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### Effective Media for Communication: A Study of Saurashtra Region

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#### Abstract:

In the present situation of pandemic world is still not find the proper tool to communicate with the mass. And developing country like ours it's need of the hour. Because with about 6, 38, 667 small towns, India boasts of the highest figure of small towns in the universe, enormously populated by 720 million people, In the recent year the Indian market and marketing communication changed drastically. Hence many have altered their marketing strategies and reaped benefits totally in COVID situation. Many companies are exclusively setting up new department with dedicated team to learn how to penetrate and capture this growing market. There are a number of issues and challenges before the government/marketers/administrators in designing a communication strategy specifically keeping in mind the needs and wants of the customers. This paper is an attempt to find out the most effective medium of the advertisement in Saurashtra region.

#### Introduction:

In the present situation of pandemic world is still not find the proper tool to communicate with the mass. And developing country like ours it's need of the hour. Because with about 6, 38, 667 small towns, India boasts of the highest figure of small towns in the universe, enormously populated by 720 million people, In the recent year the Indian market and marketing communication changed drastically. Hence many have altered their marketing strategies and reaped benefits totally in COVID situation. Many companies are exclusively setting up new department with dedicated team to learn how to penetrate and capture this growing market. There are a number of issues and challenges before the government/marketers/administrators in designing a communication strategy specifically keeping in mind the needs and wants of the customers.

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India is emerging as a large market for a number of goods and services. Different companies have devised different strategies to reach the rural masses. Companies are utilizing sales promotion schemes to increase the awareness of their products in the rural areas.

Modern marketing strategies were proved to be extremely effective in reaching to the rural market. the rural market may be worth \$500- 600 billion by 2020. Industry body by ASSOCHAM projects that growth in the FMCG segment is likely to be driven by increased consumption in rural and semi-urban areas, and it is contribution from these regions that will propel the industry to a market size of Rs 1,23,363crore by 2015 from the present figure of Rs.70,000 crore.

For decisions regarding farm inputs, farmers may consult the traditional opinion leaders, including other successful farmers, agricultural officers and dealers. But with the growing aspiration levels (thanks to television), village youth who go to the cities for education and employment have also become important opinion leaders for lifestyle products. Per se rural new generation is also having opinion on such products and its marketing strategies including the communication too.

### Review of Literature

Here researcher present some work done on the rural communication have been collected and reviewed to enhance the understanding and as an attempt of making present one in the context.

Research of **Katke, K. (2007)** indicate that there exists a susceptible affiliation among environmental response with the consumer shopping for behaviour together with the attitudinal in addition to behavioral components of the purchasers buying behaviour. Emotional reaction on the other hand installed robust association with the purchaser shopping for behaviour. While, **Vinod Kumar Bishnoi (2009)** have focused on life style product and its communication it reveals that television publicizing has improved their association in item choice and buying. **Aithal, K. (2010)** worked that village store with his particular buying preferences additionally impacts the distribution channels of the marketers.

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**Hosseini F. S. et. al (2011)** have discussed that mobile advertising is spreading swiftly and is strongly considered to be one of the achievement elements of mobile trade. Mobile advertising and marketing are a brand-new way of marketing communications in rural areas of growing countries. Moreover, **Pankaj Arora and Anurag Agrawal (2011)**, examines the difficulties which company face in establishing distribution network and running communication programme in rural India. It also exhibits the dilemma which company faces in crafting rural communication program. Shift in consumption patterns and easiness to medium of communication have made the rural market a vital mechanism in the churning sales, especially with demand for many categories increasing in the urban markets.

**Farahat A. & Bailey M. (2012)** focused on behavioural targeting (BT) for two motives: (1) Most of the studies in estimating the effectiveness of targeted advertising has focused on behavioural aspects and (2) due to the fact that focused users are selected based upon similar behaviour, conservative measures of advertising and marketing effectiveness very in all likelihood to disregard a strong choice bias; the targeted customers' conduct very in all likelihood to be enormously correlated with the measured response. **Gharibi S (2012)** stated that in the past, advertising and marketing communications went to paintings simplest for the motive to boom income, however, today advertising is taken into consideration as one of the critical factors of customer service. With the development of communications, advertising and marketing can create a cost for clients. Results of **Mehir at. El. (2012)** revealed that all the marketing mix variables have significant relative contributions to sales in both the cases. It is also found that advertising does have significant short- term and long-term effects on adjusted sales for both the brands.

**Saravanan, K. S. (2012)** revealed that the rural people were highly preferred only a few advertisements like fast moving consumer goods, textile showrooms, jewellery showrooms, home appliances, two wheelers and mobile phone services because they are the products largely aired in Television. Therefore, before framing the advertisement, the advertiser should concentrate on the geographical features of the areas of the viewers in a particular state. These factors equally influenced the buying decision of the rural people. On the hand, **Sirs, K. M. (2012)** depicted that they design products for such mass markets will

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prosper and grow rapidly. **Venu Kumar G (2012)** observes that, its miles assure that F.M.C.G. Corporations will have to actually gain inroads in the rural markets with a purpose to reap double-digit increase objectives in future.

**Gordon B. R. & Hartmann W. R. (2013)**, researchers' analysis shows that instrumental variables, fixed results, and observable controls affect the estimate of the advertising and marketing coefficient. **Rajiv Kaushik and Kapil Dev (2013)**, indicates that there are a number of issues and challenges before the marketers in designing an advertisement strategy specifically keeping in mind the needs and wants of the rural customers.

While, **Surabhi Singh (2013)** states that the well-known of living, payment of intake for the agricultural client is totally specific from the urban customer. Various client item groups have custom designed their payments and Sizes for penetrating the agricultural marketplace and their communication too. **Fazal ur Rahman (2014)**, The results of a few elements of rural regions (where schooling degree and shopping for energy is low) were assessed. Results of the take a look at the show that advertising has more influenced while some elements of rural regions have the poor impact on shopping for conduct. In the rural areas to purchase and explore different avenues regarding the new items. Country youngsters choose of TV promotions, **(W. Chudzian, M. C. (2014))**.

**R.Karthi & at. el. (2015)** worked on marketers expand their business strategy similar to urban in rural markets with additional efforts to gain profit. In this perspective they revealed business expansion through understanding the rural market by Indian marketers. Study of **Dev Narayan Sarkar's (2016)** identified that rural marketing can be enhanced by appointing neighbourhood population as distributors, wholesalers and retailers of their products; or by way of employing neighbourhood manpower in other operations together too. A work of **Deepak Bhandari & Gaurav Khanna, (2016)**, depicted that there is an indeed place for premium products, but consumers in rural market for those products are spread and hard to reach. The appeal of rural market is in their size as mass markets. Those who plan products for such mass markets will flourish and grow up rapidly.

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**Anil Khan dare (2016)**, The study is based on identifying the effects of “information” bought changes in rural India, and role of ICT, The Rural Market of India is showing an impressive growth largely due to changing lifestyle patterns, better communication network and rapidly changing demand structure of consumers of rural area. A study of **Arun Kant Painoli (2017)** found that there are numerous variables enhancing the shopping behaviour of the rural consumer while they purchase the unique emblem of detergent powder and cake. Shopkeeper recommendation and advertisement are the maximum crucial variables in building reliability within the mind of the clients. **Shathish & Venkata (2017)** explained that the rural younger generations are exposed to technological development and are likely to shift from the exposure from traditional media to the new and evolving online and digital advertisements.

### Objectives of the Study

**The objectives of the study are as follows:**

1. To examine source of media to the consumers in Saurashtra region.
2. To know effective media for promotion among consumers in Saurashtra region.

### Hypothesis of the study

Ho: There is no significant difference in the perception for effective media for promotion among the consumers in Saurashtra region

### Research Methodology

The paper is based on the exploratory research based on primary data, which has been collected by a structured questionnaire on the 5-point Likert's scale. The data has been collected from 100 respondents selected by convenient sampling method residing in the nearby villages of Saurashtra area and studying in different courses of the M K Bhavnagar University, Bhavnagar. The collected data has been analysed by percentage, cross tabulation and t-tests.

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**Table 1 of Respondent's profile**

Age	Education		Income of Family		
Up to 25	Degree	Master	Lower/middle	Middle /Upper	Upper
100	63	37	21	62	17

Table of respondent's profile indicates that education wise 63 were graduates and 37 master's students, While, family income were distributed 21 respondents from lower-middle income, 62 from the middle-upper and 17 from the upper income group.

**Table 2 of Score analysis perception for  
effective media and rural communication**

Respondents	11	57	32
Score	Up to 14	Up to 29	Up to 35

The table 2 indicates score achieved by respondent's, to analyze score achievement  $11 \times 04 = 44$  score has been calculated, therefore,  $44 / 3 = 14$  is minimum, 29 and 44 are middle and higher score achievements respectively.

The result of score analysis indicates that the perception for effective media for promotion among rural consumers. The respondent students of MKBU is clear, because majority responses (74 Newspaper & Magazine + 15 TV & Radio = 89) achieved higher level perception for effective media and rural communication and only 11 respondents have achieved lower level perception for other media for rural communication. It means that respondent students of MKBU of Bhavnagar region have good understanding/perception for effective media and rural communication. According them still Newspaper, Magazine, TV and Radio are most effective media for the communication in rural area of Saurashtra region respectively.

### **Testing of hypothesis:**

Ho: There is no significant difference in the perception for effective media for promotion among the consumers in Saurashtra region.

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Hi: There is significant difference in the perception for effective media for promotion consumers in Saurashtra region.

To test the hypothesis of a one sample 't' test has been calculated on SPSS 14.0 result of it is as follows:

**One-Sample Test**

	Test Value = 0				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower Upper
VAR00015	49.741	78	.000	25.1013	24.0966 26.1059

Result of the t calculation states that 't' is found positive as 49.741, It means that the result is significant at 5% of coefficient, therefore, we do accept the alternate hypothesis that "There is significant difference in the perception for effective media for promotion among rural consumers.

It may be because of the profile of the respondents, also the perception for any such item, idea or agenda is a very personal, which may turn in significant result. It means that respondent students of MKBU, Bhavnagar hold different perception for effective media and rural communication, most of them have clear understanding of it. Because majority responses (74 Newspaper & Magazine + 15 TV & Radio = 89) achieved higher level perception for effective media and rural communication and only 11 respondents have achieved lower score for perception for other media for communication.

### Conclusion

In the present scenario our generations are also becoming adjustable to technological development, they are like to shift from the traditional media to the new and evolving online and digital advertisements. The findings of the study show that new media are really exposed in the market area. But its penetration is much slower in the rural area. While, the traditional media has help them as tool in the whole marketplace. This study is limited only to a Saurashtra region of Gujarat. However, the future scope lies in covering the representative for remaining regions of the state and other states to deriving an overall picture of rural market.

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This scenario will definitely help the governments/marketers/administrators to layout a complete approach plan.

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