

## Correlates of Television Advertisement Viewing Behaviour of Rural Viewers

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### ABSTRACT

The television (TV) as a medium of advertising has immense potential in urban as well rural India. The present study designed to throw light on TV advertisement viewing behaviour and reveal its association with selected socio-personal factors of rural viewers was undertaken. The advertisement viewing behaviour (dependent variable) was operationalised in terms of two distinctive features namely 'extent of exposure' and 'extent of interest' of respondents in viewing TV advertisements. The study was conducted in two randomly selected villages of Kanjhawala block of Delhi. A total of 100 respondents (males) were included in the sample who owned as well as viewed TV for at least past six months. The study revealed that a majority of the respondents (62%) exhibited low level of TV advertisement viewing behaviour followed by 23 per cent under medium level and 15 per cent respondents falling under high level. The association between age and TV advertisement viewing behaviour was found to be negatively and significantly correlated at 0.05 level of probability. Education and attitude towards TV advertisements were positively and significantly correlated at 0.05 level and 0.01 level of probability respectively, with TV advertisement viewing behaviour. The correlation coefficient (*r*) in respect of rest of the variables was found to be non-significant which indicated that they were not a deciding factor of TV advertisement viewing behaviour. The determinants of multiple regression ( $R^2$ ) indicated that all the independent variables under the study jointly explained only 40.4 per cent variation in TV advertisement viewing behaviour of rural viewers.

Advertising has become an integral part of economic and social life in India. The growing reach of TV has made the advertisers to use this electronic medium much more in preference to other mass media. Advertising's chief economic contribution lies in its ability to promote expanding economy through growth in national GDP and income. It has an important role in disseminating information and influencing behaviour of people towards goods, ideas and services. The advertising has scope for application beyond commercial activity. As the name implies, social advertising aims at selling idea, behaviours and practices for the benefit of the society at large. The importance of advertising is now well established in the rural sector including agriculture and social life.

In order to gain an insight into the orientation of rural viewers towards television advertisements, the present study was planned and conducted with the following specific objectives :

1. To study television advertisement viewing behaviour of rural viewers.
2. To study the association of selected socio-personal variables with television advertisement viewing behaviour of rural viewers.

### METHODOLOGY

The study was conducted in the purposively selected 'Kanjhawala' Block of NCT of Delhi. The investigation was carried out in two randomly selected villages namely, 'Kanjhawala' and 'Jaunti' of Kanjhawala Block. The sample for the study comprised of 50 adult male respondents from each of the villages, thus making the total sample size of 100. Only those respondents were selected owned as well as viewed television frequently for at least past six months. The criteria for including only the television viewers was guided by an assumption that viewing of television is necessary for being exposed to advertisements which are regularly

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telecast during the programmes. For the present ex-post facto research, the following variables were selected based on the specific objectives and review of relevant literature.

Television advertisement viewing behaviour was used as dependent and Age, Education, Marital status, Family size, Annual income, Mass media exposure, Localite-cosmopolitaness, Social participation and Attitude towards television advertisements as independent variables.

The television (TV) advertisement viewing behaviour was operationalised in terms of two distinctive features (a) extent of exposure to TV advertisements and (b) extent of interest in viewing TV advertisements. The 'extent of exposure' was measured in terms of how often the respondents watched TV advertisement i.e. most often, sometimes or never. The 'extent of interest' was measured in terms of whether the respondent took much (interest), some interest or no interest in viewing TV advertisements. The TV advertisement viewing behaviour of each respondent was obtained by adding the scores of extent of exposure and interest in watching TV advertisements.

## RESULTS AND DISCUSSION

### 1. Television (TV) advertisement viewing behaviour

The distribution of respondents according to their advertisement viewing behaviour is presented in Table 1.

**Table 1 : Level of TV advertisement viewing behaviour of the respondents.**

S.No.	TV advertisement viewing behaviour	Frequency/percentage
1.	Low	62
2.	Medium	23
3.	High	15
<b>Total</b>		<b>100</b>

The Table 1 reveals that a large majority of the respondents (62%) exhibited low level of TV advertisement viewing behaviour. Only a small proportion of the sample (15%) had high level of TV advertisement viewing behaviour whereas 23 per cent respondents fell into medium category. From these findings, it is evident that majority of the rural viewers were not receptive to consume the communication messages reaching them in the form of TV advertisements. This is probably due to the reason that

majority of respondents held unfavourable perceptions about TV advertisements and as such did not give any importance to them. These respondents seemed to be skeptical about the very purposes and role of TV advertisements in the rural sector.

### 2. Correlates of TV advertisement viewing behaviour

The association of selected socio-personal attributes of the respondents (independent variables) with their TV advertisement viewing behaviour (dependent variable) was examined by using zero order correlation analysis. The values of pearson's coefficient of correlations are reported in Table 2.

**Table 2 : Correlation coefficients of independent variables with TV advertisement viewing behaviour of respondents as dependent variable.**

Sl. No.	Independent variable	Correlation coefficient (r)
1.	Age	-0.3122*
2.	Education	0.2898&
3.	Marital status	0.1016
4.	Annual income	1.805
5.	Family size	0.1142
6.	Mass media exposure	0.2013
7.	Localite-cosmopolitaness	0.1685
8.	Social participation	01592
9.	Attitude towards TV advertisements	0.4578**

\* Significant at 0.05 level of probability

\*\* Significant at 0.01 level of probability

The values of correlation coefficients (n) reported in Table 1 show that TV advertisement viewing behaviour of respondents was significantly correlated with age (negative correlation) and education (positive correlation) at 0.05 level of probability; and with attitude towards TV advertisements (positive correlation) at 0.01 level of probability. The correlations in respect of all other variable were found to be non-significant.

The negative significant correlation between age of rural viewers and their TV advertisement viewing behaviour suggests that advancement in age has a tendency towards decline in TV advertisement viewing behaviour. The respondents in the younger age group approved of and gave more importance to TV advertisements. The positive significant correlation

between education and TV advertisement viewing behaviour of the respondents implies that higher the educational level of respondents, better would be their TV advertisement viewing behaviour. The better educated persons are more enlightened and hence more open and receptive to new ideas, concepts and events to which they come across. This might be the reason that educated respondents attached more importance in viewing TV advertisements.

The highly significant positive correlation between attitudes towards TV advertisement and TV advertisement viewing behaviour suggests that respondents with more favourable attitude towards TV advertisements exhibited better TV advertisement viewing behaviour, which goes along the logical expectation. Owing to their favourable perceptions and mental disposition towards TV advertisements, these respondents developed more interest in TV advertisements, which in turn contributed to enhance their overall TV advertisement viewing behaviour. The correlation coefficient in respect of all other independent variables were found to be non-significant though positive. This leads to the conclusion that these variables were not a deciding factor of TV advertisement viewing behaviour of the rural viewers.

The regression coefficient (b) of selected independent variables with TV advertisement viewing behaviour as dependent variable are reported in Table 3.

**Table 3 : Regression coefficients of independent variables with TV advertisement viewing behaviour of respondents as dependent variables**

S. No.	Independent Variables	Regression coefficient (b)	Calculated 't' value for regression coefficient	Determinant of multiple correlation (R <sup>2</sup> )
1.	Age	-1.362	1.723*	
2.	Education	1.284	1.813*	
3.	Marital Status	0.017	0.063	
4.	Annual income	1.058	0.995	0.404
5.	Family size	0.082	0.077	0.404
6.	Mass media exposure		0.486	0.832
7.	Localite-cosmopoliteness		0.124	0.735
8.	Social participation		0.049	0.524
9.	Attitude towards TV advertisements		2.168	2.405*

\* Significant at 0.05 level of probability.

\*\* Significant at 0.01 level of probability

The regression coefficients reported in Table 3 indicated the magnitude of causal relationship between particular independent variable with TV advertisement viewing behaviour. The negative significant 't' values for regression coefficient in respect of age indicates that a unit change in age of respondent was capable of causing decline in their TV advertisement viewing behaviour to the extent of 1.36 units (b=1.362). The positive significant 't' values for regression coefficient in respect of education and attitude towards TV advertisement indicates that a unit change in each of these attribute was capable of bringing about a change in TV advertisement viewing behaviour to the extent of 1.3 units (b=1.284) and 2.2 units (b=2.168) respectively. The regression coefficient in respect of rest of the variables were found to be non-significant. The value (0.404) of Determinant of multiple correlation (R<sup>2</sup>) indicated that all the independent variables under the study jointly explained only 40.4 per cent of variation in TV advertisement viewing behaviour of rural viewers.

## CONCLUSION

The study revealed that majority of the respondents (62%) had low level of TV advertisement viewing behaviour. It was evident that a large proportion of respondents were not inclined to be exposed to and take interest in viewing TV advertisement. Education and attitude towards TV advertisements were positively and significantly correlated at 0.05 level and 0.01 level of probability with TV advertisement viewing behaviour. The Determinants of multiple correlation (R<sup>2</sup>) indicated that all the independent variables under the study jointly explained only 40.4 per cent variation in TV advertisement viewing behaviour of rural viewers. The study has brought out that by and large the rural viewers held unfavourable perceptions about TV advertisements, especially the commercial ones which projected life style of affluence/urban bias and sought to create unrealistic desires.