

Consumer Perception Towards Different Media Options: An Empirical Study of Rural v/s Urban Perspective

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INTRODUCTION

Indian media market is one of the largest in the world by virtue of its reach, access and business potential. This volatile industry has made several changes in its performance model to achieve success in an unprecedented competitiveness. Indian newspapers have grown steadily along with the other media. The Internet, which was once assumed to eat away newspapers, has not been able to affect the newspaper business till date. The socio-economic fabric of India, which is so different, makes room for sustenance of all forms of media. Media amalgamation and interdependence are at the root of success of media industry. This paper analyzes the different factors that affect the choice and preferences of media vehicles in rural and urban consumers. The research also emphasizes the fact that how important the media is in consumer's buying decision process.

The spiraling growth of diverse media options is evident from the percentage growth achieved during 2007 in comparison to 2006 (Refer To Table 1 for details).

Table 1: Advertising Statistics of Various Media

	Size in 2007 (Rs. bn)	Growth 2007 Over 2006 (%)	Size in 2012 Projected (Rs. bn)	CAGR 2008 – 12 (%)
Overall	513	17	1.157	18
Television	226	18	600	22
Filmed Entertainment	96	14	176	13
Print Media	149	16	281	14
Radio	6.2	24	18	24
Music	7.3	1	8	2
Animation , Gaming and VFX	13	24	40	25
OOH advertising	12.5	26	24	14
Online advertising	2.7	69	11	32

Source: Annual Edition of the FICCI Report 2007

Conventional media options like T.V., Print Media, Radio, OOH Advertising are destined to grow hugely by 2012. Besides this, new media options like animation and online advertising have a great future in India and are growing to give tough competition to conventional media.

OBJECTIVES

The major objectives of the current research paper are:

- To find factors affecting the choice and the preferences of media vehicles among the rural and urban population.
- To find out the role of media as a buying guide.
- To find out the perception of urban and rural population towards various media options.

RESEARCH METHODOLOGY

The objective of this research paper is to find out the factors affecting the choice and the preferences of media vehicles among the urban and rural population in India. In this regard, the data was collected on 10 factors – 'information', 'helpful as a buying guide', 'Exaggerated', 'Believable', 'Cause of wrong decision', 'Has a negative impact on children', 'Reachability', 'Economical', 'Easy to use' and 'Attention seeking'. The eight media options were ranked as 'Newspaper', 'Magazine', 'Movies', 'Radio', 'TV', 'Internet', 'Out of Home', 'Mobile'. Then using MS Excel, the

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aggregate ranking of eight media options over 10 factors each was obtained.

Factor analysis has been applied on the resulted data, and condensed 10 factors into two components that helped us to achieve these objectives. Finally, using multi-dimensional-scaling, we have drawn the scatter plots for both urban and rural population to know the perception of different media options and drew some valid conclusions. **Simple Random Sampling without Replacement (SRSWOR)** was done for the current paper. The primary data has been collected with the help of a highly structured closed ended questionnaire on Likert scale in NCR Region, Western U.P. (Rural and Urban Area).

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The respondents were in the age group of 21-30 years, literate, who have exposure to diverse media options. The results are interpreted on the basis of Principal Component Analysis, Multidimensional Scaling, and Chi-Square Test.

STATISTICAL ANALYSIS

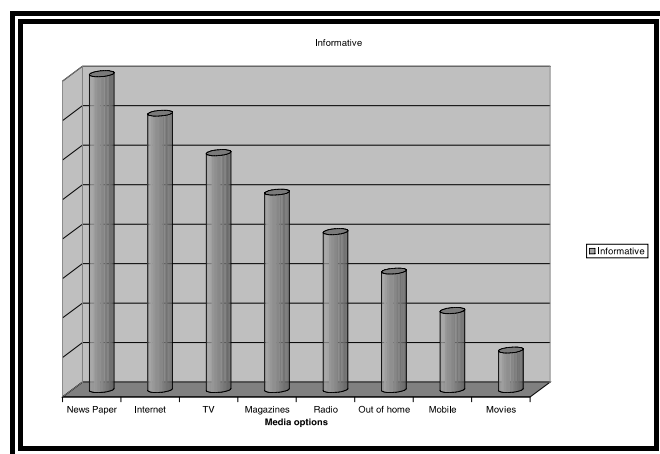
Factor analysis has been used (Basically, factor analysis is a multivariate technique used for data reduction) to reduce the number of factors and two components (factors) have been obtained, which are the linear combination of 10 factors. Thereafter, using Multi-Dimensional-Scaling, scatter plots for rural and urban population have been drawn to know their perception about the media options and factors behind the motivation to use a particular media vehicle.

ANALYSIS

Following is the detailed analysis based on Aggregated Rankings, Factor Analysis and Multi-Dimensional-Scaling. The results are interpreted on the basis of principal component analysis and scatter plot techniques.

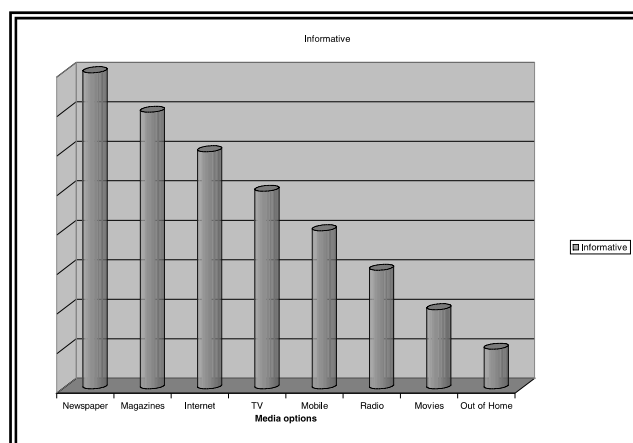
Aggregated rankings of different media options for all ten factors were calculated and analyzed.

Fig. 1 Urban Respondents' Aggregated Ranking of Different Media Options For 'Information'



Section Break (Next Page)

Fig. 2 Rural Respondents' Aggregated Ranking of Different Media Options For 'Information'



It has been found from **Fig.-1 (Urban Respondents)** that on the basis of information, Newspaper media option got the 1st rank, Internet follows newspaper with the second rank while TV scored the 3rd rank as a media tool to obtain information, the other preferences are Magazines, Radio, Out of home, Mobile and Movies respectively.

It has been found from Fig.-2 (Rural Respondents) that on the basis of information, Newspaper stands 1st, but here it is followed by Magazines, and the Internet has got the 3rd rank. The other preferences are TV, Mobile, Radio, Movies and the last preference is out of home.

Similarly, the aggregated ranking of different media options for 'Helpful as a buying guide', 'Exaggeration', 'Believability', 'Cause of wrong decision', 'Reachability', 'Economy', 'User Friendliness', 'Durations Spent', 'Attention Seeking' were drawn and the following ranks were found. (Refer Table. 2)

Table 2: Ranking Chart For Urban Respondents

Parameter Media Options	Informative	Helpful as a buying guide	Exagge- -rated	Believable	Cause of wrong decision	Reach ability	Economical	Duration spent	Attention Seeking	User Friendly
Newspaper	1	3	5	1	8	1	1	2	5	1
Magazines	4	4	6	4	6	6	7	5	7	7
Movies	8	7	1	7	1	8	8	6	4	5
Radio	5	6	3	6	7	2	3	4	6	3
TV	3	1	2	2	2	3	4	1	1	2
Internet	2	2	4	3	3	4	5	3	2	4
Out of Home	6	5	8	5	5	5	2	8	3	8
Mobile	7	8	7	8	4	7	6	7	8	6

- It has been found from **Table 2** that Newspapers got the first rank on most of the factors including Being Informative, Believability, Reachability, Economical and User Friendly.
- Movies got the first rank for being exaggerated and cause of wrong decision.
- TV has been a favored media option among urban respondents and got the first rank in the factors for being helpful as a buying guide, attention seeking and the highest duration spent on it.
- Mobile is the least favored media option.

Table 3: Ranking Chart For Rural Respondents

Parameter Media Options	Informative	Helpful as a buying guide	Exaggerated	Believable	Cause of wrong decision	Reachability	Economical	Duration spent	Attention Seeking	User Friendly
Newspaper	1	1	4	1	4	1	1	1	1	1
Magazines	2	2	8	2	6	3	3	3	7	6
Movies	7	6	2	6	3	8	5	8	5	2
Radio	6	5	6	5	8	4	2	6	4	4
TV	4	3	3	4	2	2	4	4	2	3
Internet	3	4	7	3	7	6	6	2	3	5
Out of Home	8	8	5	7	5	7	7	5	6	8
Mobile	5	7	1	8	1	5	8	7	8	7

- It has been found from **Table 3** that Newspapers are the most favored media option among rural respondents and got the first rank on most of the factors including Informative, Helpful as a buying guide, Believable, Reachability, Economical and User Friendly, Attention Seeking and Highest Duration Spent On It.
- Mobiles got the first rank for being exaggerated and cause of wrong decision.
- Out of home is the least favored media option.

FACTOR ANALYSIS

A. FACTOR ANALYSIS FOR URBAN RESPONDENTS

Factor analysis of the Ten-item ranking construct employed the extraction procedure of **principal components** with **Varimax rotation**. The criterion used to determine the number of factors was based upon the derivation of factors with an **eigen value greater than unity**.

A two-factor solution was derived (**Refer to Table 4 and Table 5**). The two factors account for 78.567% of the total variance and the communalities are generally respectable as informative (.848), Helpful as a buying guide (.741), and so on.

The first factor is associated with Duration spent (.950), Believable (.879), Helpful as a buying guide (.857), User Friendly (.849), Informative (.829), Reachability (.772) and attention seeking (.721) defined as **Trustworthy**. The second factor is **negatively associated** with Cause of wrong decision (-0.891), Exaggeration (-0.747), and is **positively associated with** Economical (.741) and is defined as **Misleading**.

Table 4: Condensed Table of Factor Analysis for Urban Respondents

Component	Trustworthy	Misleading	Communalities (h2)
Duration Spent	.950		.909
Believable	.879		.855
Helpful as a buying guide	.857		.741
User Friendly	.849		.723
Informative	.829		.848
Reachability	.772		.889
Attention Seeking	.721		.522
Cause of wrong decision		-.891	.799
Economical		.747	.77
Exaggerated		-.747	.799
Eigen Value	5.391	2.466	
Variance (%)	53.907	24.66	
Cumulative Variance (%)	53.907	78.567	

Table 5: Factor Loading Table For Urban Respondents

Factor Name	Variables Name
Factor 1 (Trust Worthy)	<ul style="list-style-type: none"> ▪ Duration spent ▪ Believable ▪ Helpful as a buying guide ▪ User Friendly ▪ Informative ▪ Reachability ▪ Attention Seeking
Factor 2 (User Friendly)	<ul style="list-style-type: none"> ▪ Cause of wrong decision ▪ Economical ▪ Exaggerated

B. FACTOR ANALYSIS FOR RURAL RESPONDENTS

Factor analysis of the Ten-item ranking construct employed the extraction procedure of **principal components** with **Varimax rotation**. The criterion used to determine the number of factors was based upon the derivation of factors with an **eigen value greater than unity**.

A two-factor solution was derived (**Refer to Table 4 and Table 5**). The two factors account for 78.567% of total variance and the communalities are generally respectable as informative (.848), Helpful as a buying guide (.741), and so on.

The first factor is associated with Helpful as a buying guide (.935), Reachability (.884), Believable (.881), Economical (.827); Attention seeking (.805), User Friendly (.790), Informative (.781) and Duration spent (.715) and is defined as **Trustworthy**. The second factor is associated with Exaggeration (0.974) and Cause of wrong decision (.868) and is defined as **Misleading**.

Table 6: Condensed Table of Factor Analysis For Rural Respondents

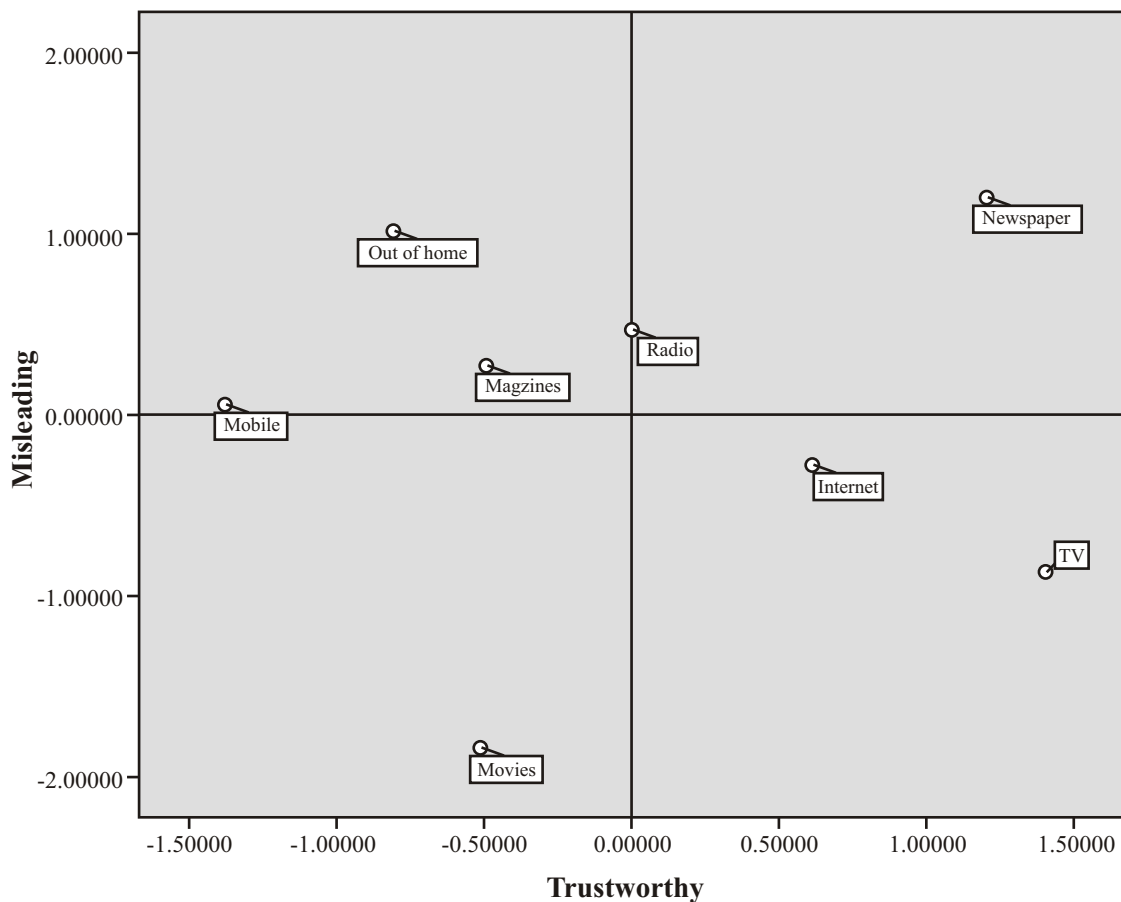
Component	Trustworthy	Misleading	Communalities (h2)
Helpful as a buying guide	.935		.924
Reachability	.884		.825
Believable	.881		.957
Economical	.827		.724
Attention Seeking	.805		.654
User Friendly	.790		.785
Informative	.781		.671
Duration spent	.715		.794
Exaggerated		.974	.980
Cause of wrong decision		.868	.759
Eigen Value	5.545	2.528	
Variance (%)	55.45	25.283	
Cumulative Variance (%)	55.45	80.73	

Table 7: Factor Loading Table For Rural Respondents

Factor Name	Variable Name
Factor1 (Trust Worthy)	▪ Helpful as a buying guide
	▪ Reachability
	▪ Believable
	▪ Economical
	▪ Attention Seeking
	▪ User Friendly
	▪ Informative
	▪ Duration spent

SCATTER PLOTS USING MULTI-DIMENSIONAL SCALING

Fig. 3 : Scatter plot between two Components for Urban Respondents

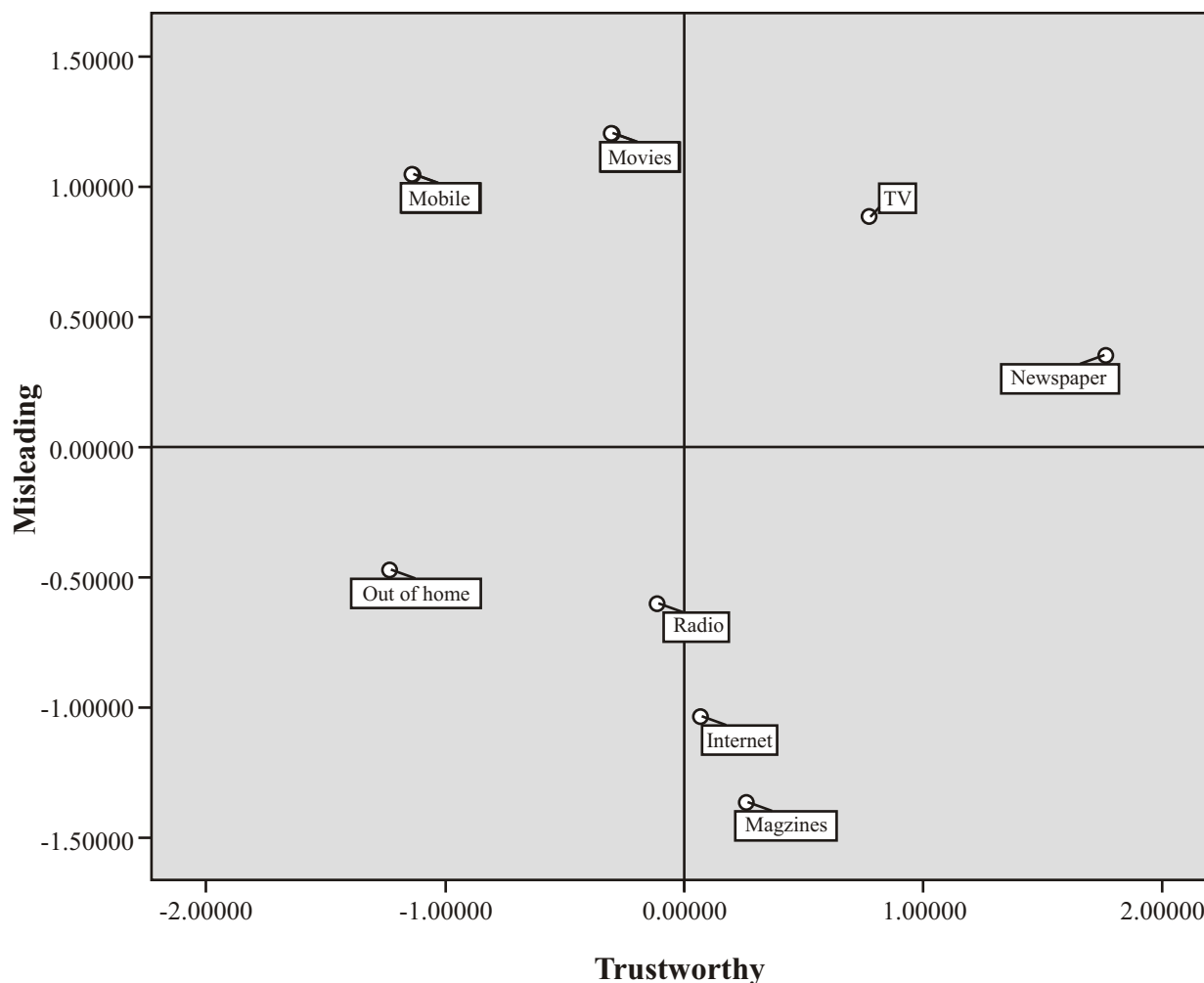


From Fig. 3, it has been found that TV is highly correlated to Factor 1 (Trustworthy) and 'out of home' media option is associated with factor 2 (misleading) while Newspaper is associated with both the factors i.e. Trustworthy and Misleading.

Since TV is highly related to Factor 1 (Trustworthy) that means TV is most duration-spent, believable, helpful as a buying guide, user friendly, informative, reachable, and attention seeking media option among the other used media options. However, on the other hand, it shows the negative correlation to Factor 2 (Misleading) that means TV is a cause of wrong decision, not economical and exaggerated too (because factor 2 shows negative relation with 'cause of wrong decision', and exaggeration, and positive relation with the economy).

By following the similar pattern, the urban respondents' perception about other media options such as newspaper, Internet, mobiles and so on have been analyzed.

Fig. 4 : Scatter plot between Components for Rural Respondents



From **Fig. 4**, it has been found that Newspaper is highly correlated to Factor 1 (Trustworthy) and Movies media option is associated with Factor 2 (misleading) while TV is associated with both the factors i.e. Trustworthy and Misleading. Here, Newspaper is highly related to Factor1 (Trustworthy) that means that the Newspaper plays a significant role in buying decision, is quite reachable, most believable, quite economical, attention seeking, user friendly, informative and highly duration-spent media option.

By following the similar pattern, the rural respondents' perception about other media options such as newspaper, Internet, mobiles and so on have been analyzed.

FINDINGS

A. CUSTOMER PERCEPTION IN URBAN SEGMENT

i. PERCEPTION OF THE CUSTOMERS ABOUT INTERNET

From **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it is concluded that respondents use the Internet because it is informative, believable and helpful as a buying guide. Respondents avoid the internet because it maybe a cause of wrong decision. Besides all these things, respondents spent most of their time on the Internet.

- **Factors behind the adoption of Internet-** Informative, Helpful as a buying guide, believable and duration spent.
- **Factors behind the avoidance of Internet-** Cause of wrong decision.

ii. PERCEPTION OF THE CUSTOMERS ABOUT TV

From the **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it has been found that TV is highly helpful for the respondent to buy the products, is attention seeking, believable, and a user friendly media option and respondents also spent their good time on TV. But on the other hand, TV has demerits too as it is a cause of wrong decision and is Exaggerated.

➤ **Factors behind the adoption of TV-** Helpful as a buying guide, Attention seeking, user friendly, duration spent and believable.

➤ **Factors behind the avoidance of TV-** Cause of wrong decision and Exaggeration.

iii. PERCEPTION OF THE CUSTOMERS ABOUT MOBILE PHONES

From the **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it has been found that respondents failed to give a clear perception about mobiles.

iv. PERCEPTION OF THE CUSTOMERS ABOUT RADIO

From the **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it has been found that Radio is a friendly media option because it is user friendly, reachable, economical and exaggerated too.

➤ **Factors behind the adoption of Radio-** Reachability, Economical and user friendly.

➤ **Factors behind the avoidance of Radio-** Exaggeration.

v. PERCEPTION OF THE CUSTOMERS ABOUT MOVIES

From the **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it has been found that movies' media option is a misleading factor because it is a reason of making wrong decisions, and it is highly exaggerated too.

➤ **Factors behind the adoption of Movies-** Attention seeking.

➤ **Factors behind the avoidance of Movies-** Cause of wrong decision and exaggeration.

vi. PERCEPTION OF THE CUSTOMERS ABOUT NEWSPAPERS

From the **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it has been found that the Newspaper is the best media option because it is highly informative, reachable, economical, attention seeking and helps the people to buy the products. Respondents spend a good time reading Newspapers.

➤ **Factors behind the adoption of Newspapers-** Informative, Reachable, Economical and Attention Seeking.

➤ **Factors behind the avoidance of Newspapers-** No Factor has been found as per the analysis of the researchers.

vii. PERCEPTION OF THE CUSTOMERS ABOUT MAGAZINES

From the **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it has been found that respondents do not give too much attention to magazines.

No clear factor comes out for the adoption and avoidance of Magazines as per the study.

viii. PERCEPTION OF THE CUSTOMERS ABOUT 'OUT OF HOME'

From the **Table 2** (Ranking Charts), and **Fig. 3** (Scatter Plot), it has been found that 'Out of home ' media option is Economical and Attention seeking.

➤ **Factors behind the adoption of Out of home-** Economical and Attention seeking.

➤ **Factors behind the avoidance of Out of home-** No sufficient factors have been found

B. CUSTOMER PERCEPTION IN THE RURAL SEGMENT

i. PERCEPTION OF THE CUSTOMERS ABOUT NEWSPAPERS

From the **Table 3** (Ranking Charts), and **Fig. 4** (Scatter Plot), it has been found that the Newspaper is the best media option because it is highly informative, reachable, economical, believable, attention seeking and helps the people to buy the products and respondents spend a considerable amount of time reading the Newspaper.

➤ **Factors behind the adoption of Newspaper-** Informative, Reachable, Believable, Economical and Attention Seeking.

➤ **Factors behind the avoidance of Newspaper-** No Factor has been found as per the analysis of the researchers.

ii. PERCEPTION OF THE CUSTOMERS ABOUT THE INTERNET

From **Table 3** (Ranking charts), and **Fig. 4** (Scatter Plot), it was concluded that respondents use the Internet because it

is informative, believable and attention seeking.

➤ **Factors behind the adoption of Internet-**Informative, attention seeking, believable.

➤ **Factors behind the avoidance of Internet-**No sufficient factor has been found.

iii. PERCEPTION OF THE CUSTOMERS ABOUT TV

From the **Table 3** (Ranking Charts), and **Fig. 4** (Scatter Plot), it has been found that the TV is highly attention seeking, reachable, user friendly and helps the respondents to buy the products.

➤ **Factors behind the adoption of TV-** Reachable, Attention seeking, User friendly, 'helpful as a buying guide'.

➤ **Factors behind the avoidance of TV-** Cause of wrong decision and exaggeration.

iv. PERCEPTION OF THE CUSTOMERS ABOUT RADIO

From the **Table 3** (Ranking Charts), and **Fig. 4** (Scatter Plot), it has been found that the Radio is economical, quite user friendly and easily reachable.

➤ **Factors behind the adoption of Radio-** Economical, user friendly, and reachable.

➤ **Factors behind the avoidance of Radio-** No sufficient factors have been found.

v. PERCEPTION OF THE CUSTOMERS ABOUT MAGAZINES

From the **Table 3** (Ranking Charts), and **Fig. 4** (Scatter Plot), it has been found that Magazines are another very reliable media option because they are informative, believable, reachable, economical and help the respondents to buy the product and the respondents spend a sufficient amount of time on reading magazines.

➤ **Factors behind the adoption of Magazines-** Informative, Believable.

➤ **Factors behind the avoidance of Magazines-** No sufficient factor has been found.

vi. PERCEPTION OF THE CUSTOMERS ABOUT MOVIES

From the **Table 3** (Ranking Charts), and **Fig. 4** (Scatter Plot), it has been found that movies as a media option is a misleading factor because it is a reason of wrong decision and it is highly exaggerated too.

➤ **Factors behind the adoption of Movies-**User friendly.

➤ **Factors behind the avoidance of Movies-** Cause of wrong decision and exaggeration.

vii. PERCEPTION OF THE CUSTOMERS ABOUT 'OUT OF HOME'

From the **Table 3** (Ranking Charts), and **Fig. 4** (Scatter Plot), it has been found that 'Out of home ' media option is economical and attention seeking.

➤ No clear perception about 'out of home' media options.

viii. PERCEPTION OF THE CUSTOMERS ABOUT MOBILE PHONES

From **Table 3** (Ranking Charts), and **Fig. 4** (Scatter Plot), it has been found that respondents have a very negative perception about mobile phones.

➤ **Factors behind the adoption of Mobiles-**User friendly.

➤ **Factors behind the avoidance of Mobiles-** Exaggeration, Misleading.

CONCLUSIONS AND SIGNIFICANCE OF THE STUDY

Despite few limitations, the significance of the current paper lies in the fact that it is expected to:

➤ Help the marketers to focus attention on the diverse media vehicles in general and e-media specifically, which are the key buying guides for the customers in urban markets.

➤ Provide insight in the formulation of further media strategies by the marketers, enabling them to focus on right media choices and media mix.

One thing that is sure is that the media is having a dramatic impact on the consumption patterns of the consumers, irrespective of their affiliation to certain geographical locations-rural or urban and their gender. Even in this new business environment where electronic transactions are becoming the norm, the use of other media options to document business transactions is equally important, specifically for the rural customers. Indeed, as per the current research, it is now widely recognized that the role of other media options is not less in comparison to the world of electronic communications. This view can be the driving force behind efforts by the marketers to develop rules regarding their media mix strategies.

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CONCLUSION

The modern market is highly competitive and transitional. The prominence gained by an individual consumer in marketing decision making compels the marketer to look at and organize the component of the marketing mix through the customer's eyes. Hence, consumer behaviour research has come into existence.

In the present era, women play a vital role in all fields. To conclude, women play a major role in taking purchase decisions for non-durables.

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