

PREFERENCE OF ADVERTISEMENT MEANS BY BUYERS IN RURAL AREAS OF HARYANA

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Abstract:

In this paper we will examine preference of advertisement means by buyers in rural areas of Haryana. The purpose of this paper is to examine the data and make recommendations based on the findings of the study. Analysis serves as the foundation for obtaining the problem's results. The results' overall meaning is provided by the interpretation. Without interpretation, data analysis cannot be completed, and without analysis, interpretation cannot be finished. As a result, interpretation and data analysis are interdependent. Following up on the research technique paper before it, the researcher concludes this paper with a discussion of data collecting and analysis done in accordance with the study's needs. The researcher used five points to collect data: For the goal of gathering data, the researcher creates a questionnaire and the Likert ratings. Data was gathered from the 600 people in the state of Haryana with the aid of the questionnaire. Convenient and judgmental sampling was used to get the data, and participants' ages were anticipated to be over 18. The researcher employed the percentile approach, which is backed by bar graphs and pie charts, to analyze and depict the data. And the following is a thorough examination of the data.

Keywords: advertisement, buyers, participants, market, preference.

Table 1: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Television

C. Please provide your preference of advertisement means during purchase of FMCGs: Television					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	2.3	2.3	2.3
	2	63	10.5	10.5	12.8
	3	148	24.7	24.7	37.5
	4	223	37.2	37.2	74.7
	5	152	25.3	25.3	100.0
	Total	600	100.0	100.0	

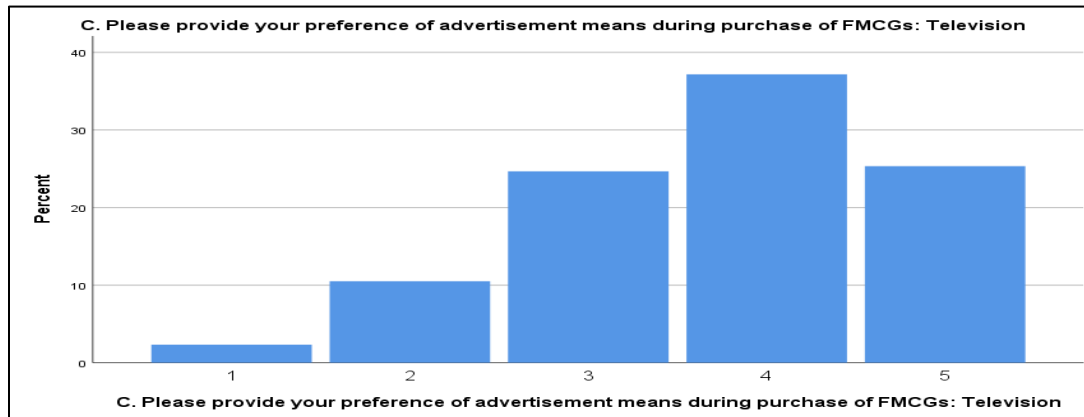


Fig 1: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Television

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: Television” In this, maximum 37.2% people replied with agree response and 25.3% replied with strongly agree in this category. The same trend is displayed in bar graphs.

Table 2: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Google

Please provide your preference of advertisement means during purchase of FMCGs: Google					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	2.2	2.2	2.2
	2	58	9.7	9.7	11.8
	3	140	23.3	23.3	35.2
	4	218	36.3	36.3	71.5
	5	171	28.5	28.5	100.0
	Total	600	100.0	100.0	



Fig 2: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Google

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: Google” In this, maximum 36.3% people replied with agree response and 28.5% replied with strongly agree in this category. The same trend is displayed in bar graphs.

Table 3: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Newspaper

Please provide your preference of advertisement means during purchase of FMCGs: Newspaper					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	3.0	3.0	3.0
	2	77	12.8	12.8	15.8
	3	150	25.0	25.0	40.8
	4	218	36.3	36.3	77.2
	5	137	22.8	22.8	100.0
	Total	600	100.0	100.0	

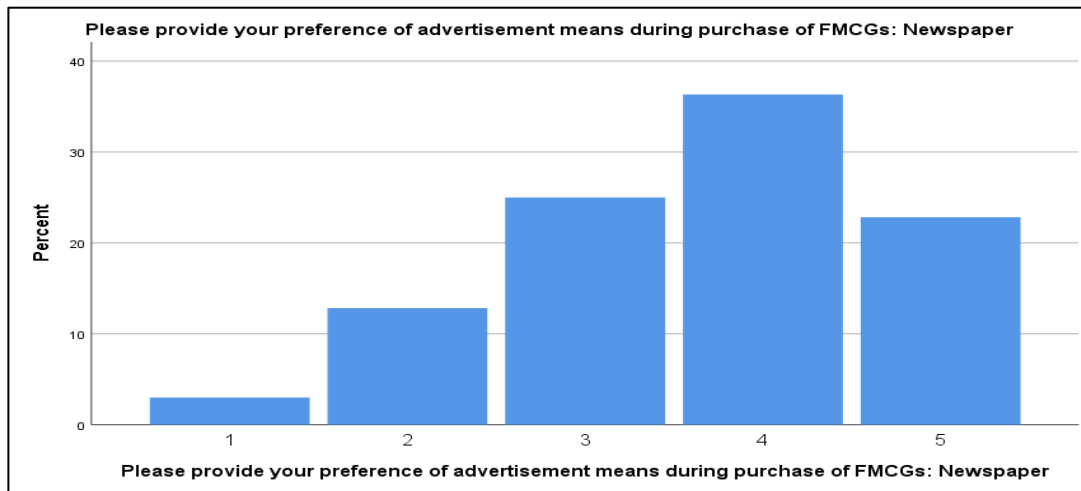


Fig 3: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Newspaper

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: Newspaper” In this, maximum 36.3% people replied with agree response and 25% replied with neutral in this category. The same trend is displayed in bar graphs.

Table 4: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Personnel Selling

Please provide your preference of advertisement means during purchase of FMCGs: Personnel Selling					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	4.3	4.3	4.3
	2	83	13.8	13.8	18.2
	3	157	26.2	26.2	44.3
	4	190	31.7	31.7	76.0
	5	144	24.0	24.0	100.0
	Total	600	100.0	100.0	

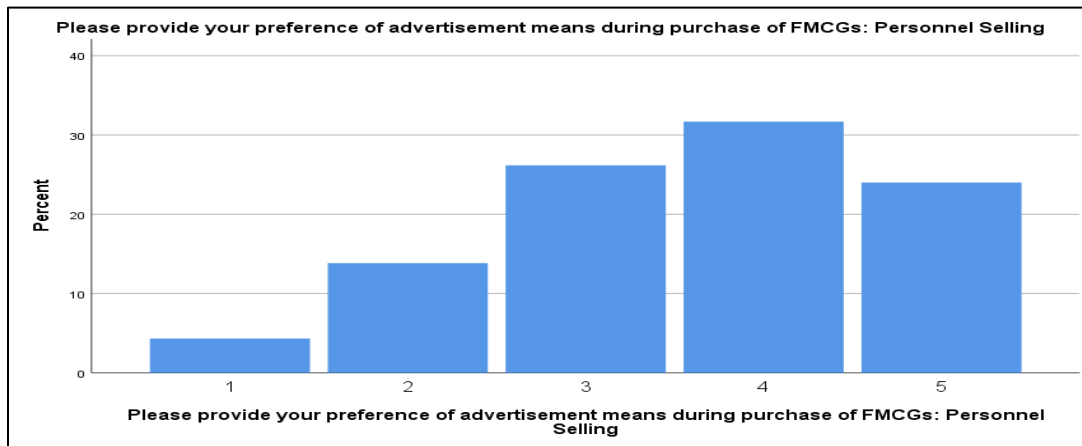


Fig 4: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Personnel Selling

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: Personnel Selling” In this, maximum 31.7% people replied with agree response and 26.2% replied with neutral in this category. The same trend is displayed in bar graphs.

Table 5: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: WhatsApp

Please provide your preference of advertisement means during purchase of FMCGs: WhatsApp					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	6.5	6.5	6.5
	2	111	18.5	18.5	25.0
	3	134	22.3	22.3	47.3
	4	192	32.0	32.0	79.3
	5	124	20.7	20.7	100.0
	Total	600	100.0	100.0	

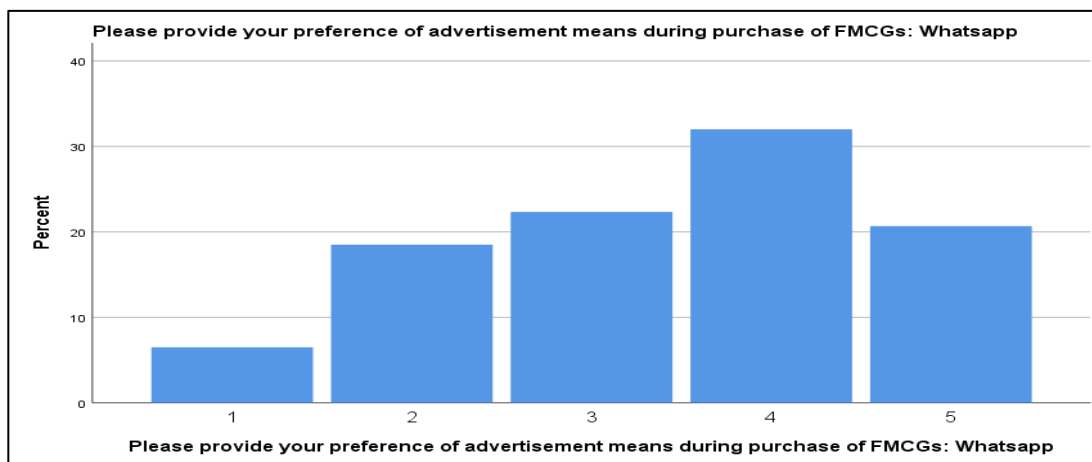


Fig 5: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: WhatsApp

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: WhatsApp” In this, maximum 32% people replied with agree response and 22.3% replied with neutral in this category. The same trend is displayed in bar graphs.

Table 6: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Facebook

Please provide your preference of advertisement means during purchase of FMCGs: Facebook					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	3.7	3.7	3.7
	2	65	10.8	10.8	14.5
	3	143	23.8	23.8	38.3
	4	187	31.2	31.2	69.5
	5	183	30.5	30.5	100.0
	Total	600	100.0	100.0	



Fig 6: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Facebook

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: Facebook” In this, maximum 31.2% people replied with agree response and 30.5% replied with strongly agree in this category. The same trend is displayed in bar graphs.

Table 7: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Twitter

Please provide your preference of advertisement means during purchase of FMCGs: Twitter					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	3.5	3.5	3.5
	2	72	12.0	12.0	15.5
	3	112	18.7	18.7	34.2
	4	221	36.8	36.8	71.0
	5	174	29.0	29.0	100.0
	Total	600	100.0	100.0	

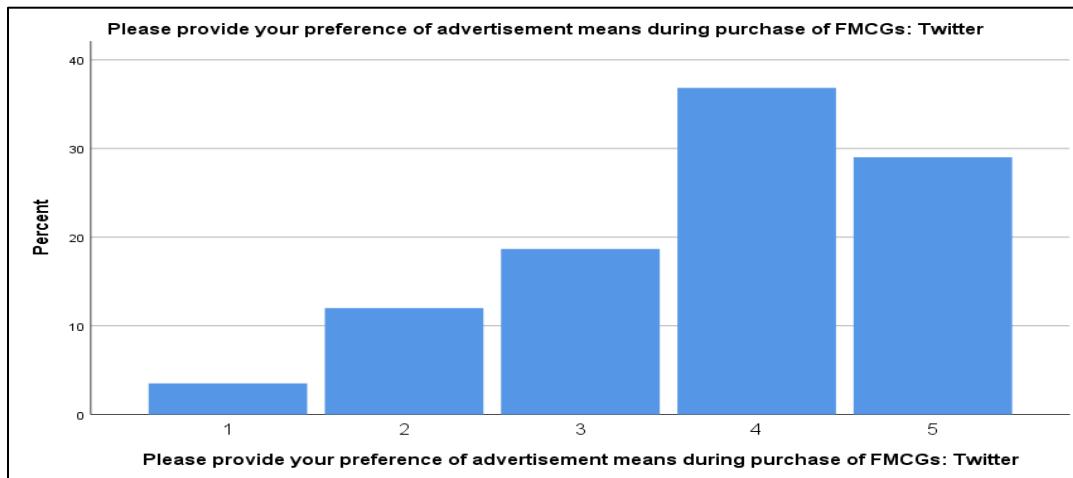


Fig 7: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Twitter

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: Twitter” In this, maximum 36.8% people replied with agree response and 29% replied with strongly agree in this category. The same trend is displayed in bar graphs.

Table 8: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Instagram

Please provide your preference of advertisement means during purchase of FMCGs: Instagram					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	3.2	3.2	3.2
	2	86	14.3	14.3	17.5
	3	177	29.5	29.5	47.0
	4	198	33.0	33.0	80.0
	5	120	20.0	20.0	100.0
	Total	600	100.0	100.0	

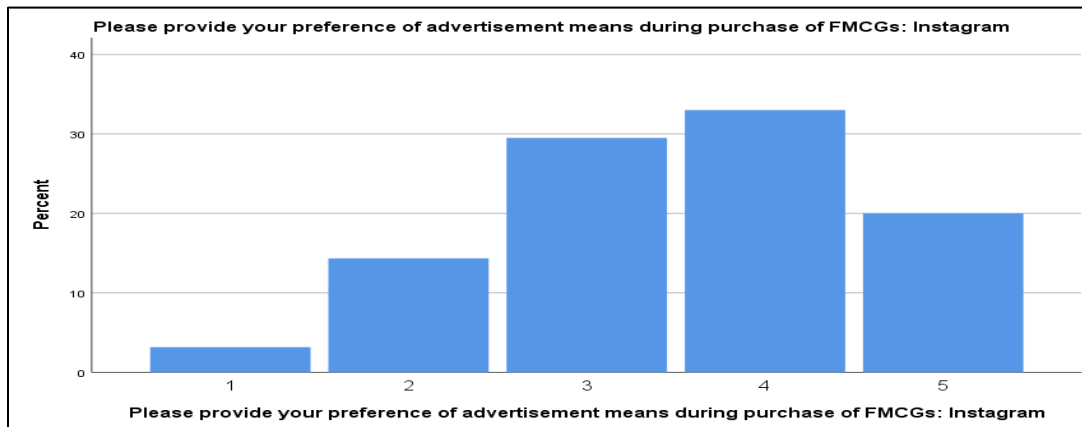


Fig 8: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Instagram

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “preference of advertisement means during purchase of FMCGs: Instagram” In this, maximum 33% people replied with agree response and 29.5% replied with neutral in this category. The same trend is displayed in bar graphs.

Table 9: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Economic/Comfort

C.1 Reason for Order for Preference: Economic/Comfort					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	4.3	4.3	4.3
	2	80	13.3	13.3	17.7
	3	132	22.0	22.0	39.7
	4	210	35.0	35.0	74.7
	5	152	25.3	25.3	100.0
	Total	600	100.0	100.0	

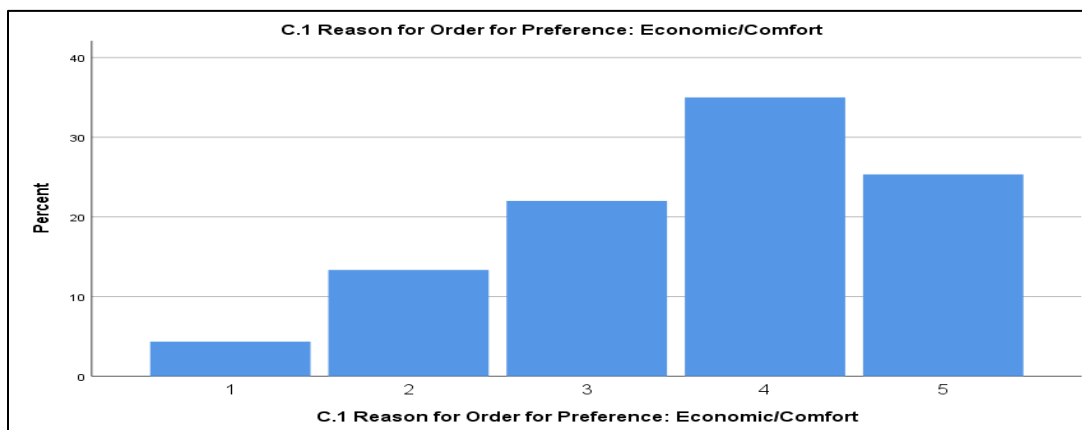


Fig 9: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Economic/Comfort

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “Reason for Order for Preference: Economic/Comfort” In this, maximum 35% people replied with agree response and 25.3% replied with strongly agree in this category. The same trend is displayed in bar graphs. Table 10: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Brand Image

C.1 Reason for Order for Preference: Brand Image					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	2.8	2.8	2.8
	2	51	8.5	8.5	11.3
	3	139	23.2	23.2	34.5
	4	238	39.7	39.7	74.2
	5	155	25.8	25.8	100.0
	Total	600	100.0	100.0	

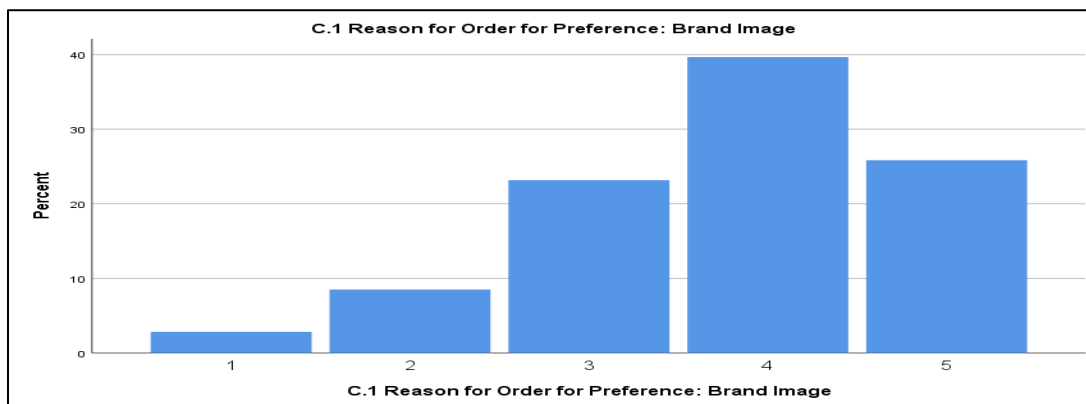


Fig 10: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Brand Image

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “Reason for Order for Preference: Brand Image” In this, maximum 39.7% people replied with agree response and 25.8% replied with strongly agree in this category. The same trend is displayed in bar graphs. Table 11: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Sentiments

C.1 Reason for Order for Preference: Sentiments					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	3.3	3.3	3.3
	2	49	8.2	8.2	11.5
	3	130	21.7	21.7	33.2
	4	235	39.2	39.2	72.3
	5	166	27.7	27.7	100.0
	Total	600	100.0	100.0	

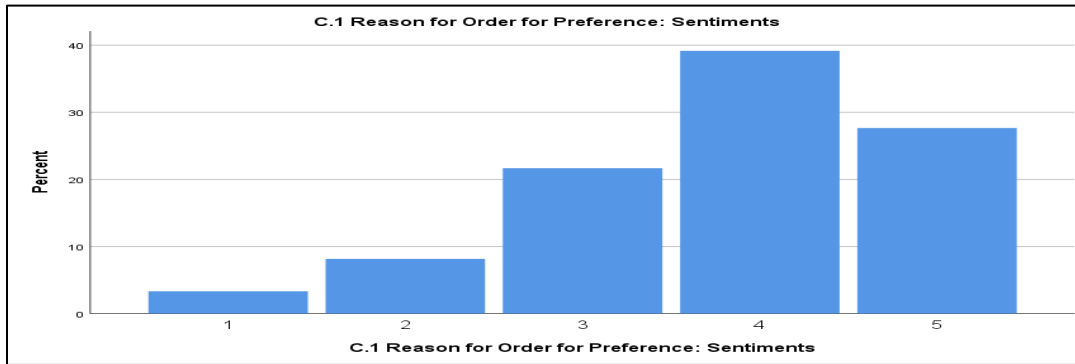


Fig 11: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Sentiments

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on “Reason for Order for Preference: Sentiments” In this, maximum 39.2% people replied with agree response and 27.7% replied with strongly agree in this category. The same trend is displayed in bar graphs.

Table 12: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: New Model

C.1 Reason for Order for Preference: New Model					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	7.5	7.5	7.5
	2	73	12.2	12.2	19.7
	3	126	21.0	21.0	40.7
	4	225	37.5	37.5	78.2
	5	131	21.8	21.8	100.0
	Total	600	100.0	100.0	

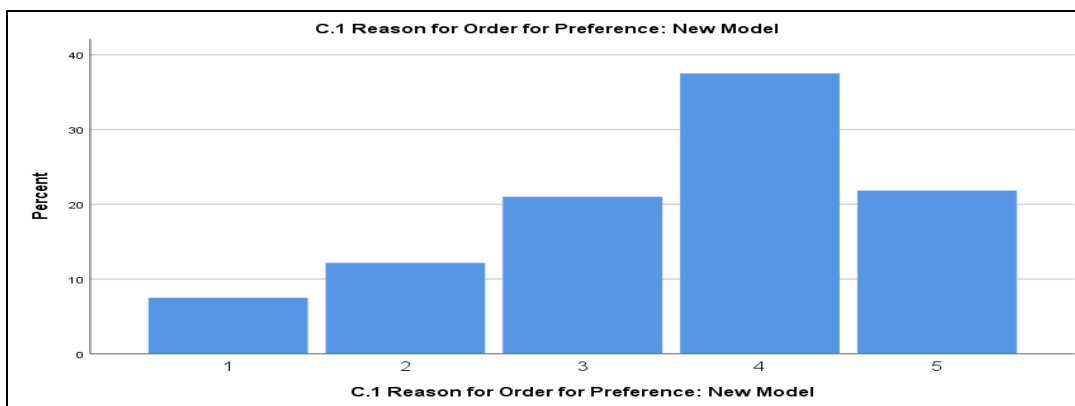


Fig 12: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: New Model

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based

on“Reason for Order for Preference: New Model” In this, maximum 37.5% people replied with agree response and 21.8% replied with strongly agree in this category. The same trend is displayed in bar graphs.

Table 13: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Attractive Appearance

C.1 Reason for Order for Preference: Attractive Appearance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	34	5.7	5.7	5.7
	2	73	12.2	12.2	17.8
	3	147	24.5	24.5	42.3
	4	215	35.8	35.8	78.2
	5	131	21.8	21.8	100.0
	Total	600	100.0	100.0	

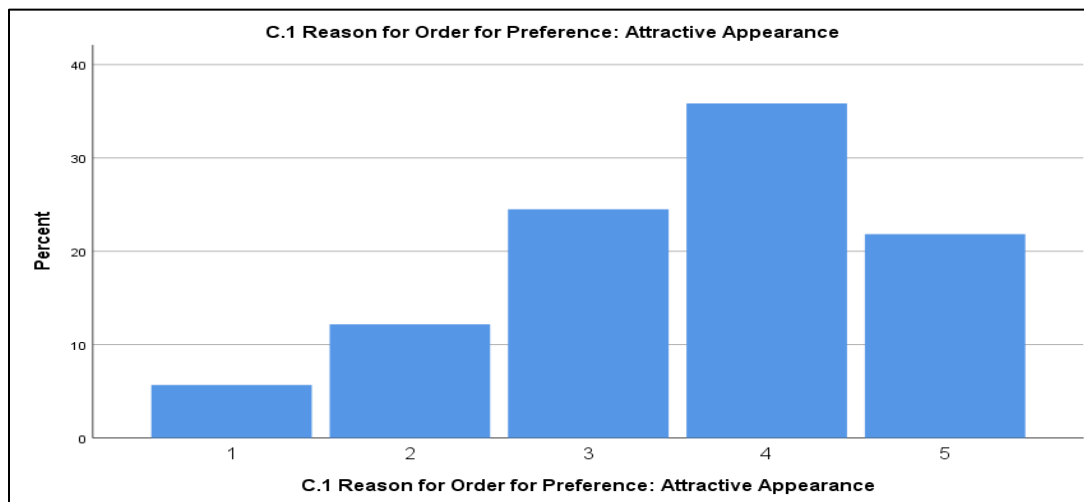


Fig 13: Descriptive Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas: Attractive Appearance

This survey based on preference of advertisement means by buyers in rural areas of Haryana based on descriptive statistics. Total 600 respondents used for this survey. Above table shows the analysis based on“Reason for Order for Preference: Attractive Appearance” In this, maximum 35.8% people replied with agree response and 24.5% replied with neutral in this category. The same trend is displayed in bar graphs.

Results using T Test

In this work, it analyze the results using t-test and also check its p-value. All will check whether hypothesis is rejected or not.

Table 14: One-Sample Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean

C. Please provide your preference of advertisement means during purchase of FMCGs: Television	600	3.73	1.028	.042
Please provide your preference of advertisement means during purchase of FMCGs: Google	600	3.79	1.029	.042
Please provide your preference of advertisement means during purchase of FMCGs: Newspaper	600	3.63	1.062	.043
Please provide your preference of advertisement means during purchase of FMCGs: Personnel Selling	600	3.57	1.124	.046
Please provide your preference of advertisement means during purchase of FMCGs: Whatsapp	600	3.42	1.191	.049
Please provide your preference of advertisement means during purchase of FMCGs: Facebook	600	3.74	1.114	.045
Please provide your preference of advertisement means during purchase of FMCGs: Twitter	600	3.76	1.102	.045
Please provide your preference of advertisement means during purchase of FMCGs: Instagram	600	3.52	1.062	.043

The table contains shows one sample statistics with mean and SD values. Total 600 responses have submitted based on preference of advertisement means by buyers in rural areas of Haryana. Total 08 statements have been covered in this objective. In this, the statement “preference of advertisement means during purchase of FMCGs: WhatsApp” has lowest mean value with 3.42 and agree response and highest mean value for preference of advertisement means during purchase of FMCGs: Google with 3.79 and agree response.

Table 15: T-test Statistics on Objective Preference of Advertisement Means by Buyers in Rural Areas

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
C. Please provide your preference of advertisement means during purchase of FMCGs: Television	88.787	599	.000	3.727	3.64	3.81
Please provide your preference of advertisement means during purchase of FMCGs: Google	90.290	599	.000	3.793	3.71	3.88
Please provide your preference of advertisement means during purchase of FMCGs: Newspaper	83.763	599	.000	3.632	3.55	3.72
Please provide your preference of advertisement means during purchase of FMCGs: Personnel Selling	77.828	599	.000	3.572	3.48	3.66

Please provide your preference of advertisement means during purchase of FMCGs: Whatsapp	70.290	599	.000	3.418	3.32	3.51
Please provide your preference of advertisement means during purchase of FMCGs: Facebook	82.231	599	.000	3.740	3.65	3.83
Please provide your preference of advertisement means during purchase of FMCGs: Twitter	83.509	599	.000	3.758	3.67	3.85
Please provide your preference of advertisement means during purchase of FMCGs: Instagram	81.260	599	.000	3.523	3.44	3.61

Above table shows the results of T-Test on based on preference of advertisement means by buyers in rural areas of Haryana. Total 08 statements have been used for analysis. Based on T-test analysis, all have p-value less than 0.05, hence it rejects null hypothesis and hence there is a strong relation between observer response and preference of advertisement means.

Table 16: One Sample Statistics on Objective Reason for Order for Preference by Buyers in Rural Areas

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
C.1 Reason for Order for Preference: Economic/Comfort	600	3.64	1.126	.046
C.1 Reason for Order for Preference: Brand Image	600	3.77	1.017	.042
C.1 Reason for Order for Preference: Sentiments	600	3.80	1.039	.042
C.1 Reason for Order for Preference: New Model	600	3.54	1.175	.048
C.1 Reason for Order for Preference: Attractive Appearance	600	3.56	1.126	.046

The table contains shows one sample statistics with mean and SD values. Total 600 responses have submitted based on Reason for Order for Preference by buyers in rural areas of Haryana. Total 05 statements have been covered in this objective. In this, the statement “Reason for Order for Preference: New Model” has lowest mean value with 3.54 and agree response and highest mean value for Reason for Order for Preference: Sentiments with 3.80 and agree response.

Table 17: T-Test on Objective Reason for Order for Preference by Buyers in Rural Areas

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
C.1 Reason for Order for Preference: Economic/Comfort	79.146	599	.000	3.637	3.55	3.73

C.1 Reason for Order for Preference: Brand Image	90.829	599	.000	3.772	3.69	3.85
C.1 Reason for Order for Preference: Sentiments	89.469	599	.000	3.797	3.71	3.88
C.1 Reason for Order for Preference: New Model	73.795	599	.000	3.540	3.45	3.63
C.1 Reason for Order for Preference: Attractive Appearance	77.424	599	.000	3.560	3.47	3.65

Above table shows the results of T-Test on based on Reason for Order for Preference by buyers in rural areas of Haryana. Total 05 statements have been used for analysis. Based on T-test analysis, all have p-value less than 0.05, hence it rejects null hypothesis and hence there is a strong relation between observer response and Order for Preference by buyers.

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