2.1.1. Communication

The foundation of all human relationships is communication (Duncan, 2002). The process of transmitting persuasive information in marketing channels is communication (Frazier and Summers, 2005). Communication is a process by which participative decision making is fostered (Anderson, Lodish, and Weitz, 2007). Coordination among different programs can be attained by communication (Griffin, 2003). Communication helps in exercising power (Gaski, 1984), and through communication, loyalty and commitment can be encouraged. Marketing communication is the collective term for all the communication functions used in marketing a product, and the purpose of marketing communication is to add persuasive value to a product for both customer and the company (Yeshin, 2012). Marketing communication is one of the major elements of four marketing mix elements of marketing literature, and is popularly termed as “Promotion.” With the help of marketing communication, marketers attempt to inform, persuade, incite, and remind consumers – directly or indirectly – about their marketing offers. Marketing communication behaves as a spokesperson of the brand and initiates a dialogue with consumers on behalf of the marketer. In these ways, marketing communication allows marketers to transcend the physical nature of their products or the technical specifications of their services to imbue products and services with additional meaning and value (Keller, 2012). Marketing communication plays an important role in building, maintaining and leveraging stakeholder relationships in terms of brand and channel equity (Dawar, 2014).

2.1.2. Media

In marketing parlance, media refers to all those vehicles or channels of communication through which information about various brands of products and services is disseminated by the marketers to help them in promoting and advertising the same. Media-mix refers to the combination of various media that a company decides to go with for reaching out to its target audience. The choice between alternative media like television, newspapers, magazines and
direct mails is a burdensome task requiring the dependence on several factors (Ottesen (2002, Barber, 2013). It is essential to know the media habits of the target audience to decide between these alternatives.

The medium of communication refers to the method used to transmit information (Wyman 2010, Jakki Mohr & John R. Nevin 1990). Each medium is not just an information source, but is also a complex information-conveying channel" (Baruah 2012, Huber and Daft 1987).

### Table 2.1
Types of Marketing Communication Media

<table>
<thead>
<tr>
<th>Mass media</th>
<th>Traditional Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>Wall Paintings, Hoardings</td>
</tr>
<tr>
<td>Radio</td>
<td>Haats, Melas, Jathras</td>
</tr>
<tr>
<td>Cinema Theater</td>
<td>Video Vans, Folk Media</td>
</tr>
<tr>
<td>Newspapers and magazines</td>
<td>Personal Selling, Opinion Leaders</td>
</tr>
</tbody>
</table>

There are several categories of media and message methods; they include online advertising, word of mouth (WOM), public relations placements, online communication tools, and traditional advertising (Kurt, S J. 2005). Traditional advertising in the above context refers to advertising in mass and traditional media. Due to an overcrowded competitive market and media clutter, consumers are slow to recognize and respond to communication through conventional media (Banerjee, S. 2009). To break the clutter, marketers are trying out alternative media to create a bond with their consumers. When the topic of media-mix appears in trade publication articles, it is often in the context of rising media costs (Evanson, D. 1984). Finne and Gronroos (2009) presented the relationship communication model for understanding and managing marketing communication more effectively. Ephron, E.(2001)
stated that the old media planning was about picking media one by one while the new media planning is about picking combinations of media that is known as media-mix.

2.1.3. Marketing Communication:

The Marketing communication theory developed out of the early work by Harold Lasswell, Claude Shannon, Warren Weaver, Wilbur Schramm, David Berlo, and Joseph Klapper, focused on the effects of marketing communication on individual audience members (Buttle, 1995). Their pioneering work has helped lay a foundation for a basic model of the marketing communication process. According to this model, the sender develops the content for a message that is delivered to the recipient. Whether the receiver responds to the message and/or provides feedback depends on many factors, including the level of noise (distraction) the receiver encounters when decoding (cognitively processing) the message.

Several other important factors that affect the receiver’s attention to the message such as source, message and receiver characteristics are discussed subsequently in the literature review.

Furthermore, if the receiver decides to share the message with another person, the marketing communication process extends to a widely studied concept called word-of-mouth (WOM) communication. WOM is regarded as a highly trustworthy and credible form of communication (Schiffman & Kanuk, 2003) and involves great trust in the opinions and recommendations of the source (Alon, Brunel, & Siegal, 2002). WOM can effectively cause changes in opinion and behaviour. Consumers are 50 percent more likely to be influenced by WOM than radio or television ads (Intelliseek, 2005).

There are three important elements of Marketing communication actually; a set of tools, the media and messages. The set of tools that are used to promote brands are advertising, sales promotion, personal selling, direct marketing and public relations (Baines et al. 2008). Earlier research also indicates that the audience’s perception of the source influences its response (Miller & Hewgill, 1964); that the source’s competence, trustworthiness (Frost, 2002), There
are different types of sources, each ranked by the message recipient according to their varying
degrees of expertise, trustworthiness, and attractiveness (Kiecker & Cowles, 2001). Two of
the most widely researched sources are (1) opinion leaders, who provide advice based on their
expertise, education, and affluence (Reynolds & Darden, 1971) and exert great influence
(Katz, 1957), and (2) referent others, the family members, friends, and coworkers whose
opinions influence the message recipient (Shah, 1998). To maintain their perceived credibility,
these sources should not appear to participate in “shill” marketing, in which consumers are
offered incentives to recommend products (Intelliseek, 2005) to others. In general, strong
persuasive messages are more effective than weak ones (Mitchell, 2000), and a message’s
effectiveness depends on the familiarity, likeability, and/or similarity of the source to the
receiver (McGuire, 1985, p. 264).

There are six main classes of media like print, outdoor, broadcast, new, in-store and other
media classes. (Fill 1999, 302.)

Communication should be viewed as a transmission process in which a message goes through
a channel to the receiver from a sender. This is represented by the dimensions of
communication frequency and the communication mode (Locander, 2004). Frequency of
Communication means the number of communication that occurs between a company and its
target customers (Schultz, Patti, 2009).

The Schramm Model of Communication suggested that communication happens in a two-
way manner. The model is circular in nature. The model highlights that between the encoder
(message source or sender) and the decoder (message receiver) there is an interpreter.
Similarly there is an interpreter between the decoder (the response or feedback of the
receiver) and the encoder. The interpreter helps in the comprehension and understanding of
the communication either from the encoder to decoder or from the decoder to the encoder.

Though this model rightly talks about the interpreter of communication, however it does not
include the underlying importance of the communication media to reach the decoder. If the
channel or the medium of communication is not accessible to the decoder then the encoder’s
message would not even reach him and in such a circumstance the role of the interpreter would remain unused.

There are some issues that arise from the conceptualization of the communication process outlined by Schramm (1971).

2.1.5. Berlo's Sender-Message-Channel-Receiver Model of Communication:

This is another important model of communication that can be used for marketing communication purposes. It discusses about the sender and attributes associated with him in terms of culture, attitude, and communication skills etc. the “M” in the Model stands for message-its contents, structure, codes etc. “C” in the model represents channel in terms of the five senses of human i.e. see, touch, smell, taste and feel. The “R” in the model stands for receiver and his characteristics. But there is no mention of the medium of communication in this model. Between the sender and the receiver, there has to be a proper medium through which the message of the sender can reach the receiver and only then can the message affect the five senses of the receiver. The media links the sender and the receiver, in the absence of such media, there would be no connect between these two important parties, viz. the sender and the receiver.

The other two major models of communication are:

   a.) Leagan’s model: It says that there is a communicator, who transmits a message through a channel giving it appropriate treatment and delivers it to the audience. And of course, response is an important part of this process. (McQuail & Windahl, 1993).

   b.) The other is Frank Dance’s helical model of communication, which describes communication as a helix with no perceptual beginning and no perceptual end. (Equivalent of the Indian concept of Anadi-Anant). (Kumar, 2002).

2.1.6. Recent Trends in Marketing Communication:

In practice, there are different vehicles of marketing communications available depending on the various modes of communication i.e. either verbal or non verbal. Marketers choose different media to communicate about their brands and products with their consumers. Each media has a unique capacity to communicate. Selection of these media depends on the
company, the brand, or the product being promoted and also the consumer segment being targeted. Five major elements of marketing communication are advertising, sales promotion, PR, personal selling and direct response media (Fill, 1995). Each component has a specific task to achieve and it has been observed that the message gets greatly enhanced if it is reinforced by other tools in the media-mix (Yeshin, 1998). Effectiveness of the media is largely dependent on three qualities namely ability to communicate, costs entailed, and control maintained by each individual tool (Fill, 1995). Over the years, marketing communication has witnessed dramatic changes. According to Kitchen and Schultz (2012), digitalization, information technology, intellectual property, and communication systems are major interrelated building blocks driving changes in the marketplace and thus driving marketing and marketing communication. Due to presence of these phenomenal changes, researchers have advocated the importance of taking a broad view of marketing communication programs and have suggested that, marketers should go for a right integration of available media options, to reach out to their consumers. Picton and Hartley (1998) suggested the following dimensions or elements of communication to marketers: integration: promotional mix, promotional mix with marketing mix, creative, intra organization, inter-organization, information and data base systems, target audience, corporate & unitized, and geographical. In the past, the audience to be targeted was mainly present in the urban areas and they had access to the different media option. However, the scenario is fast changing. With the urban markets getting saturated and the focus now shifting to upgrading the lives of the poor rural consumers in a profitable manner, markets realize the difficulty in communicating with this target audience by means of the available media options. Accordingly, the diversity of communication options available to marketers to connect with their consumers has increased in a rapid manner. As a result, there exist potential interactions among the different options that make up a communication program that profoundly affect consumer response to any one particular option (Keller, 2012). To overcome the difficulties, marketers are trying alternative media like mobile networks, product hawking and strengthening rural distribution through such projects that help them create a bond with their consumers. Among existing alternatives, product placement in film and television programme is becoming essential part of a successful communication plan. Advertisers often make the reasonable assumption that, by building associations with these programmes and stars through brand placement, they can reinforce and build brand image across national and cultural boundaries (Kah, Frith and Callison 2001).
Keller (2008) opined that advertising effectiveness should be measured in accordance with the company’s objectives. Measures such as program ratings, audience size and enquiries received relate to advertisement objectives. According to him when the objective of the advertising task is to create awareness then credibility should be calculated on the basis of consumers found aware of the product post advertisement.

### 2.1.7. Communication mix

Communications mix describes the range of approaches and expressions of a marketing idea developed with the hope that it be effective in conveying the ideas to the target audience. Hughes and Fill (2007) stated that any new marketing communication mix needs to take into account two key points:

First, in order to determine the nature of any engagement through marketing communication, it is necessary to understand the nature of the information the target audience is likely to require and to then design the message content to meet these needs. The second point concerns the manner in which the audience prefers to access the information they require, namely their medium usage, accessibility and preferences. It was proposed that these two elements, message and media, should lie at the heart of any new marketing communication mix. The traditional media with its effective reach, powerful input, and personalized communication system will help in realizing the goal. Besides this, when there is an inherent element of entertainment in the advertisement then, it goes down easily with the rural consumers (Basamhatkar, 2008). Bargal, Sharma and Pithadia (2005) opined that the language and content must be according to the suitability of rural environment.

The high rate of illiteracy of rural consumers, added to the inadequacy of mass media, thereby impeding reach to almost 80% of India's population who reside in rural areas.
2.1.8. Reach of media to poor rural consumers

Li Zen (2007) proposed some useful marketing strategies for the development of the rural market in information age in China. Dhumal (2008) stated that the rural consumer is different from the urban consumer. So a different approach to developing marketing communication might be needed for urban media-rich segments and for rural not-so-media-rich segments. Menon and Suresh (2008) mentioned that the reach of mass media is very limited.

Ganju et.al (2010) in the study found that the reach of mass media is poor in rural UP and the pace of growth has been slow

Although the literature establishes that the reach of the media is poor in rural India and that customization of media-mix and communication-mix is vital in reaching out to the rural consumers, however, these are not substantiated or validated through extensive research. There also is a lack of a model/framework to help in improving the effectiveness of marketing communication media vehicles. There also seems to be a gap as to how to address the issue of poor media reach among the rural poor in India

2.1.9. Communication to the poor consumers

One method by which firms are able to leverage incoming or outgoing information involves interactivity. Interactivity signals a shift from broadcast marketing to firm-customer conversations (Deighton, 1996) and are defined as the two-way communication and provision of hypermedia content between individuals and firms (Alba et al., 1997; Hoffman and Novak, 1996). The degree to which firms leverage information using technology in ways that benefit the firm as well as its customer is a factor critical to business success (Glazer, 1991). Rayport and Sviokla (1995) pointed to the importance of creating value through physical product as well as informational offerings. Additionally, marketers are often interested in how inter-firm communication practices help firms to manage business outcomes (Mohr et al., 1996; Anderson and Narus, 1990). Direct-to-consumer marketing takes place when the manufacturer communicates and engages in selling activities directly to the end consumer.
McLuhan (1977) explained that media ecology. He interpreted human history from a media perspective, identifying three major transitions between the tribal, literate, print, and electronic ages. McLuhan studied the massive explosion in communications technologies. He believed that many people did not understand the phenomenon, because most people live, moving ahead in time but living in the past and using the lenses of yesterday to assess what is experienced in the present. By studying the present, McLuhan appeared to many people to be the prophet of the future. Advertising and television executives loved his vision of what was to come. The global village is created by instant electronic information movement. This does not necessarily mean harmony, but rather extreme concern for or involvement in everyone else's business. This revealed that the focus of researchers was on adding new media like internet for expanding the marketing communication of a firm, while the problems and the impact of the existing media were not analysed in a robust manner in many different parts of the globe, particularly in a developing nation like India.

The literature also argued if there is any fortune for the Bottom of the Pyramid. Perhaps the company most often cited in the BOP literature is Hindustan Unilever Limited (HUL), the Indian subsidiary of Unilever, which Prahalad and Hart (2002, p. 5) referred to. They point to HUL as a successful example of how large corporations can profitably tap BOP markets, for products including candy, salt, and detergent. First, Prahalad and Hammond (2002, p. 51) wrote about HUL’s success with low-priced candy aimed at the BOP markets. Prahalad (2005) had also touted the case of Annapurna iodized salt, as another BOP success story for HUL. Prahalad also discussed HUL’s Project Shakti, a sales and distribution initiative that started in 2000 to increase product penetration into rural markets. As part of this project the company selects a woman as a Shakti entrepreneur (Shakti Amma) from a self-help group (SHG) set up by an NGO or government body. The company’s rural distributor supplies the stocks to this woman who in turn sells the products to the end consumers as well as to retail outlets in the village. In Hindi, “Shakti” means energy, strength or empowerment. The name symbolizes the role envisaged for the women in the project. Project Shakti may have helped reduce poverty somewhat, as it typically generates employment for one woman in a village of under 2,000 people, but the net capital flow to rural areas is questionable (Rajshekhar, 2006).
To serve the poor better organizations may provide support and access to low-cost or free advertising and communications, and workers may be available at wages below the market rate (Dixit and Sharan, 2007). However, the poor also need to be seen as consumers for two other reasons. They offer greater value to companies in terms of the volume of sales. First, they can save money if companies provide products at lower cost and offer them greater value. Second, the poor in rural U.P definitely need to be consumers of goods such as fertilizers, pesticides, cattle feed, and other agricultural inputs. Agricultural inputs help boost the farm productivity and income. It adds to the income of the poor, and thus improves the quality of life of the poor and raises their demand for various consumer goods and services.

The common problem of counterfeiting, or look-alike brands, is immensely rampant in the rural markets. They succeed mainly because rural people are illiterate and have little consumer awareness about the original brands. Shoppers who bought fake brands believed that they were buying genuine ones (Mohan 2003)—and fake brands are typically of very low quality can cause severe health hazards for the poor consumers.

2.2.0. The Marketing Media

Companies are developing innovative strategies that break through the clutter and grab viewers’ attention (Martin and Smith, 2008). Kaikati and Kaikati (2004) identified six main types of unconventional advertising techniques: viral marketing, brand pushers, celebrity marketing, bait-and-tease marketing, marketing in video games and marketing in pop and rap music. However, they consider these strategies as part of the larger category of stealth marketing. Pavel and Cătoiu (2009) included in the unconventional advertising category the following: elevator advertising, taxi advertising, bathroom stall advertising, mirror advertising, aerial advertising, ambient advertising, body advertising, and graffiti advertising. It is to be noted that the entire focus of the marketing communication media is towards the constant pursuit of devising new ways to break through the advertising clutter. Consequently, more and more forms of unconventional advertising are identified by the economic literature. However, many of them are not applicable to the context of rural India.
With respect to communication channels, Morreal (2000) and Westmyer (1998) found that when given a choice, individuals tended to perceive the oral channel as more efficient than the written channel when attempting to satisfy interpersonal needs. In addition, perceptions of friends’ knowledge influenced an individuals’ assessments of their own knowledge which, influenced information search (Radecki, 1995).

2.2.1. The Medium can itself be the Message

A medium is in between and a go-between of people's minds (Gordon 1997, p. 188). Media can be an obstacle as well as an enabler of communication. Empirical research on channel of communication is scanty (Naeem - 2013). Perhaps the most important effect of media is that they affect habits of perception and thinking; and also the preference for various brands under different product categories. Media does not simply carry content. They are intended to alter thinking, awareness, knowledge, attitudes, opinions, and behaviour. Thus, it becomes important to turn from the content to the impact of marketing communication media, because So, the most important effects come from media form or type and not the content.

The content of a medium is always another medium. Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. McLuhan insisted that advertising was one of the great art forms of the age. He analysed symbolic plans used in advertisements to identify the fundamental social attitudes they conveyed (McLuhan 1967). He argued that the job of the advertisers was not to convey an idea, but to achieve an effect. Marketers are communicators and need to study not only the effects but also the effectiveness, of the media employed for reaching the target audience Marketing traditionally has focused only on the content of communication. There is a dearth of research and information on the effectiveness and impact of the different marketing media in reaching out to the poor rural consumers or altering their perception and preference for various brands of products.

Despite India's growth in many areas of technology, poor communications, especially in the rural areas, continues to hold back development. The telecommunications network has for long remained concentrated in the urban and industrial centres; illiteracy is a characteristic feature of the poor consumers in rural India. Therefore, communicating brand values through
proper medium becomes essential. In rural India, particularly the poor consumers who are illiterate fall prey to fake and lookalike brands because of similar colour, letters, pictures used on the packages. To truly sort this problem out, awareness has to be created about the original brands through such marketing media that has a greater impact in reaching out and influencing the consumers in the rural areas.

2.2.2. Media Penetration in rural India

Although the growth in conventional media has been quite significant; however, it has not been substantial. Of the total households in rural India, only 54% comes in contact with any of the conventional media, like press, TV, satellite, radio or cinema. That means the remaining are waiting to be hit by the conventional marketing communication media. To be successful in rural markets, it is important to gain the trust of the rural masses by reducing existing dependency on conventional media. This should be done with different innovative strategies that should be carried out within the framework of 4-Rs, that is, Relevance, Reliability, Reach, Reincarnate innovation. Media vehicle or advertisement in rural India will be successful in terms of influencing people only if those advertisements are able to ensure their reach in rural markets.

2.2.3. Some Broad strategies of rural advertising outlined in the literature:

The prevalent ways of advertising in rural areas through different existing media and all the alternative and new media broadly revolve around three strategies, namely, Influencer strategy, Participatory strategy, Show-and-tell strategy (Kaushik and Dev, 2013)

**Influencer strategy:** The role of the influencer in communication to rural consumers is very vital. The advertisements that revolve around this very strategy actually depend on the influence of different influential people and/or events in the villages to put across the message powerfully with more effect and purchase intention. An example of this kind of advertisement may be brand endorsement by any influential person in the village like the ‘Mukhiya’ or the ‘school master’.

**Participatory strategy:** Events like different festivals and different games and sports competitions actually have a high participation level in the rural India as other sources of entertainment are very less in those areas. So, these events and shows offer great opportunity
to reach rural India cost effectively. Different brands sponsor different events and shows in rural villages which is actually a cost-effective way to advertise with the participatory strategy.

Show-n-tell strategy: Many brands are venturing into different ways to educate their rural consumers about their brands and their usage through different shows and events. This kind of initiatives actually creates huge awareness about the brand among the interested people in the rural India. Different health related advertisements like Polio awareness and AIDS awareness programmes involve a ‘show-n-tell’ strategy of advertising.

Figure 2.4 depicts the above strategies for rural advertising.

Figure 2.4

Strategies for rural advertising

A different kind of media has to be used to convey the messages to rural customers as compared to urban customers. There is a need to use different models and means to reach them as what appeals to the urban customer may not appeal to a rural customer due to varying
lifestyles. The communication and the design of the rural campaign have to be different because of this. Marketers need to develop the understanding and the ability to conceptualize and execute effective promotions in the rural areas using relevant media.

2.2.4. Evolution of rural media

There is a long history of the evolution of rural media. Wall painting as a traditional medium of communication can be observed in the form of rock-art paintings. Wall paintings can still be seen on the walls of many rural households of U.P in the present times. Researchers claim that wall paintings were employed for commercial purposes during the emergence of the Indus Valley Civilisation.

Low skilled professionals such as snake charmers, magicians, herbal medicine men, jugglers, ropewalkers, and vendors developed their unique calls for advertising, which can be seen even today in rural haats. Announcements, made through video vans, are one of the oral methods of communication employed in rural India. Vocal calls were supplemented by a wide variety of instruments such as drums, dafli (a tambourine), dabba (a tin box), and damru (a small drum) still maintain a centuries-old presence in rural India. Deep-rooted in Indian culture, these forms of advertising have hardly been put to use by the advertising industry in India. Only small rural companies or self-employed rural advertisers make use of them. The use of animals for carrying advertising messages is also categorized as a traditional or non-conventional form of advertising media.

**Figure 2.5**

Evolution of rural media
2.2.5. Reaching rural India by way of marketing communication plan

The phenomenon of dispersed rural population in India presented a challenge for mass communicators wishing to reach rural audiences, particularly, that of geographic dispersion as rural audiences are scattered and remain beyond the reach of conventional media. The other dispersions are in the form of language, beliefs and social customs. The four main fundamentals required for effective communication are- a sender, a message, a communication channel and a receiver or audience (Hollensen, 2010, 493). Dubois, Jolibert et al (2007) emphasized the significance of a Communication plan. It describes the core message, the objectives of communication and the use of an appropriate technique of communication for reaching out to the audience. Hollensen (2010) asserts that marketing communication reaches the consumers directly, and indirectly. Various stages have to be identified in order to make the marketing communication effective. One of those stages is selecting the communication channels (Tony Proctor, 2000)

2.2.6. Reaching the unreached

The easiest solution would be to reach rural India by means of conventional electronic media (radio and TV). However, there are several limitations in the use of conventional media forms:

Television: Very few rural households in Uttar Pradesh own a T.V. So TV is beyond the reach of poor consumers in rural India. Electricity is not yet accessible to many if not most people living in remote rural areas. Ownership of colour TV sets is extremely low, which places severe limitations on the artistic delivery of the message. In spite of the emergence of interactive TV, viewers have low involvement with advertised messages (Sahaj, 2012)

Radio: Radio is still under much government control. Programme options are limited. There is no visual content. Like TV, there is a low involvement level of the listeners with ad messages.

Cinema is popular only with the young men of rural India. Since it is not so cheap, there are not many consumers in rural India who visit theatres.
Print media: A low level of literacy and lack of availability of the print media in rural areas in Uttar Pradesh adds to the media problems of the poor rural consumers.

2.2.7. **New Rural Media New Promotional Methods**

Apart from the prevalent mass media, a lot of new innovative medium are used in rural advertising and marketing. Some of the most prominent ones are:

2.2.7.i. **Puppetry**: Puppetry has been a popular form of entertainment for the rural population. It is quite an inexpensive media. The manipulator uses the puppets as a medium to express and communicate various messages.

2.2.7.ii. **Folk Theatre**: Folk theatres have been used as an effective medium for generating interest and awareness among the rural people for such issues like injustice, oppression, hygiene measures etc. The Indian Government has used this media for popularizing improved variety of seeds, agricultural implements, fertilizer etc. For example, BBLIL used Magician quite effectively for launch of Kadak Chhap Tea in Etawah.

2.2.7.iii. **Demonstration**: Direct contact and demonstrations with village panchayats and other individuals in the village can help in getting the villagers interested in the communication being aimed at them.

2.2.7.iv. **Wall Paintings**: One of the most cost effective media of communication is Wall Paintings, particularly, in rural India. A speech or video-commercial comes to an end and has to be repeated, but wall painting stays as long as the weather allows it to. Retailer normally welcomes paintings of their shops, walls, and name boards. Since it makes the shop look cleaner and better. Their shops look alluring and stand out among other outlets. Besides rural households shopkeepers and panchayats do not accept any payment, for their wall to be painted with product messages. To get one's wall painted with the product messages is seen as
a status symbol. (Pandey and Singh, 2007). The greatest advantage of the medium is the power of the picture completed with its local touch. The images used have a strong emotional association with the surrounding.

Communication Adaptation: sources of water for rural markets are in Uttar Pradesh are hand pumps and canals. Some firms have used this as a medium to stick advertising messages on and thereby create awareness and interest among the poor rural consumers for the specific brands (Tyagi, 2010).

Special stickers were put on the handpumps, the walls of the water bodies were lined with advertising messages.

On similar lines, in the Kumbh mela held at Allahabad in 2013, HUL inscribed its advertising message on chapattis served to the devotees.

**2.2.8. Communication Challenges in Rural Marketing**

Consumers in rural U.P have limited access to technical training, knowledge of programs, and systems available. So using such media as internet for brand communication would not be of any help in these markets.

The literature on rural communication media has hardly been touched upon in a comprehensive manner in the marketing communication literature. Though the influence of mass media on the brand awareness and brand loyalty of rural consumers in Tamil Nadu was studied in a study titled (Ganesamurthy, 2003), however no such study was done for the rural regions of U.P. Apart from this approach adopted was on the influence of conventional media on brand awareness and loyalty while in the present study the impact of the all the possible forms of media-viz conventional, non-conventional and new media has been studied on the basis of the difference in the preference for brands between consumers who have access to a particular media and those who do not have access to it.
Integrated marketing communication (IMC) to reach the consumer is gaining importance. Eagle's (2000) study revealed a strong commitment to the integration of marketing communications by both marketers and advertising agencies. 'Rural' Consumers need a unique marketing media planning, i.e. a unique IMC.

Although the government has initiated a large number of rural development projects, these aim at connecting people in rural areas by roads (Pradhan Mantri Gram Sadak Yojana) or rural housing schemes. There are not many programmes, which have been initiated to bring rural areas at par with their urban counterparts in terms of technology and business.

Kotler and Lee (2009) believed that they stress on the importance of marketing to the poor and uplifting their lifestyle through social marketing. Vollmer and Precourt (2008) argued that the emergence of new media, models, and metrics creates challenges and opportunities for more effective marketing and advertising. The transformation of media and advertising has profound implications for the way in which marketing is organized.

Marketers can leverage the power of interpersonal networks to promote a product or service. Wortman, J (2008) held that a consumer's purchasing decisions are influenced by recommendations and referrals from his family, friends, and colleagues. The optimal group of individuals should be identified for targeting the marketing efforts to in order to trigger the widespread adoption of a new product or innovation. Woerndl et al. (2008) asserted that information dissemination and sharing among individuals is rapid when word-of-mouth occurs: It can impact on consumer behaviour by influencing consumer perceptions, attitudes and views, and is inexpensive in comparison to many other forms of advertising and marketing campaigns. Word of mouth, a non-conventional media may even be helpful in rural areas mainly because it is cost effective and it does not have any prerequisites like availability of various infrastructural facilities.

Vollmer and Precourt (2008) noted that the old marketing models are rapidly declining in value. Refinements in marketing efforts can be made in real time on digital media. In rural
Uttar Pradesh, electronic media like TV is inaccessible to the rural poor consumers. Under such circumstances the relevance of digital media for marketing communication purpose to these consumers seems doubtful.

Trade fairs, as a medium of marketing communication, have commonly been regarded mainly as a means of achieving sales objectives (Blythe and Rayner, 1996). However, this model has proved to be less than reliable, largely due to the fact that few visitors to trade fairs have a role in the buying process (Blythe 2001.). Most visitors of trade fairs are not buyers (Blythe and Rayner, 1996; Blythe, 1997, 1999, 2000; Gramman, 1993; Skerlos and Blythe, 2000; Munuera and Ruiz, 1999). As a result, some exhibitors leave the trade fair without having achieved their objectives. This again points to the fact that there is a need for an effective medium, other than those already in use for reaching out to the target consumers, especially in rural India. There is an inherent assumption among exhibitors that the purpose of a trade fair is to make sales, or at least generate sales leads (Skerlos and Blythe, 2000). Research shows that buyers are in the minority, usually only accounting for 10 per cent or less of visitors to trade shows (Skerlos and Blythe, 2000). The limitations of trade fairs and exhibitions highlighted in the literature shows that it is not appropriate to use such medium for marketing communication among the poor consumers in rural parts of India.

Through trade shows an effective sharing of meaning should result (Blythe, Skerlos and Blythe, 2000). Whether this communication translates into sales is an entirely different question (Blythe, 2001).

Communication models are evolving fast. New technologies and ways of working are emerging. The core of any successful online or offline communication is the four 'Cs' -- creativity, credibility, conversation and compelling storytelling (Jennifer Lees, J & Marshment, 2009). Communication theory has progressed and is now understood to be concerned with listening and considering, about providing information, reassuring, reminding and differentiating organizations, products and services (Fill 2006). Communication is not something that is just done to audiences, it is also about relating to and communicating with audiences (Ballantyne 2004).
Organizations have invented new ways of reaching their audiences. To a large extent this was achieved by innovating around each of the promotional tools. The communications needs to reflect the role of marketing communications, namely that it is an audience centred activity seeking to engage target audiences (Fill 2006). It was proposed that the marketing communications mix be considered from an audience perspective and from this a two-tier approach be adopted. The first is a macro and the second a micro perspective. From a macro viewpoint it is possible to appreciate the broad spectrum that constitutes marketing communications. Gronroos (2009) provided a useful framework for this when he referred to both planned and unplanned marketing communications and to product and service messages. Planned marketing communications for example, takes the form of advertising, sales calls, sampling and internet banners, whereas unplanned marketing communications refer to word-of-mouth communication, news stories and general gossip. The role of the micro perspective is to articulate these elements. The area of concern was the manner in which the audience preferred to access the information they required, namely their media usage and preferences. It was of utmost significance to consider that the effectiveness of the entire marketing communication activity will depend on the target audiences’ accessibility of the communication media.

2.2.9. Message content mix

There is evidence that messages that promote a positive emotional response are positively related to subsequent brand attitudes and purchase intentions (Winterich and Barone, 2011, Goldsmith and Lafferty 2002). Therefore, the studies on marketing communication have laid emphasis to message design considering it to be an integral part of marketing communications. Audiences that favour a relational exchange seek information that not only enables them to learn more about the topic of ‘conversation’ or relationship specific knowledge as Ballantyne (2004) suggested. This indicated that the there was a large void in the marketing communication literature with respect to the impact of the marketing media on the economically disadvantaged consumers in rural India, particularly in U.P. It was important to draw the attention towards this major issue of concern, particularly when most of the companies are now trying to target this consumer base, as a result of ether saturation in the urban markets or for expanding their markets.
2.3.0. Media channel mix

Companies deliver their messages through an increasing variety of media. The media are normally considered to consist of both paid and unpaid ones for delivery mechanisms through which messages are conveyed to target audiences. The choice of media should be made keeping in mind the target audience and the reach of the said media to such audiences. In case of poor rural consumers in U.P, a combination of such media can be used that are found to have a greater impact on these consumers in terms of creating awareness and altering their preference for different brands of products.