Finding of the Study
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7.1 - Basic Findings of the study
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7.1 - BASIC FINDING OF THE STUDY

The study shows that, out of 400 Respondents surveyed, 24.50% of Respondents are in the age group 18-30, 27.50% of the Respondents are in the age group 31-40, highest 28.25% respondents from 41-50 age group and lowest 19.75% of the Respondents are above 50 years age. It is apparent that majority of the Respondents belong to the age group 31-40 and 41-50.

From the study, it is observed that out of 400 Respondents surveyed, 35.25% of Respondents are having medium income, 13% of the Respondents are having high income and highest 51.75% of the Respondents are having low income due to tribal area. It shows that most of the Respondents are belonging to the low class and it can be a measure for determining their socio-economic status.

From the study, it is observed that minimum 16.75% of Respondents are having their level of education as Graduate. 18.00% of Respondents having H.S.C. Level education, 23.00% of Respondents are educated upto S.S.C. and highest 42.25% of Respondents having below S.S.C. level education. It is clear that Below S.S.C. is the level of education for most of the Respondents.

The study reveals that, out of 400 Respondents surveyed, 65.25% of Respondents are from male category, 34.75% of the Respondents are female category. It is apparent that majority of the Respondents are male category.

The study consist that, out of 400 Respondents revealed that, 40.75% of Respondents are doing labour work, 12.75% Respondents are doing their Service, 17.00% Respondents doing their business while 29.50% from Agriculturist category. It shows that most of the Respondents are engaged in income generated activity and it can be a measure for determining advertisement modes.

The study point out that, out of 400 Respondents surveyed, 325 Respondents are considering that good environment available in Tribal Area such as Nandurbar District and 75 Respondents are not agree with that. It is clearly indicates that Respondents
think about good environment in Tribal Area such as Nandurbar District but it can be utilized for the development of rural area too.

The study reflect that out of 400 respondents revealed, 51.75% of respondents are having Modern advertisement modes preferences, where as 35.50% of the Respondents are preferences to Traditional Modes and remaining 12.75% of the Respondents are having both the side. It apparent from the study that Modern formats of Advertisement is their first preferences for getting into it and it required improvement for better growth.

The study states that, out of 400 respondents surveyed, 182 Respondents are having favorable attitude towards Modern Advertisement Modes in Tribal Area, 121 Respondents highly favorable, 51 Neutral, 29 are unfavorable and 17 are Highly Unfavorable. The study reflects the positive attitude of the Respondents towards requirement of Modern Advertisement Modes in Tribal Area.

The study reveals that, out of 400 respondents, 30.50% of Respondents the opinion that they frequently observe advertisement through all media and electronic modes while 26.25% of Respondents opined that they observe it through Print Media. 12.75% of the Respondents are in the digital modes category. The study clearly indicates that the most of the Respondents are considering that electronic modes and all media.

The study reflect that, out of 400 Respondents surveyed, 378 Respondents are considering that advertisement appears in all media are understandable to majority of common people and 22 Respondents are not agree with that. It is clearly indicates that Respondents think about advertisement are understandable to common people.

The study point out that, 35.75% of respondents are having high awareness level towards Electronic and digital advertisement improve the business environment, 32.25% of Respondents are having very high awareness level, 17.25% of Respondents are Neutral, 9.25% of Respondents are having low awareness level and 5.50% of Respondents are very low awareness level. The study clearly indicates that respondents are having high awareness level towards electronic and digital advertisement improve
the business environment and they understand it improve the business and service quality.

The study indicates that, maximum 36.75% of Respondents are agree that Digital Modes successfully focus on consumer and improved purchasing concepts. 32.50% of respondents strongly agree, 17.25% of Respondents neither agree nor disagree, 8.25% of Respondents disagree and 5.25% of Respondents strongly disagree. It is clear from the study that the majority of the Respondents agree that Digital Modes successfully focus on consumer and improved purchasing concepts.

From the study it is confirm that, out of 400 respondents surveyed, 82.75% of Respondents are considering that in their life moral values effects by advertisement and 17.25% of the Respondents are not agree that. It is clearly indicates that Respondents feels Advertisement effects moral values in your life. There in tribal area a good prospects for modern types of advertisement since consumer may be effects by it.

The study finds that, 35.75% of Respondents the opinion with a very large extent that Digital Modes should promote for best practices than Electronic media while 35.25% of Respondents opinioned that it influences to a large extent. 19.50% of the Respondents felt that the influences to a medium extent. 7.75% of Respondents are said that some extent and 1.75% of Respondents are opinioned that it does not influence at all. The study shows that Digital Modes should promote for best practices than Electronic media with a very large extent.

The study reflect that, out of 400 Respondents surveyed, 42.50% of Respondents the opinion that Digital Modes of advertisement provides productive benefits in Modern Electronic Age while 24.50% of Respondents opinioned that it provide high productive benefits. 13% of the Respondents are undecided, 11.75% of the Respondents termed as unproductive. 8.25% of Respondents termed as highly unproductive. The study clearly indicates that the most of the Respondents are considering that productive benefits of Digital Modes in Modern Electronic Age.

From the study it is prove that, maximum 81.75% of Respondents are considering that they feel purchasing would be easier through advertisement and
18.25% of the Respondents are not agree this. It is clearly indicates that respondents feels purchasing would be easier through advertisement.

The study established that, out of 400 Respondents surveyed, 30.50% of Respondents the opinion with a large extent that better quality advertisement provided in Tribal Area through all modes while 16.75% of Respondents opinioned that it quality influences to a very large extent. 26.50% of the Respondents felt that a medium extent. 17% of Respondents are said that some extent and 9.25% of Respondents are opinioned that not at all. The study shows that better quality advertisement provided in Tribal Area through all modes or media to a large extent.

The study reveals that, 69.50% of Respondents are agree that they are comfortable feels about available facility for advertisement and 30.50% of the Respondents are not agree about that. It is clearly indicates that in tribal area like Nandurbar District a good facility available for advertisement.

The study shows that, out of 400 Respondents surveyed, 36.00% of Respondents the opinion that satisfaction level of regarding commercial advertisement performance in Nandurbar district is Good while 23.75% of Respondents opinioned as Excellent. 17.25% of the Respondents are undecided, 12.25% of the Respondents termed as poor. 10.75% of Respondents termed as Very poor. Majority of Respondents are of the opinion that they are satisfied with the existing level of performance of commercial advertisement in their district.

The study reveals that, 25.50% of Respondents said that Full confidence and trust towards Advertisement while 30.50% of Respondents told Some what. 24.50% of the Respondents are feels that low, 13% respondents firmed as very low confidence and trust about advertisement and 6.5% of the Respondents choosing Not at all. It is clear from the study that majority of Respondents are of the opinion that they have full confidence and trust towards Advertisement.

The study shows that, maximum 86.75% of respondents are agree that advertisement helps us to development of socio-economic status and 13.25% of the Respondents are not agree about that. It is clearly indicates that advertisement always
takes active part in the personal life and develop socio-economic status of the respondents.

The study refined that, 32% of Respondents termed Very Good imagination about prospects of advertisement in Tribal Area while 39.50% of Respondents opined as Fairly good. 13.5% of the Respondents are Neutral at their opinion, 8.5% of the Respondents termed as not satisfactory. 6.5% of Respondents termed as Irritatingly Bad about that. It is clear from the study that majority of respondents are of the opinion that they feel fairly good and very good imagination about Advertisement in tribal area.

The study indicates that, 95.25% of Respondents are agree Social Advertisement has encourage about active participants in society and 4.75% of the Respondents are not agree about that. It is clearly indicates that social advertisement should be motivated by stakeholders through which encourage for active participation in society.

The study reveals that, out of 400 Respondents surveyed, 39.25% of Respondents the opinion that agreement level of regarding advertisement in India is Good while 25.25% of Respondents opined as Excellent. 17.00% of the Respondents are undecided, 10.50% of the Respondents termed as poor. 8.00% of Respondents termed as Very poor. Majority of Respondents are of the opinion that there are good agreement level of advertisement in India and it can be improve with proper planning.

The study reflected that, 32.75% of Respondents termed Very Good imagination about modes of advertisement in modern age while 42.25% of Respondents opined as Fairly good. 11.75% of the Respondents are Neutral at their opinion, 7.75% of the Respondents termed as not satisfactory. 5.50% of Respondents termed as Irritatingly Bad about that. It is clear from the study that majority of respondents are of the opinion that they feel fairly good and very good imagination about modes of advertisement in Modern Age.
The study finally indicates that, out of 400 Respondents surveyed, 87.25% of Respondents are agree that modern advertisement help the social & economic development of the district, 12.75% of the Respondents are not agree. It is clearly indicates that modern advertisement will help the social & economic development of the Nandurbar District.

7.2 - MAJOR FINDINGS OF THE STUDY

The study reflect that, out of 400 consumers surveyed, 22.50% of consumers opinioned that Agree about Information factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While 13.50% of consumers opinioned as Strongly Agree. Maximum 33.00% of the consumers are undecided, 19.25% of the consumers termed as disagree. 11.75% of consumers termed as strongly disagree. Level of significance is calculated under T Test is 0.000, which has been less than the assumed value 0.05. So that null hypothesis H0 has been rejected. Therefore study reflects the information factor significantly impact regarding development and growth of advertisement in tribal area with positive prospects.

The study find out that, 77 consumers opinioned that Agree about Presentation factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While other 42 consumers opinioned as Strongly Agree. Maximum 115 consumers are still undecided, 99 consumers termed as disagree. And remaining 67 consumers termed as strongly disagree.

The study indentified that, out of 400 consumers surveyed, 20.50% of consumers opinioned that Agree about Appeal factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While 12.75% of consumers opinioned as Strongly Agree. 22.75% of the consumers are undecided, maximum 26.00% of the consumers termed as disagree. 18.00% of consumers termed as strongly disagree.

The study reviewed that, out of 400 consumers surveyed, maximum 28.75% of consumers opinioned that Agree about Comparison factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale.
While 24.75% of consumers opined as Strongly Agree. 18.00% of the consumers are undecided, 16.75% of the consumers termed as disagree. 11.75% of consumers termed as strongly disagree.

The study reflects that, 25.25% of consumers opined that Agree about Celebrity factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While 17.2% of consumers opined as Strongly Agree. Still 19.25% of the consumers are undecided, 19.50% of the consumers termed as disagree. 18.75% of consumers termed as strongly disagree.

From the study it is clear that, highest 155 consumers opined that they are Agree about offers factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While 115 consumers opined as Strongly Agree. Other 43 consumers are still undecided, 55 consumers termed as disagree. Remaining 8 consumers termed as strongly disagree.

The study observed that, out of 400 consumers surveyed, 22.25% of consumers opined that Agree about publicity factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While 16.75% of consumers opined as Strongly Agree. Maximum 30.25% of the consumers are still undecided, 18.00% of the consumers termed as disagree. 12.75% of consumers termed as strongly disagree.

The study refined that, out of 400 consumers surveyed, highest 171 means 42.75% of consumers opined that Agree about theme / subject factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While 30.50% of consumers opined as Strongly Agree. Other 13.00% of the consumers are undecided, 9.50% of the consumers termed as disagree. 4.25% of consumers termed as strongly disagree.

The study cleared that, out of 400 consumers surveyed, highest 37.25% of consumers opined that Agree about attractive factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale.
While 25.25% of consumers opinioned as Strongly Agree. Other 19.75% of the consumers are undecided, 9.25% of the consumers termed as disagree. Remaining 8.50% of consumers termed as strongly disagree.

The study revealed that, out of 400 consumers surveyed, maximum 26.00% of consumers means 104 consumers opinioned that they are agree about ethical factor significantly apply in the development prospect of Advertisement in Tribal area on the Likert five point scale. While 19.50% of consumers opinioned as Strongly Agree. Other 14.75% of the consumers are undecided, 20.50% of the consumers termed as disagree. 19.25% of consumers termed as strongly disagree.

The study indicates that the variables are having high internal consistency and hence these variables are considered to be suitable for conducting analysis. It can be seen from the study that, the significance level 0.000 is less than the assumed value 0.05. So we reject H0. This means that Age influences the awareness level of the consumers towards Advertisement. Hence it is confirm that, Age can become a significant demographic factor in influencing the awareness level of the consumer towards the Modern Advertisement Modes.

The study revealed that, the significance level 0.00 is less than the assumed value 0.05. So we reject H0. This means that Education influences the awareness level of the consumer towards Advertisement. Hence it is confirm that, Education can become a significant demographic factor in influencing the awareness level of the Respondents towards the modern age advertisement.

From the study, it can be observed that the significance level 0.00 is less than the assumed value 0.05. So we reject H0. This means that Income influences the awareness level of the consumer towards Advertisement. Hence it is confirm that, Income can become a significant demographic factor in influencing the awareness level of the Respondents towards the necessity of advertisement in modern age.

From the study, it can be observed that the significance level 0.00 is less than the assumed value 0.05. So we reject H0. This means that Age and Income influences the agreement level of the consumer regarding Advertisement in India. Hence it is
confirm that, Age and Income can become a significant demographic factor in influencing the agreement level of the consumers towards the necessity of modern advertisement in India. But significantly the demographic factor like education does not influence to the agreement level of consumers and hence the H0 is accepted.

The study shows that, the significance level 0.00 is less than the assumed value 0.05. So we reject H0. This means that Quality Advertisement effects the consumers to continue with Advertisement provided in Tribal Area with all modes or media.

The study shows that, the significance level 0.00 is less than the assumed value 0.05. So we reject H0. This means that presentation and effects of advertisement has significant development factor for Advertisement in Tribal Area with all modes or media.

It can be seen from the study that, the largest absolute difference is 3.941 which is known as the Kolmogorov-Smirnov Z value. The Absolute difference value is exceeds the critical value and the significance level 0.000 which is less than the assumed value 0.05. Hence the null hypothesis is rejected. It means that Quality Advertisement is highly significant in the development of Business environment in Tribal Area.

7.3 - OBSERVATION DURING THE STUDY

It can be observed that that majority of the respondents belong to the age group 31-40 and 41-50. The study observed that, lowest 79 respondents are in the age group above 50, 110 of the respondents are in the age group 31-40, highest 113 respondents from 41-50 age group and 98 respondents are 18-30 years age.

It observed that most of the respondents are belonging to the low class and it can be a measure for determining their socio-economic status. The study therefore reveals that, 141 respondents are having medium income, 52 of the respondents are having high income and maximum 207 respondents are having low income due to rural area.
It is clear from the study that below S.S.C. is the level of education for most of the respondents. It is observed that maximum 169 respondents are having their level of education as below S.S.C. 92 respondents having S.S.C. level education, 72 as H.S.C. level education, only 67 respondents are having Graduate level education.

The study observed that, out of 400 respondents revealed that, 163 respondents are doing labour work, 51 respondents are doing their Service, 68 respondents doing their business while 118 respondents from Agriculturist category. It shows that most of the respondents are engaged in income generated activity and it can be a measure for determining advertisement modes.

Hence, it can be concluded from the observation that people like modern advertisement even in tribal area. The study observed that there are so many modern advertisement practices can be done with impressive manner in tribal area. People of tribal area even though lower income and lower education ability they have fully aware about modern advertisement practices. The stakeholders, government, companies should take this as instrument to enhance the advertisement and increase their business capability from tribal area.