EXECUTIVE SUMMARY

Marketing communication is an important tool for creating awareness about brands and influencing the purchase decisions of the consumers. One of the important aspects of marketing communication is that it should reach the target audience to create the desired impact. The poor rural consumers are very vulnerable to fall prey to deceit and buy substandard quality of products due to lack of awareness about brands. For targeting the poor rural consumers, it is important to understand the various media that these consumers have access to. Media here refers to the various channels or vehicles of marketing communication that are used to spread awareness about brands.

Objective of the study

This study attempted to understand the impact of marketing communication media viz. mass media (television and print), traditional media (wall painting, hoardings and audio-visual media) and a new media in reaching out to the poor rural consumers in Uttar Pradesh (U.P.). Another endeavor of this study was to carry out a comparative analysis of the impact of the above three types of marketing communication media in reaching out to the rural poor in U.P.

So the objective of the study was;

To analyze the impact of marketing communication media in reaching out to the poor rural consumers in Uttar Pradesh. The research was undertaken taking into consideration the following issues:

1.) To study the impact of print media in reaching out to the poor rural consumers in U.P.
2.) To study the impact of television media in reaching out to the poor rural consumers in U.P
3.) To study the impact of wall paintings in reaching out to the poor rural consumers in U.P
4.) To study the impact of hoardings in reaching out to the poor rural consumers in U.P
5.) To study the impact of audio-visual media in reaching out to the poor rural consumers in U.P.
6.) To study the impact of a new media or never before used marketing communication media in reaching out to the poor rural consumers in U.P
7.) To do a comparative analysis between mass media, traditional media and a new media (a new idea of medium that had never before been used for the purpose of marketing communication) in reaching out to the poor rural consumers in U.P
8.) To develop a conceptual framework for effectively reaching out to the poor rural consumers in U.P

No matter how efficient was the content of the message and impressive was the communication, there would be no impact on the audience if the medium used to convey the same did not reach them.

**Research Methodology**

This study was a quantitative study based on the gaps in the existing domain of knowledge and research associated with rural marketing communication media. Review of related literature helped in having an in-depth understanding of the research problem. It also helped in identifying the gaps in the domain of study and developing the conceptual model by building upon the existing theory and adding further to it based on the results of the primary data analysis. So this study also had qualitative aspects associated with it in the form of secondary research to study the current situation.

**Instrumentation:** The instruments used were as follows:

- two questionnaires (one to study the impact of mass media and the other to study the impact of traditional media),

- experiment and

- structured interviews

For collecting secondary data various sources like census reports, government websites, books, journals and company manuals were referred to.
Sampling: Simple Random Sampling technique was used in this study, the combined sample for all the above primary data collection methods comprised of 1048 respondents spread across ten different villages in the districts of Kushinagar and Gorakhpur in U.P. The sample was chosen from among the poor rural consumers.

Reasons for choosing specific districts

A list of the total number of districts in UP was obtained which stood at 71 according to the Census 2011. Of these, a total of 20 districts were found to be marked as backward districts where the government was currently implementing various schemes to uplift the life of the people there. This list was obtained from the government’s Rashtria Sam Vikas Yojana website. Of the total 20 districts, two were selected by means of simple random sampling technique.

Reasons for choosing specific villages

The villages were chosen by means of simple random sampling technique because this sampling technique reduces the potential for human bias in the selection of cases to be included in the sample and provides a sample that is highly representative of the population being studied. Simple random sampling allows to make generalizations from the sample to the population.

Of the total 19 blocks in Gorakhpur district, 5 blocks were selected following the steps for simple random sampling technique. From each of the 5 blocks, one village was picked randomly.
Similarly, of the total 14 blocks in Kushinagar district, 5 blocks were selected by means of simple random sampling technique. From each of the 5 blocks, one village was picked randomly.

**Sampling Unit:** The sampling unit in this study is defined as the poor rural households in the backward districts of Uttar Pradesh. The annual income of these households was less than \(27 \times 30 \times 12 = Rs. 9,720\). The sampling unit came from the 10 sampled villages from the 10 sampled blocks that in turn came from the two sampled backward districts of U.P.

The impact of mass marketing communications media in reaching out to the poor rural consumers in Uttar Pradesh was done by taking two of the most relevant mass media available to consumers there - a.) Print media and b.) Television (TV) media. A study on the impact of print media in reaching out to the poor rural consumers was done by identifying few product categories each from FMCG and consumer durables and also telecommunications products that were commonly in use among the poor consumers in these rural areas of the country.

The various product categories identified through the above measures in FMCG sector belonged to three categories: a.) Personal care- soap, shampoo, hair oil, talcum powder b.) Household care-detergent powder and c.) Food and beverages- biscuits. The product categories chosen in consumer durables were bicycles, wrist watches, television sets and pressure cookers. SIM cards were selected for studying the impact of Mass media for reaching out to the poor rural consumers in U.P with respect to the telecomm sector.

Secondly, in addition to the above, the study also focused on the impact of non-conventional media, also known as traditional media, in reaching out to the poor rural consumers in U.P. For this purpose three important traditional media like wall paintings, hoardings and audio-visual media were considered. Three of the ten villages chosen for the study were taken into account for collecting data for analyzing the impact of traditional media in reaching out to the poor rural consumers.
Two brands were selected for this purpose from the FMCG sector for the Food and Beverages category namely a Tea brand and a Cooking Oil brand. The selection of these to product categories was based on their frequent use in rural households.

Thirdly, the study also focused on the impact of a new media in reaching out to the poor rural consumers in Uttar Pradesh. Data was collected for this purpose by means of an experiment.

Fourthly, the study focused on understanding the views of the villagers on the impact of traditional, mass and new media in reaching out to the poor rural consumers. Data was collected by means of structured interviews and the responses were obtained on a 5-point likert scale. An analysis of the data obtained from this would help in understanding which of the three media discussed above would be better at reaching out to the poor rural consumers in Uttar Pradesh. To make the research methodology robust, so that errors in data collection was minimized, different methodologies were chosen to collect data for this study, namely, surveys, experiment and interviews. The impact of Marketing Communication Media was calculated on the basis of whether there was a significant relationship between exposure to a marketing communication media and the preference for various product categories. The marketing communication media refers to the following media here:

- Mass media: Print and television
- Traditional media: Wall paintings, Hoardings and audio-Visuals
- New media: the audio clip of a Bhojpuri song interspersed with an advertisement for a toothpaste brand

Data Analysis Procedure

Microsoft Excel software was used to analyze data. First the coding of the data was done. Then it was entered in excel’s spreadsheet for analysis. Descriptive statistic was used to analyze data for this study.
Chi-square test for independence of variables was used for testing the hypotheses of the study. For carrying out the comparative analysis, frequency distribution and a measure of central tendency was used for analysis of data. Analysis of variance (ANOVA) was also used to test the hypothesis for studying the impact of New Media.

**Findings from mass media analysis**

The impact of the mass marketing communication media in reaching out to the rural poor in Uttar Pradesh had been studied with respect to television and print media.

**Impact of Print Media**

The findings from studying the impact of print media shows that there is no significant relationship between exposure to print media and the poor rural consumers preference for brands with respect to the following product categories: Soap, Talcum Powder, Detergent Powder under FMCG sector, Bicycle and Pressure cooker under Consumer Durables sector, and SIM cards under the Telecomm sector. So there was no impact of print media for these product categories.

For the remaining product categories namely Shampoo, Hair oil and Biscuits under FMCG sector, wrist watches and TV sets under the consumer durables sector, there was a significant relationship between exposure to Print media and the preference for brands. So there was a significant impact of print media for these product categories.

**Impact of Television Media**

In case of television media there was a significant relationship between exposure to Television media and preference for brands all the product categories except Hair oil brands. In case of hair oil there was no significant relationship between exposure to Television media and the preference for brands among the poor rural consumers in U.P.

For the remaining products namely soap, shampoo, talcum powder, biscuits, detergent powder under FMCG sector, bicycles, pressure cookers, wrist watches, TV sets under consumer durable sector and SIM cards under Telecom sector there was an impact of exposure to TV on the preference of brands of these categories of products.
However these results cannot be taken at their face value because of the fact that very few households in rural districts of Uttar Pradesh had access to television or print and the majority of the households had access to none of the mass marketing media employed by marketers for reaching out to the rural consumers. The impact was seen on such a small scale that it seemed negligible when compared to the effect on the total population. So it was concluded that the impact of television and print media was very low in reaching out to the poor consumers in rural Uttar Pradesh because these two media were inaccessible to many of the rural consumers.

Findings from Traditional media analysis

For studying the impact of traditional media, three widely used marketing communications media from this category were chosen- wall paintings, hoardings and audio-visual presentation. The impact was analyzed on the basis of whether there was a significant relationship between exposure to a particular traditional media as stated above and poor rural consumers’ preference for brands of tea and cooking oil.

Impact of Traditional Media

Impact of Wall Painting: Findings from studying the Impact of wall paintings shows that for the product category tea, there was no significant relationship between the exposure to wall paintings and the preference for tea brands. However, for the product category cooking oil, there was a significant relationship between exposure to wall painting of cooking oil brand and the poor rural consumers’ preference for brands of cooking oil. So there was no impact of wall painting on tea brand

Impact of Hoarding: In case of hoarding of tea brand there was a significant relationship between exposure to hoardings of tea brand and the poor rural consumers’ preference for tea brands. However, in case of hoarding for the cooking oil brand, it was found that there was no significant relationship between exposure to the hoarding and the poor rural consumers’ preference for cooking oil brand. So there was no impact of hoarding in case of cooking oil brand
**Impact of Audio visual:** With respect to audio visual media, there was no significant relationship between exposure to audio visual media and preference for both tea and cooking oil brands. So it could be concluded that there was no impact of audio visual media in reaching out to the poor rural consumers in U.P.

The results of these analyses showed that wall paintings and hoardings had an impact in reaching out to the poor rural consumers with respect to only one of the two product categories, viz. cooking oil and tea respectively. Even when there was an impact, it was not on a large scale due to the fact that many of the poor rural consumers in Uttar Pradesh were unable to read or comprehend the messages on wall paintings and hoardings.

The results from the audio-visual presentation showed that there was no significant relationship between exposure to this media and the poor rural consumers’ preference for brands of tea and cooking oil. This meant that the impact of such media was nil. One reason for this was the fact that the poor rural consumers did not trust the source of information as it was conducted by an outsider not known to them, they had apprehensions against the presenter.

Therefore, it was concluded that of the three traditional media audio-visual presentation had no impact on the poor rural consumers while each of the other two traditional media-wall paintings and hoardings had have an impact in reaching out to the poor villagers for one of the two product categories-tea and cooking oil considered in this study. So the reach was very limited.

**Findings from experiment for analysis of the impact of new media**

The analysis of the impact of new media suggested that new media had a huge impact in reaching out to the poor rural consumers in Uttar Pradesh on the basis of the relationship between exposure to new media and the poor rural consumers’ preference for brands. In this research study the impact of new media was analyze through an experiment. The preference of respondents for brands of toothpaste as a product category was taken before the experiment. Then the experiment, in the form of an audio for the advertisement of Babool toothpaste brand was interspersed in a hit song. The audio was then played on an occasion
when many villagers had assembled for a marriage ceremony. Another set of responses was taken after the experiment for noting down the preference for toothpaste brands. The null hypothesis stated that there was no significant relationship between exposure to new media and the preference for toothpaste brand. The alternate hypothesis stated that there was significant relationship. It was seen that after the experiment, majority of the respondents showed their preference for the brand of toothpaste communicated through the audio song. So it was concluded from this analysis that new media had an impact in reaching out to the poor rural consumers in India especially in Uttar Pradesh. The media used in the experiment generated interest among respondents and had a higher recall value because it had the local flavor attached to it in the form of the Bhojpuri song into which the message was interspersed. Respondents were heard humming the song later on along with the advertisement for the Babool Toothpaste brand. In terms of reaching the majority of the population, this new media could be easily relied upon. Events like marriage ceremonies, pujas and other such occasions are frequently seen in villages in U.P. loud music is a part of all these celebrations. So such medium of marketing communication can be employed in generating a wider reach and impact among the poor rural consumers in India.

Findings From comparative analysis of different media through structure interview

New media was the most effective followed by traditional media and mass media in reaching out to the poor consumers in Rural Uttar Pradesh.

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<th>New Media</th>
<th>Traditional Media</th>
<th>Mass Media</th>
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Therefore, based on the above findings from the study, the need for a more creative and new media was felt which could be utilized for reaching out to the poor consumers in rural areas. The Framework for new marketing communications media for reaching out to the poor rural consumers in Uttar Pradesh was developed to provide a workable solution to the problem of reaching out to the poor consumers in rural India.
The Conceptual Framework for marketing communication media

The new marketing communication media framework given below highlights the importance of incorporating and leveraging technological advancements to deal with the following three aspects that form the backbone of the framework-

a.) Innovation in partnering with locals: companies should try to partner either with local organizations or even influential local individuals to create the maximum impact.

b.) Innovation in target audience- creating awareness about brands through children can help in providing a solution to the marketing communication media problems in rural areas of the country. These children in turn will take the brand message to their respective households. Sending sales team in schools for presentations on relevant product categories would help in creating a lot of buzz and awareness among the consumers in rural areas of U.P.

c.) Innovation in time/occasion for creating awareness and promotion of brands: as was evident from the experiment, some creativity and innovation is required in identifying the appropriate events and occasions in rural regions where firms could pitch in with their marketing communication. Innovation is also required in devising newer media and newer methods of utilizing these events/occasions for creating awareness and promoting brands.

d.) Innovation in using technological gadgets like mobile phones for reaching out to the poor rural consumers was also needed.

e.) Technological advances could be used as an important opportunity by marketers in creating and devising new and marketing communication media for reaching out to the poor consumers in rural India. Through the experiment conducted in this research, one such use of technological advances had been leverage upon to create the desired medium of marketing communication for a brand.
Conceptual Framework

Impact of Marketing Communication Media

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Mass Media  Traditional Media  New Media
The study attempted to academically contribute to:

- the understanding of the impact of different media of marketing communication in reaching out to the poor rural consumers in U.P and help marketing managers in interpreting it in a more concise manner as a result of this study.

Mass media and Traditional media had no significant impact in reaching out to the poor rural consumers in U.P. However, the new media was quite effective and very well received by the poor rural consumers.

**Implications**

Mass media and Traditional media had no significant impact in reaching out to the poor rural consumers in U.P. However, the new media was quite effective and very well received by the poor rural consumers.

**Conclusion**

- the understanding of the impact of different media of marketing communication in reaching out to the poor rural consumers in U.P and help marketing managers in interpreting it in a more concise manner as a result of this study.
supplement the existing literature in this field of study

- develop a conceptual framework for making marketing communication media more effective in reaching out to the rural poor consumers in U.P.

The study makes a significant contribution to the field of knowledge by developing a new standpoint for the examination of the impact of Marketing Communication Media. This step, even if seemingly small, is significant as it orientates the field towards a new perspective. The contribution of this study, however small, will be highly significant in stimulating the thoughts of academia and marketers alike in devising better marketing communication media for reaching out to the poor consumers in rural regions. This will eventually lead to a change in the lives of the poor rural consumers who would be able to be more aware about various brands and make well informed purchase decisions.

The results of the study indicated that there was an impact of some of the Marketing Communication Media in reaching out to the poor rural consumers in U.P with respect to certain product categories only. For other product categories, the impact was negligible. So the implication for managers would be either to enhance the reach and accessibility of these two media through product innovations like the problem of lack of electricity can be solved by developing battery operated electronic items and so on, or to develop new marketing communication media.

The conceptual framework on effective marketing communications media proposed in this study pinpoints important aspects and issues that could serve managers to provide ideas on developing creative and new media for reaching out to the target audience in the remote regions of India, particularly in the rural regions of U.P.