



A STUDY ON RADIO ADVERTISEMENTS AND ITS IMPACT ON RURAL CUSTOMERS

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ABSTRACT

In the competitive market many manufacturer introduce variety of products and to popularize their products in the market, they depend on advertisements through different media. Eventhough people are educated in the rural areas, some of them may not have the capacity to understand the concept of the messages given in the print media like newspaper, magazines etc., But the radio depicts the messages clearly to the people in the rural areas i.e., about the entry of new products in the market and details of the product.

Though the Government provides the television at a free of cost to those peoples in the rural areas, still now, many of the peoples couldn't get the television provided by the Government. In such a situation, Radio plays a significant role in communicating the day to day events and the availability of the products in the markets. At this juncture the researcher felt that it is relevant to make a study on "Impact of Radio Advertisements on Rural Customers". Hence this particular study has been undertaken.

KEYWORDS: Advertisement, Informative, Aiding the Consumer, Business Environment, Availability of Products.

I-INTRODUCTION

Advertising has become increasingly important to business enterprises both large and small to achieve societal-oriented objectives. Advertising performs an informative and educative task that makes it extremely important in the functioning of the modern Indian society. Advertising helps to increase mass marketing by aiding the consumer to choose from amongst the variety of products offered for their selection. Large organizations and many small advertisers use the radio as a powerful medium of advertising and hence radio has become a very popular and effective medium of advertising the products in our country.

II-OBJECTIVES OF THE STUDY

- ☆ To study the respondents existing practices in listening the Radio.
- ☆ To examine the awareness of respondents about the advertisements in radio.
- ☆ To analyse the respondents ideas, views and opinion about advertisements made through radio.
- ☆ To study the impact of radio advertisements.
- ☆ To offer suggestions based on the results of the study.

III-REVIEW OF LITERATURE

↳ **FICCI — PrivateWaterhouseCoopers Annual Report on Indian Entertainment and Media Industry (2007)**¹ states that the cheapest and oldest form of entertainment in the country, which was hitherto dominated by the AIR, is witnessing a sea-change. In 2005, the Government announced three key policy initiatives - migration to a revenue share regime, allowing foreign investment up to 20% in to the segment and opening of 338 licenses in 91 cities to private radio players. The effects of these policy changes were evident in 2006 with 245 licenses sold to private radio players and several new radio channels such as Reliance's BIG 92.7 FM being launched. In 2006, the community radio was finally implanted by the government. Satellite radio continued to grow while the new concept of 'visual radio' was also launched on Nokia mobile phones.

↳ **Millward Brown(2007)**², study involved nearly 5500 interviews in continuous research to track awareness and attitudes to 17 brands. The media tested were Commercial Radio and TV in the Central Region of UK. The researcher stated that radio was three-fifths

as effective as TV at increasing advertising awareness amongst an audience of 16-44 year old radio listeners and radio prices were about one-seventh of those for TV.

↳ **Hall John R(2007)**³ in his article stated that company's most successful method of marketing is by radio advertisements. He said that the ideas for their marketing will come from the combination of thoughts of the sales consultants and radio representatives.

IV-RESEARCH DESIGN

SAMPLE DESIGN: The method of data collection is through sample survey, convenience sampling is used in this survey.

SAMPLE SIZE: The size of the sample is 375.

ANALYTICAL TOOLS: The following are the analytical tools applied for the analysis of the data collected. Percentage analysis

- Chi-Square analysis
- T-Test
- ANOVA
- Rank Correlation

V-ANALYSIS AND INTERPRETATION

TABLE-1

AGE OF THE RESPONDENTS

Data were collected from respondents of various age groups. The following table gives the distribution of respondents on the basis of their age.

S.No	Age	No. of Respondents	Percentage
1	Up to 20	80	21
2	21 - 40	226	60
3	41 - 60	66	18
4	Above 60	3	01
	Total	375	100

From the above table it is observed that 60 percent of the respondents belong to the age group of 21-40 years, 21 percent of the respondents are in the age group of up to 20 years, 18 percent of the respondents are in the age group of

41-60 years and 1 percent of the respondent belong to the age group of above 60 years. Majority of the respondents are in the age group of 21 - 40 years.

TABLE-2

TIME PREFERRED BY THE RESPONDENTS IN LISTENING THE RADIO

Data were collected from respondents about the time they prefer for listening the radio. The following table states the time which the respondents prefer for listening the radio.

S. No	Time	No. of Respondents	Percentage
1	Morning	69	19
2	Afternoon	93	25
3	Evening	84	22
4	Night	129	34
	Total	375	100

From the above table it is clear that 34 percent of the respondents prefer listening the radio at night, 25 percent of the respondents prefer listening the radio in the afternoon, and 22 percent of the respondents prefer listening

the radio in the evening and 19 percent prefer listening the radio in the morning.Majority of the respondents prefer listening the radio at night time.

EXHIBITS: 1

TIME PREFERRED BY THE RESPONDENTS IN LISTENING THE RADIO

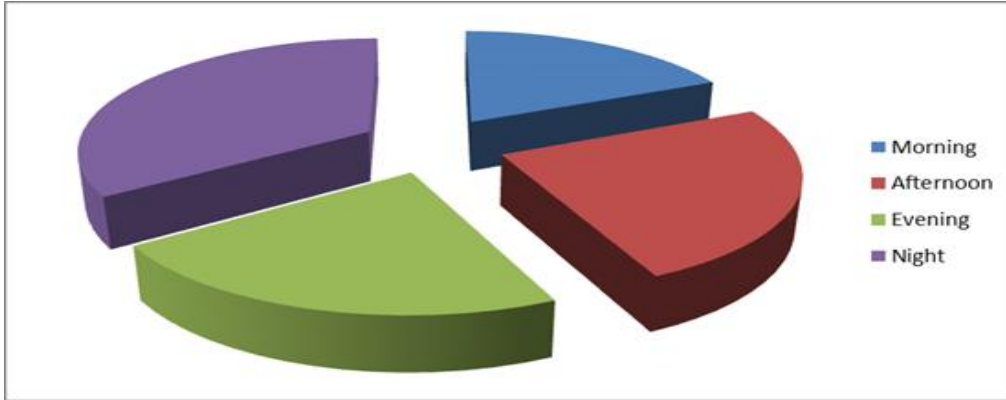


TABLE-3

RESPONDENTS REACTION AFTER LISTENING THE RADIO ADVERTISEMENTS

The following table states the respondent’s reaction after listening the radio advertisements.

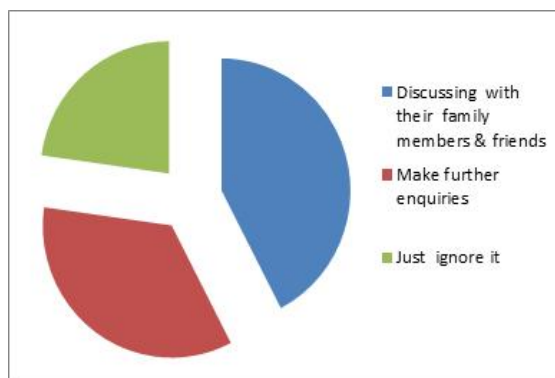
s.no	Reactions	No. of Respondents	Percentage
1	Discussing with their family members & friends	106	43
2	Make further enquiries	87	35
3	Just ignore it	57	22
	Total	250	100

It is clear from the above table that among 375 respondents,43 percent of the respondents are discussing with family members & friends after listening about the new products in the radio advertisements, 35 percent of the respondents are making further enquiries, 22 percent

of the respondents are just ignoring the radio advertisements.Majority of the respondents are discussing with their family members & friends after listening advertisements in the radio about new products.

EXHIBITS: 2

RESPONDENT’S REACTION AFTER LISTENING THE RADIO ADVERTISEMENT



CHI – SQUARE TEST**TABLE-4****REACTION AFTER DISCUSSING WITH THEIR FAMILY MEMBERS AND FRIENDS**

Null Hypothesis: The reactions after discussing with their family members and friends are given equal priority by the respondents.

L.S- 0.05

S. No	Reactions	Observed Frequency	Expected Frequency
1	Purchase	104	83.3
2	Dropping the idea of purchase	73	83.3
3	Postponing the purchase	73	83.3

$$\chi^2_0 = 7.688$$

Expected Value $\chi^2_e = 5.991$ for 2 degree of freedom at 5% level.

Inference $\chi^2_0 > \chi^2_e$. so the null hypothesis is rejected

Findings:

From the above table it is seen that the respondents reaction after discussing with their family members was to go for purchase of the product.

TABLE-5**TIME PREFERRED BY THE RESPONDENTS TO LISTEN THE RADIO ADVERTISEMENTS**

Null Hypothesis: The Time preferred to listen to the radio advertisement are given equal priority by the respondents.

L. S =0.05

S. No	Time	Observed Frequency 61	Expected Frequency 62.5
1	At the beginning of the programme		
2	At the middle of the programme	101	62.5
3	At the end of the programme	42	62.5
4	Separately	46	62.5

$$\chi^2_0 = 34.832$$

Expected Value: $\chi^2_e = 7.815$ for 3 degree of freedom at 5% level.

Inference: $\chi^2_0 > \chi^2_e$. so the null hypothesis is rejected

Findings:

From the table it is understood that majority of the respondents prefer to listen the radio advertisements at the middle of the programme.

RANK CORRELATION

Radio provides a variety of programmes. To find out which programme is ranked first and next by the respondents they were asked to rate the various programmes according to their perception. For these percentile positions, percentile ranks were found from Garrett's table. Making use of these scores, total scores for each program was found and ranked on the basis of total scores.

TABLE-6

RANK RANK SCORE(F) X I	1	2	3	4	5	6			TOTAL	RANK
	80	67	60	53	47	40	32	20		
	36	48	33	38	43	43	105	29	17771	VI
X1.F	2880	3216	1980	2014	2021	1720	3360	580		
X2	5	40	63	132	48	62	19	6	19320	
X2.1'. X3	400 42	2680 43	3780	6996	2256	2480	608	120		
			70	30	77	77	26	10	19762	III
X3.F	3360	2881	4200	1590	3619	3080	832	200		
X4	189	84	36	9	38	13	4	2	25859	
X4.F	15120	5628	2160	477	1786	520	128	40		
X5	47	102	57	39	57	27	40	6	21240	II
X5.F	3760	6834	3420	2067	2679	1080	1280	120		
X6	30	36	62	80	58	64	38	7	19414	
X6.F	2400	2412	3720	4240	2726	2560	1216	140		IV
X7	24	21	46	30	25	65	105	59	15992	
X7.F	1920	1407	2760	1590	1175	2600	3360	1		VII

From this Garret Ranking analysis, it was found that the respondents have given first preference to Songs (Rank-1), second preference to Sports programme (Rank-2), third preference to Educational programme (Rank-3), fourth preference to Play and Drama (Rank-4), fifth preference to Children's programme (Rank-5), sixth preference to Agricultural programme (Rank-6) and seventh preference to Ladies programme (Rank-7). Majority of the respondents have given first preference to songs because they prefer to listen songs when they feel lonely and to relax themselves.

VI- SUGGESTIONS

➤ Radio advertisements plays a major role among the respondents to know about the new product entry in the market. Hence it is suggested to the manufacturers to go for advertisements in the radio while introducing new product in the Market.

➤ Most of the respondents are giving preference to listen to the radio at the night time. So it is suggested to the advertisers to advertise the products during the night time with interesting features of advertisements.

- ❖ Most of the respondents are listening the radio along with their family members. Hence it is suggested to the advertisers to develop such type of advertisements which will attract all the members in the family. Since majority of the respondents are going for purchase of the product after listening the radio advertisements, it is suggested to the

advertiser to advertise the product with clear information like features of the product, price, place of availability, etc.,

- ❖ On the basis of view presented by the respondents it is suggested that the advertising message should not only be attractive but also be brief and simple in providing the relevant information to the respondents.
- ❖ The study also revealed that the respondents feel bored while listening the repeated advertisements. Hence it is suggested to the advertisers to avoid very frequent repetition of advertisements.

➤ Further it is recommended to the advertisers to ensure that they are able to bring quality advertisements.

VII-CONCLUSION

Advertising is an essential activity in the marketing of any business. Hence the manufactures are more interested in determining the media which shows the way for the success of the advertisements. Radio being one of the popular broadcasting media, it plays an important role to make the advertisements successful equal to that of other successful media. Radio offers something to every type of listeners, viz., children, the young, the aged, the businessmen, the farmers in the form of drama, songs, music or movie. Many researchers in radio advertisement have suggested suitable types of radio programmes to attract large number of listeners. Radio stations also inviting feedback letters to improve programmes. However, the success of

advertisements are based on an important condition that how effectively the programme is designed as an information package to the listeners.

VIII-REFERENCES

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