its target audience. May it be with television or radio jingles, or even the pop ups on internet.
- Good for Heterogeneous Consumer Base- When we are talking about rural markets of India, we know it very well, and that the consumers differ in every aspect. From village to village, people, their language, needs, values, customs, education level, everything changes. And when a marketer has to put his product in rural markets, he needs to think about all these prospects and then finalize his marketing strategies. Broadcasting mediums being widespread, proves to be the best medium for such market types.

Conclusion:

Rural markets offer great scope for concentrated marketing effort because of the recent increase in the rural per capita incomes and the likelihood that incomes will increase faster because of better production and higher prices for agricultural products. The rural market has considerably changed in the past one decade. A decade ago, the rural market was more unstructured target location for corporate. Very less agro-based companies were focused in these markets. Illiteracy and lack of technology were the other factors leading to the poor reach of products and lower level of awareness amongst rural peoples. Gradually the corporate realized that there was saturation and stiff competition in the urban market, but a demand was building up in rural areas. Seeing the vast potential of 72 percent Indians living in rural areas, many corporates started aiming on these unexplored and high-potential areas.

Broadcasting media is playing a major role in rural markets of India. As people are less educated, market is heterogeneous and huge, special attention and strategies are required for rural markets of India, and broadcasting media is overcoming all these flaws and proving to be the much loved by both buyer and seller.

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