CHAPTER – 2
SOCIO-CULTURAL AND ECONOMIC PROFILE OF CACHAR DISTRICT

CONTENTS

- The role of socio-economic and cultural dimension in advertising
- Socio-cultural set up of Cachar district
- Economic profile of the people of Cachar
- General discussion and conclusions
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The Role of Socio-Economic and Cultural Facet in Advertising

Advertising is an essential tool of modern marketing. Wells et al. (1995) defines that “advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence an audience.” Advertising represents customers’ key part of daily life and influences their purchase intentions (Lafferty & Goldsmith, 1999). For this reason, advertisers invest billions of dollars in advertising; no doubt they want to achieve advertisement effectiveness. A large amount of consumers get information that distributed free by sellers through advertising. Information is developed well by mass media so that consumers can get messages easily and fast.

Advertising powerfully shape consumer preferences and persuade people to buy what they would not otherwise buy. Advertising simply provides information to aid consumer decision making. Even if advertising does not work immediately, repetition ensures its effectiveness. Consumers are ultimate rational in making decisions, so ads need to provide at least one logical reason to purchase. There are two prerequisites for consumers to engage in the central route of persuasion. First, consumers must have ability to scrutinize a message carefully. Factors affecting consumers’ ability to a process a message include, consumer knowledge (Wood & Lynch, 2002) the amount of distraction present in the environment (Petty et al, 1981) and the number of times the message is repeated (Cacippo & Petty, 1979). The discussion above implies the imperatives of consumers’ competence in acquiring, examining and deriving meaning for an effective communication and higher appeal of an ad campaign. This in result depends on the economic and social status of the consumers along with their exposure to media and the quality of utilization of their leisure time.

Kotler (2000) opined that rational appeal is based on logic and product are been sold by highlighting the product attributes, quality, its problem solving capacity and its performance. Rational appeals are informative in nature and it focuses on the suitability of the products. This appeal is used by consumers in competitive advertising set-up. There are different types of rational appeals including feature appeal that focuses on important traits and features of the product. Information content in such kind of advertisements is usually rich. It is used by high involvement products.

Emotional appeals are woven with the sensation of fun, love, enjoyment, fear etc (Ramaswamy and Namakumari, 2002). Kotler (2000) opined that there could be positive
emotions as well as negative emotions but in the advertising campaign negative emotions can be converted to positive emotions. Emotional appeal is the feeling associated with the products. There are certain dreams and hope which are present in the individual, works consciously or subconsciously and gives pleasant feeling in the individual’s psyche (Kumar and Patra, 2010). Emotions also help in arousing and directing the behavior of an individual (Morris, 1999). Emotions also affect the consumer’s memory. When the state of mind is excited or agitated then it prompts the consumer to buy the product (Chunawalla et al, 1998). Therefore, emotional appeals are known as transformational appeals as they transform the feelings of the consumers towards the products.

In a study Wright (1973, 1974) described that the background information provided to the high involvement subjects explained the relevance of their product decision to their families, their own time effort and their personal finance.

Researches in social psychology have supported the view that different variables affect persuasion under high and low involvement conditions. Arguments contained in a message has had a greater impact on persuasion under condition of high involvement (Petty and Cacioppo,1979,and Heesacker, 1981). It appears that high involvement people exert the cognitive efforts( which is) required to evaluate the issue relevant arguments presented and their attitudes are a function of this information processing activity. On the other hand peripheral cues such as the attractiveness of a message sources (Chaiken, 1980., Goldman, 1981., Rhine and Severance, 1970) have had a greater impact of low involvement and in low involvement product ads always focus on attractiveness, credibility and prestige of endorser.

Social class is used as effective market segment variables. It is measured by a weighted index of several demographic variables, such as education, occupation and income. The concept of social class implies a hierarchy in which individuals in the same class have the same degree of status, while members of other classes have either higher or lower status. Social class has a significant role to create positive as well as negative attitude towards advertising. Economic factors also have a vital role in formation of attitude toward advertisement. Social and economic factors both combinely increase the value and life style of consumers, which enhance the involvement of consumers to advertisements. Both education and income have been found a significant relationship toward socio-economic aspect of advertising. Less educated consumers are more likely
is high involvement in nature so feeling advertisement is more effective to get consumer attention on ad and on product purchasing decision (Mehta, 2006).

In contrast, the Low Involvement Hierarchy is characterized by low involvement in products, such as purchasing convenience goods. Brand preferences are formed after purchase or trial, rather than through advertising exposure before the purchase. In low involvement product advertising -for higher economic status people- they usually favor prestigious brands and items, due to less spare time and higher level of awareness, advertisers apply informational advertising appeal (Aaker, David A & Donald Norris, 1982) to sustain and promote their interest level. In this situation repetition of advertisements (Sawer & Tellis, 1988) with some specific attributes is important to refine the awareness level of consumers. In spite of these facts, in case of low involvement products which are habitual buying in nature (Gbadamosi, 2009), less involving and repeated buying, and so memorizing a brand is very difficult for the people having higher economic status. They have less time to spend on a message with fuller concentration. At the same time store display at the point of purchase highlighting product attributes in store works as an effective advertising tool.

The moderate economic status people where income is limited and budget is also moderate they are mostly pricing conscious. They have more spare time and have a chance to get more exposure at the same time. On the other hand where high involvement products are concerned facing higher price and endurance, buyers of this moderate group go for situational and occasional buying. Due to high dissonance and veil of ignorance on their part, advertisers always follow such type of advertising where positive interpretation of message becomes more important to create awareness (Wright, Alice.A.and John,G,Lynch ,Jr1995), conducive buying environment and to increase brand loyalty. One of the important finding in this regard states that moderate economic people belong to middle class of the society so the cultural orientation and occasional approach (Muller,2004) is more paying in case of the high involvement product advertising.

In context of the low involvement product advertising for the moderate economic class people, having limited budget along with higher spare time to get exposed to the media and the market place. They have strong sense of social & cultural values, attachments and likings for elaborated ad design which covers materials that satisfy their comprehensive emotional and informational canvas of advertising demand which also
includes high price sensitivity posited into the products. It is helpful in this situation to
go for emotional appeal of advertising which is more favorable in this regard. It increases
current level of exposure and awareness for products and brands. Several researchers
have also reported that television and outdoor advertising is more important in this
situation for, it increases the involvement level and responses of consumers towards
advertising through the application of music, message and models.

In low-involvement situations, Petty & Cacioppo (1983) and Buchholz &
Smith,(1991) studied the effects of message repetition on awareness, recall, and attitude
formation. They found that in low-involvement situations, repeating different versions of
an advertisement prevented early decay of advertising effects. Vakratsas and Ambler
(1999) concluded that habit and affect are much more important than cognition for low
involvement products. Consumers express low involvement levels for products which are
generally low priced; have simple features and low perceived risk (Richins and Bloch
1986; Saxena 2002; Kotler 2002). They do not show strong loyalty to brands of these
products, and do not perceive price as an indication of their quality.

If we look at advertising exposure of low economic status people towards high
involvement products, it is found that without any compulsive demand under occasional
necessity for such product they are not prompted to go for easy buying. As it is
commonly known that in the low economic status cases where low income, low exposure
and low attention level are common. It is necessary to set advertising with emotional
touch and comprehensive information base to make it effective.

In the present scenario where a high percentage of people belong to low and
moderate economic status and the buyers of low involvement products, as a result it is a
big challenge for the advertisers to build up the proper advertising strategy and media
mix to create effective advertising. However, the low economic status people stand low
at income and social standing, so their expectation and exposure levels are also low (Jha,
2000) but at the same time they belong to the group having high fantasy attitudes
towards products and product advertising. On the basis of such characteristics the
advertisers develop such advertising strategy that increases their expectation level and
awareness level using elaborative advertising design, colorful background and
storytelling ads, and simplicity & straightforwardness in message designing (David W.
Richard, 1990), which increase the visualization and generate interests for the products
and the ads side by side another important phenomena is that low economic status people
are more conservative in nature due to unavailability of different media, the information gathering sources are also limited and this is the reason behind the low attention and the low consciousness level of consumers in this group (Kastenholz & Young(2003). To overcome these problems and increasing the exposure level of consumers, the advertisers place more emphasis on outdoor and television media. For this they take help of regional channels, well known models (Razzouk et.al, 2003), and pleasant music and folklores that increase exposure, expectation and generate internal feeling of emotions in their mind for the advertisements.

In many advertising response models, the degree of consumer involvement is expected to influence both the amount and quality of the consumer's cognitive response. In terms of the amount of cognitive response, involved consumers engage in more labored information search and acquisition strategies. When actively searching for product-related information, interest in brand advertising is at a maximum. In addition to increased cognitive efforts, most advertising models predict a qualitative difference in message processing as involvement increases. Involved consumers are more likely to process brand information at a “deep level” where they actively evaluate the message. These cognitive evaluations can be directed towards the importance, persuasiveness, or relevance of the advertisements content (Smith, 1991).

On the basis of above discussion we have developed a relationship which was based on socio-economic status and product involvement levels as correlated to each other and create a strong reflection for effective advertising of low involvement products and high involvement products. The socio-economic status are divided into three groups i.e.- high socio-economic status, middle socio-economic status and low socio-economic status. Product involvement is classified as high product involvement and low product involvement. On the basis of these components we developed an Advertising Demand Grid based on the matrix of involvement and socio-economic status.

Though, our study is based on socio-economic groupings and their expectation level in the low involvement product advertisements. The socio-economic group is defined in the present study on the basis of income level, educational attainment and the exposure level of the respondents. We have three groups based of these criteria as high, medium and low.
Based on the criteria above the socio-economic grouping has been divided into three levels which details are noted below.

<table>
<thead>
<tr>
<th>Socio-economic status</th>
<th>Income level</th>
<th>Educational attainment level</th>
<th>Media exposure level</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>More than 20000/</td>
<td>From inter college onwards</td>
<td>Television, all print media, outdoor media.</td>
</tr>
<tr>
<td>Medium</td>
<td>From 10000 to 20000</td>
<td>Upper primary to intermediate</td>
<td>Television and outdoor media.</td>
</tr>
<tr>
<td>Low</td>
<td>Upto 10000/</td>
<td>Primary level</td>
<td>Television or outdoor media.</td>
</tr>
</tbody>
</table>

**Table no - 1**

**Advertising Demand Grid**

<table>
<thead>
<tr>
<th>Product involvement characteristics →</th>
<th>High involvement product</th>
<th>Low involvement product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of Economic status</td>
<td>Central cue(25), issue relevant thinking, learning and information, active brand processing, durable in nature, Brand loyalty(22)</td>
<td>Peripheral cue(25), perishable in nature, brand attitude, low price, attractive packaging, passive processing, local initiative(5), low brand commitment(8), habitual purchase behavior(22), low level of engagement(24), emotional decision making(33), habitual buying(37)</td>
</tr>
<tr>
<td>High economic status</td>
<td>Rational appeal ad(26), print ad, more focus on brand quality, limited attributes in ad, feeling advertisement(11)</td>
<td>Informational advertising appeal(20), refine awareness, repeated advertising(4), memorable brand name, point of purchase display in store, putting brand at the shelf position in store, product attribute(23), liking for prestige pricing</td>
</tr>
<tr>
<td>Moderate economic status</td>
<td>Positive interpretation of the message(3), culture orientation approach(6)</td>
<td>Sustain current level of awareness, emotional ad(12), tv and outdoor/ retail display ad(34), visual cues, pleasant music, persuade by suggestion(2), fond of music and folklore(33)</td>
</tr>
</tbody>
</table>

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</tr>
</tbody>
</table>
Cultural values are important variables in advertising. McLuhan (1964) argued that advertisements are the richest and most faithful daily reflections that any culture ever made of its entire range of activities. Consumer understand advertising message by relating them to culture (Frith, 1997). One of the main criticisms with the use of globalised or internationalized advertising campaigns is that they do not take cultural differences as consideration. Cultures impact every aspect of the society including the thinking and acting of every member of a group. (McCarty and Hattwick, 1992). Several author (Albaum and Peterson, 1984. Britt 1977). Donnelly 1970) argued that culture has a significant influence on advertising strategy and it should not be ignored. Srikandath (1991) referred to cultural value as the governing ideas and guiding principles for thought and action in a given society. A value system is an enduring organizations belief concerning preferable modes of conduct. Values have a cultural content and can refer to interests, pleasure like, preferences, duties, desires, needs and much other consideration (Rokeach, 1979, Williams, 1979). The majority of cross cultural studies assume explicitly that culture is an antecedent of different advertising content and expression (Al - Olayan and Karande, 2000, Gilly, 1988, Mueller, 1987) and tremendous support has been reported for the cultural specific content of advertising. Pollay (1985) argued that cultural values are the core of the advertising messages and typical advertisements reinforce cultural values. Hofsted dimension analysis can assist a marketer understand the cross cultural differences between countries. Not surprisingly, it has been suggested the advertising message should be congruent with the value of local culture (Zhang and Gelb, 1996). Empirical studies have found that advertisements reflecting local cultural values are more persuasive than those ignore them (Taylor.et.al, 1997). In additions, international advertisers who are competing for a large share of rapidly growing advertising expenditures in emerging markets can benefit by using their appreciation of
cultural differences as a guideline for creating effective advertising (Fan and Grohs, 2007). In this scenario, it is important not only to understand how consumer perceive the components of advertising but also to gauge whether cross-cultural differences or similarities in perception exist between consumers across different culture. So execution of the advertising strategy may mirror the fundamental cultural orientation and values of the society (Choi et al, 2005). Today cultural values are changing especially among young people (Zhang and Shavitts, 2003). Advertising still does not understand fully how the first and second generation will respond to target versus mainstream advertising message (Mullar, 2008). In fact, there is a significant relationship between mass media exposure, cultural value, attitude towards advertisement (Seung Jue and Nelson, 2008). Cultural influence plays a role in shaping consumer perceptions and response towards the advertisement (Teng and Laroche, 2006). Role of cultural values in advertising has long been debated in marketing and advertising literature. It has been acknowledged that cultural values are the core of an advertising message (Albers-Millers and Gelb, 1996). Srivastava (2009) has suggested that for advertisements individualistic culture is more inclined for global advertisement. Grams (2007) mentioned that global advertisements do not represent global culture but are just a continuation of what is going on the west. Indian culture always has been in collectivism. However, during the last decade, there has been a shift in urban population in India (Zhang and Shavits, 2003). Indian culture is changing from collectivism to individualism. However, this confirms that rarely is a culture completely individualist or completely collectivist (Fiske, 2002). India is a country with a diverse culture. Understanding each ethnic variation can help to have better advertisement effectiveness.
Socio-Cultural Set-up in Cachar District

General Overview of the District:

Cachar is an administrative district in the state of Assam in India. The district headquarters are located in Silchar, the district is situated between longitude 92'15 and 93'15 east and latitude 24'18 and 25'18 north cover an area of 3786sq.km. having average temperature of maximum 27.6 centigrade in July and minimum of 9.2 centigrade in January. During May to October too chilly is observed. Winter only comes during December and January. In the north of the district is surrounded by Khasi and Jantia Hills and North Cachar District in the south the district is covered up by Lusai Hills and the Union Territories of Mizoram; the state of Manipur is situated on the eastern side of the Cachar district and the western side of the district is enveloped by its two sister district viz-Karimganj and Hailakandi.(Assam at a glance 1992, Directorate of economics and statistics, Assam).

As far as topography of the district is concerned, it has high hills and low terrace type of land. It depicts a heterogeneous landscape. It includes vast area of the Southern Assam range and Bhuban range.

The Barak is the main river lying across the district from east to the west and on its course it has a number of tributaries. The Jiri, the Chiri, the Mathura and Jatinga are the main tributaries of the Barak.

Demography: A comparative picture of total population, density of population, literacy to total population and sex ratio of Cachar, Assam and India are depicted in the Table.
Table - 2
Comparative picture of population of Cachar, Assam and India

<table>
<thead>
<tr>
<th></th>
<th>Cachar</th>
<th>Assam</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>14,44,921</td>
<td>2,66,55,528</td>
<td>1,028,610,328</td>
</tr>
<tr>
<td>Literacy Rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percentage</td>
<td>68.42</td>
<td>64.28</td>
<td>65.38</td>
</tr>
<tr>
<td>Male</td>
<td>76.51</td>
<td>71.93</td>
<td>75.85</td>
</tr>
<tr>
<td>Female</td>
<td>59.85</td>
<td>56.03</td>
<td>54.16</td>
</tr>
<tr>
<td>Density of Population (per Sq. Km.)</td>
<td>381</td>
<td>340</td>
<td>324</td>
</tr>
<tr>
<td>Percentage of Rural Population</td>
<td>86.06%</td>
<td>87.09%</td>
<td>72.2%</td>
</tr>
<tr>
<td>To Total Population</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex Ratio (No. of Female per 1000 Males)</td>
<td>945</td>
<td>935</td>
<td>933</td>
</tr>
</tbody>
</table>


As far as total population is concerned, and Cachar district has a total population of 14,44,921 persons as per 2001 census which is 5.42% of total population of Assam. The density of population in Cachar is 381 persons per Sq. Km. Thus, the density of population in Cachar is far ahead when compared with Assam and average density of population, which is 340 and 324 respectively. The literacy rate in this district is ahead with 68.42% in comparison to the literacy rate of Assam (64.28) and India (65.38%) respectively. Male literacy rate is 76.51% and female literacy rate is 59.85% in Cachar, which is again ahead of all India average and literacy rate of Assam as a whole, i.e. 75.85% for male and 54.16% for female and 71.93% for male and 56.03% for female literacy.

With regard to percentage of rural population to total population it is revealed that the percentage is the highest in case of Assam (87.09%) followed by Cachar district (86.06%) and India(72.2%). Besides with regard to sex ratio we find that the ratio of females per thousand males is the highest in case of Cachar district (945) followed by Assam (935) and India (933).
Culture:

The cultural heritage of this region is very rich; there are deep influences of traditional ancient India cultures among the people of this region. The scholars have shown that the traditional land measurement system, the khel system, the folk belief, etc. are the offshoot of Manusmriti. In course of time through the evolutionary process the Bengali language has emerged, even some scholars have traced the existence of ‘Eastern Bengali Dialect’ in ‘Charya Pada’, the earliest Bengali Literature. In course of time the different groups of people come here and at present the district of Cachar reveals diversified culture streams for which the scholars have termed the district as well as the valley of Barak as “Anthropological Garden”.

Language:

In Cachar district, majority of the population is ‘Bengali’ speaking. Though India states are formed based on language, surprisingly Cachar continues to be the part of Assam instead of being merged with Bengali speaking Tripura. Besides the Bengali, there are Manipuri, Bishnupriya Manipuri, Assamese, Hindi, Dimasa, a small percentage of Hmar and some other language speaking population are also residing in the district. Also, the laborers of the tea gardens of Cachar speak a typical Bengali dialect, which is a mixture of pure Bengali dialect and Moitheli language.

Occupation:

The economy of the district is basically agrarian and economic development of the district is highly on agriculture and allied sector. Agriculture is the predominant economic activity in the district where more than 70% of the working populations are engaged. However the surprising feature is that agriculture is still by and large substance (Mazumder et al-1998). The occupation of majority of people is agriculture. The economy of the district is characterized by the tea industry, which is covering near about 13% of the total crop area of the district engaging near about 12-15% of the working population. Besides there are small-scale industries particularly weaving, canes, etc. a good number of people have taken it as occupation but the bulks of the population are engage in agriculture, dairy farming, horticulture and other sector. Agriculture is the prime activity in rural area and rural population income and saving directly related to agricultural development. In semi urban areas main occupations of the peoples are either
service or small business. Recently, selling of service at a small scale basis has emerged has an important occupation for many people in semi urban area of the district.

**Communication Link to the Cachar District:**

Geographically, Cachar is not situated in an advantageous position but strategically, the district is important. Cachar is the gateway to Mizoram and also to the western parts of Manipur and is surrounded by hills in almost three sides.

**Road Link:**

Cachar is connected by road with Guwahati via Shillong-Jowai-Ladrymbai. It is the only Road link direct from Guwahati and linking the rest of the world.

This road also connects Cachar with Mizoram. Moreover, Silchar-Agartala Road connects Cachar with Tripura via Badarpur, Karimganj and Patharkandi.

The Silchar-Imphal road connects Cachar with Manipur via Lakhipur, Jiribam and Nongbah.

The Silchar-Haflong road connects Haflong, Lumding and other parts of Assam.

**Rail Link:**

The railway network touches important places of Barak Valley. Due to growth of Tea Plantation in Barak Valley, railway networks emerged in early 1900 AD. The Lumding Badarpur section of NF Railway is most vital link of Cachar, Mizoram and Tripura with the rest of the country. The line is built up through the zigzag hilly terrain of North Cachar Hills Passing through 36 tunnels with great engineering skill.

**Air Service:**

Cachar District has its own Airport at Kubhirgram which is approx. 30 Km away from Silchar town. There are regular flight services in the route Silchar-Imphal, Silchar-Kolkata, Silchar-Imphal and Silchar-Guwahati.

**Electricity:**

The entire Cachar District is served by Bara Pani Hydro Project under Meghalaya State and Loktak Hydro Project under Manipur State. Also, little bit power supply (around 15 mega watt) is made from Adamtilla Gas Electricity Project situated near Banskandi. The Supply of power is not adequate enough to meet the demand of this region. More particularly during dry season, the district faces an acute power crisis.
**Health Facilities:**

There is a Medical College Hospital at Silchar i.e., districts headquarter. In addition to this, there are 8 Government Hospitals, 22 Primary Health Centers, 2 Dispensaries, 8 Rural Family Planning Centers, 275 Rural Family Planning Sub-Centers. One Cancer Hospital has also been set at Silchar near the Silchar Medical College for the treatment of Cancer patients. Total number of beds in the district is 986, which is very low in comparison to total population. (As per 1999 census)

**Educational Facilities:**

If we consider from the standpoint of number of educational institutions, there emerges a picture of rapid development in the sphere of education in the district in the post independence period. With the setting up of Assam University in the year 1994 a revolution is brought in history of education of Cachar district. All the colleges in Cachar district are now affiliated to this University. Besides there are 7 General Colleges, 1 National Institute of Technology (NIT), 1 Medical College, 1 B.Ed. College, 1 Law College, 1 Polytechnic, 89 High Schools, 36 H.S. Schools, 300 middle.

**Overall summary:**

The social structure of Cachar district is very interesting as it has a mixed variety of people belonging to different communities resides in the Cachar district. The Cachar district is mainly populated by the Bengali community and there are different classes of people right from the upper classes to the middle class as well as it has people from the lower class of the society. People from different religion such as Hinduism, Islam, Christian, Sikh are found residing in Cachar district.

The socio-cultural condition of Cachar district is on improving trend and the government is also taking initiative to impart education to all the classes of the people in the district. Several educational colleges and schools have been established for the betterment of the society. The food habit of the population of Cachar district is varied. Some people are complete vegetarian and some are non-vegetarian. Fish and rice is the unique and traditional meal in Cachar. The dressing sense of the Cachar district is mainly confined to saree and the people are prompt to shopping. The people of the Cachar district have a conservatism bent of mind but with the advent of growth and development, their mind set is changing to a broader perspective. Equal importance is
given to female education. Moreover, Cachar district is culturally very sound and music, dance and other forms of art and entertainment is highly appreciate and valued.

The dance is a form of folk music and dance practiced in areas influenced by the Sylheti in culture such as Cachar, Karimganj, Hailakandi, The song and dance mainly reformed by the women during the auspicious occasion. In music, a unique heritage of the people here, that is, Bangla folk music, the Baul tradition and Mansa Mangal in the rural people. Music is different classical sound and famous song Rabindrasangeet- the song of Tagore which shows a unique synthesis of the western and Indian classic music traditions. In the present lifestyle one of the modern movements in the musical scenario of Cachar basically in urban area is Jeebanmukhi Gaan (adopted from Bengal), which tries to capture the idiosyncrasies, complexities and dichotomies of modern life unconventional perspective.

Festival occasions of Cachar are numerous, the most famous of which is Durga Puja and Mansa Puja which are generally being held in the month of August and October. Other festivals are Diwali, Sarwaswati Puja, and Dolyatra etc. In cuisine, rice and fish are the favorite traditional foods of the district due to Bengali community, in the dressing style the dress culture of the people are same like traditional Bengali people. For women saris of cotton and silk are most preferred. Salwar kameez has become immense popular among young women and for men most of them like kurta, shirt and paint to some extent dhoti and Punjabi are the preferable dresses in many occasion. So from the socio-cultural profile of the people in this region it is established that the people of this region are changing their lifestyle very fast. They are adopting modern cultural with the help of different cultural amenities and other way the development of the education system. But it is also established they are not avoiding their traditional outlook. In this sense if advertiser consider socio-cultural dimension at the time of advertising through different media that it will be more helpful for the consumer to change their lifestyle and would be easy to adopt modern culture and develop their social status.
Economic profile of the people of Cachar.

Economic structure of Cachar district:

In the 1950s per capita income in Assam was little higher than in India. In 2000-01, it was INR 10,198 at current prices, almost 40% lower than that in India. According to the recent estimates, per capita income of Assam has reached INR 6756 (1993-94 constant prices) in 2004-05 which is still much lower than India’s.

According to recent analysis, Assam economy is the signs of improvement. In 2001-02, the economy grew (at 1993-94 constant prices) at 4.5% to fall to 3.4% in the next financial year. During 2003-04 and 2004-05, the economy grew (at 1993-94 constant prices) more satisfactorily at 5.5% and 5.3% respectively. The advanced estimates placed the growth rate for 2005-06 at above 6% Assam’s GDP in 2004 is estimated at $13 billion in current prices. The average annual growth rate of agriculture, which was only 2.6% per annum over 1980s, has unfortunately fallen to 1.6% in the 1990s. Manufacturing sector has shown some improvement in the 1990s wealth a growth rate of 3.4% per annum than 2.4% in the 1980s. Since past 5 decades, tertiary sector has registered the highest growth rates than the other sectors, which even slowed down in the 1990s than 1980s.

Agriculture accounts for more than a third of Assam income and employs 69% of workforce Assam biggest contribution to the world is tea. It produces some of the finest and expensive tea and has its own flavor and variety. Assam also account for faire share of India’s production of rice, mustard seed, jute, potatoes, sweet potato, banana, papaya and turmeric. It is a home of large varieties of fruits, leaf vegetables, herbals, spices etc.

Industry:

Apart from tea and petroleum refineries, Assam has few industries of significance. Industrial development is inhibited by its physical and political isolation from neighboring countries such as china and Bangladesh and from other growing Southeast Asian economics, ultimately leading to neglect by the federal government in regards to development a key motivation for industrial development is seen in Assam.

In another way if we discuss the same in the respect of Barak valley and Cachar, we found that classification of the population of the Barak valley into the workers, marginal workers and non workers shows that there is no difference in the working
population to total population both in the case of rural and urban in the region. As per 2001 census 89.2% of total population lives in the rural areas and only 10.2% in urban areas. Similarly, about the same proportion are female workers both in rural and urban areas. If we compare it with the Cachar district we found the same result the total workforce participation rate in rural area is 32.33% and in urban area 31.22%. Whereas main worker participation in male 41.85% and female is 7.52%. and the marginal worker in male 15.90% and female 44.56%. The report also identify that a major percentage of the workforce are engaged in primary sector that agriculture and allied activities, only about 7% of the workforce being engaged in the secondary sector. In case of Cachar people the source of economy of different sector are like as 69.04% in agriculture, 0.40% in allied industries, 3.37% manufacturing (non household), 0.55% in household industry, 2.02% in construction and 24.63 in service sectors.

In terms of employment situation, the state has witnessed 9% growth in the number of person employed in organized economic activity Comprising private and public sector during 2000 over 1999. While the total number of persons employed in various organized sector in the state was 1081412 during 1999, it rose to 1178793 till the end of September 2000.

So from the above discussion we can draw our conclusion that the economy of the Cachar district based on agriculture and research report found that per capita income is Rs 5883 which is not so high as compared to some other districts of this state and the distribution of income are from agriculture and service sectors. Though per capita income is not so high but due to better connectivity with nearest state or district it is good commercial town. The economic status of the district indicates that the status and standard of living of the people of this region is good.
**General Discussion and Conclusion**

In the above we have already discussed the role of different socio-cultural and economic dimension in advertising and also we have discussed the socio-cultural and economic status of the Cachar district. On this basis we have developed a matrix where we compare the socio-economic and cultural characteristics of respondents in Cachar and respondents expected response to FMCG ad as per ADG (component wise and socio-economic and cultural type) and on the basis of these two we have projected the advertising demand scenario in Cachar.

<table>
<thead>
<tr>
<th>Socio-economic and cultural characteristics of respondents in Cachar</th>
<th>Respondents expected response to FMCG ad as per ADG (component wise and SEC type)</th>
<th>Projected A.D scenario in Cachar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socio-economic and cultural details of Cachar district. No of respondents in different groups (% wise). High income group (23%) Middle income people (50%) Low income group (27%) No of respondents on the basis of educational attainment Highly educated group (28%) Medium educated group (33%) Low educated group (49%) Exposure level of respondents High exposure (58%) Low exposure (42%) (source: primary data) Cultural characteristics of Lower and middle income groups of people. Conservative outlook Cultural music Spiritualistic outlook Great liking and craze to observe and participate in festivals, huge participation in most of the melas and celebration Majority of people from Bengali community Re-culturization trends (response for modernity)</td>
<td>High expectation on colorful background of ad. High expectation on well known model. More preference on local/ folk music/tunes (catchy tunes). High expectation on packaging for look, information and image. Price highlighting advertising. Liking for cultural specific ad design. Poor retention and recall with regard to brands. Liking for emotional ad appeal. Liking for in-store display/ outdoor ad.</td>
<td>Higher emphasis on outdoor advertising required. Higher urge for local language and music in ad design and their airing on TV. Well known models have crucial role in creating ad effectiveness. Cultural specification in ad design is highly imperative. Price information have high content value in ad effectiveness.</td>
</tr>
</tbody>
</table>

**Source:**
As we can see from the table given above that the referent district (i.e.; Cachar) represents middle and lower middle class people. Majority of the peoples are from middle & lower middle income groups (77% as per the criteria set in the research) and the educational attainment is also moderate as most of the people (49%) have primary to intermediate level education. Exposure level, however, is relatively high to the tune of 58% (as per the criteria set in the research) due to high availability of TV and cable connection with the respondents and comfortable exposure to outdoor and in-store display to the advertisements for FMCGs products here in Cachar. Regarding the print media exposure it is not very encouraging as exposure in this category is 7% only. In nutshell respondents included in this study reflects on the socio-economic status in the Cachar districts as lower and middle class composition in the society. When we relate this composition with the standard model of socio-cultural characteristics of this class of people based on numerous studies in this regard we can derived their probable response towards the advertisements of FMCGs in this area. When we further analyze the proposition just derived in relation to advertising demand grid for FMCGs, we get some concrete results regarding the preferences and liking for FMCGs advertising which is presented in the last column of the table given above. It reads that there is a great liking for FMCGs advertisements when advertisements or ad design contains features like higher emphasis on outdoor advertising, higher urge for local language and music in ad design and their airing on TV, well known models have crucial role in creating ad effectiveness for the respondents here, Cultural specification in ad design is highly imperative and Price related information has substantial content value for an effective advertising.

The projection made above concerning the characteristics of advertising effectiveness for Fast Moving Consumer Goods in Cachar district (Assam) is subjected to verification from the data and results derived from the analysis of this data in the respective chapter to follow.

<table>
<thead>
<tr>
<th>Socio-economic status</th>
<th>Income level</th>
<th>Educational attainment level</th>
<th>Media exposure level</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>More than 20000/</td>
<td>From inter college onwards</td>
<td>Television, all print media, outdoor media.</td>
</tr>
<tr>
<td>Medium</td>
<td>From 10000 to 20000</td>
<td>Upper primary to intermediate</td>
<td>Television and outdoor media.</td>
</tr>
<tr>
<td>Low</td>
<td>Up to 10000/</td>
<td>Primary level or below</td>
<td>Television or outdoor media.</td>
</tr>
</tbody>
</table>
References:


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Kastenholz and Young (2003), “Why day after recall misses the emotion in Ad”, *ARF annual conference*.


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