PERCEPTION OF FARMERS TOWARDS EFFECTIVENESS OF PRINTED TRACTOR ADVERTISEMENTS

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ABSTRACT
Advertising is communication between the advertiser and the audience with an aim to encourage the audience to interpret the message in the way the source intended. Perception has long been recognized as the most significant barrier to effective communication. Keeping above in view the study was undertaken to assess the perception of farmers towards the effectiveness of printed tractor advertisements. The modified scale of Sawant (1982) was used to ascertain the opinion of the farmers towards printed tractor advertisements. The 80 farmers through stratified random sampling were surveyed to achieve the objectives of the present study. The study revealed that, all selected printed tractor advertisements were perceived as medium to high level of effectiveness meaning thereby that the heading, illustration, text and layout are equally dominant in advertisement and illustration dominant advertisement had highest effectiveness.

KEYWORD: Perception, Printed advertisement.

INTRODUCTION
Information is power. It is considered to be most valuable resource. Availability of timely and pertinent information stimulates all economic activities and growth. A present day system of business is separated from its customers in terms of time and distance. Diversity of consumers, their interests and needs create very challenging situation in front of the marketers. Marketing is usually defined as the task of creating, promoting, delivering goods and services to consumers and businesses (Kotler, 2003). In order to reach and control target audience there are four tools to use such as product, price, place and promotion. These tools are known as the elements of the marketing mix (Isaksson and Nilsson, 2004). Advertising is a powerful, tool to create, communicate and deliver value to customers (Darroch et al. 2004). Advertising is thought to be the most visible technique and are in general the most frequently used (Wells et al. 2000). But for effective advertising there is a need to understand perception, preference and comprehension of the people. Advertisers must learn about the ruralities. A lot of work has been done on urban audience but researches on rural consumers are few and far between. Thus, the study was carried out in Uttarakhand around G. B. Pant University of Agriculture & Technology - labelled as seat of green revolution with large number of resource rich, progressive farmers. There is widespread use of new technology among the farmers. There is intense competition in the sale of agricultural inputs like seeds, fertilizer,
insecticides, pesticides, farm machineries etc. Tractor has become a way of life for most of the farmers. Therefore the present study was undertaken with a view to study the perception of farmers regarding different types of printed tractor advertisements.

METHODOLOGY
The present study was carried out in two villages of Rudrapur block, namely Lalpur and Shimla Pistaur of Udham Singh Nagar District. Purposive sampling was followed for selection of block and village where the farmers were quite progressive and they have taken up new technologies. There were a good number of hoardings and ads on walls so farmers have good exposure to ads. The stratified random sampling method was followed for selection of total 80 respondents and strata were formed on the basis of farmers’ education level. The four printed tractor ads were selected for the purpose based on opinion of media personnel and experts well acquainted with the theory of advertisements by following criteria of Sawant (1982). Relevant data on various aspects was collected through interview schedule and focus group discussion.

RESULTS AND DISCUSSION
Data on Perception of farmers towards effectiveness of different types of printed tractor advertisements viz. Heading dominant advertisement, Illustration dominant advertisement, Heading & Illustration dominant advertisement, Heading, Illustration, Text & Layout equally dominant advertisement was collected by actually exposing to the respondents. The findings of the study and characteristics of each advertisement were discussed as follows.

A. Heading dominant ad: The characteristics of the ad were:
   - The heading is short, bold and clearly visible with stylish typeface.
   - It highlights the brand name clearly.
   - Combination of Hindi & English language.
   - The type of illustration is simple and used the still image of tractor without the user or farmer.
   - Some visuals are in the form of cartoons.

The responses of respondents about this type of advertisement (ad) were categorized as low, medium and high i.e. the given ad is Less effective, Effective, Most effective respectively on the basis of set criteria.
Table 1. Perception of farmers towards heading dominant advertisement (A) (N=80)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category</th>
<th>A</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Less effective</td>
<td>22</td>
<td>27.5</td>
</tr>
<tr>
<td>2.</td>
<td>Effective</td>
<td>53</td>
<td>66.25</td>
</tr>
<tr>
<td>3.</td>
<td>Most effective</td>
<td>5</td>
<td>6.25</td>
</tr>
</tbody>
</table>

The results in Table 1 indicate that the majority of the respondents (66.25 per cent) had perceived the given ad as effective followed 27.5 per cent, who perceived as less effective. Very few farmers (6.25 per cent) perceived advertisement as most effective.

The respondents had a medium in their mass media exposure and good in reading habit. Therefore, they may perceive the heading dominant advertisements as a medium effective.

B. Illustration dominant ad: The characteristics of the ad were:

- Different kind of illustrations used in this ad such as one still bright image of the tractor without a user. And small form four visuals showing the specificity or functions of the product.
- There is no any headline in this ad, but they used short punch line “chhote tractor ka bada dhamaal”.
- It highlights the brand name with product name clearly.
- It contains brand logo as well with showing collaboration with international ventures.

Table 2. Perception of farmers towards Illustration dominant advertisement (B) (N=80)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category</th>
<th>B</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Less effective</td>
<td>5</td>
<td>6.25</td>
</tr>
<tr>
<td>2.</td>
<td>Effective</td>
<td>31</td>
<td>38.75</td>
</tr>
<tr>
<td>3.</td>
<td>Most effective</td>
<td>44</td>
<td>55</td>
</tr>
</tbody>
</table>

The results in Table 2 indicate that the majority of the respondents (55 per cent) had perceived that the given ad was most effective followed a 38.75 per cent perceived as effective while very few farmers (6.25 per cent) perceived as a less effective.

It can also be concluded that about fifty per cent of respondents had education up to high school. So this could be the possible reason that the majority of them had perceived the illustration dominant ad was highly effective and they feel illustration is the main component of any advertisement.
C. Heading & Illustration equally dominant advertisement: The characteristics of the ad were:

- Advertisers used a very good combination of heading and visuals.
- The headline is very short and bold in stylish type face.
- They used still image of a tractor and the all visuals shown are synchronized with theme of ad very well.
- They also used sub-headline at the bottom of ad i.e. “Sonalika ki nayi pahacchan ek tractor kare do kaam”.
- It highlights the brand logo and name effectively.
- In shortly ad talk about the specificity of product.

Table 3. Perception of farmers towards Heading and Illustration equally dominant advertisement (C) (N=80)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category</th>
<th>C</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Less effective</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>Effective</td>
<td>55</td>
<td>68.75</td>
</tr>
<tr>
<td>3.</td>
<td>Most effective</td>
<td>25</td>
<td>31.25</td>
</tr>
</tbody>
</table>

The results in Table 3 indicate that the majority of the respondents (68.75 per cent) had perceived that the given ad was effective followed those who perceived as most effective 31.25 per cent, while none of farmers perceived advertisement as a less effective.

D. Heading, Illustration, Text and Layout equally dominant ad: The characteristics of the ad were:

- It created an ambience in any prosperous farmers’ field.
- The headline is short and in the form of Slogan i.e. “Technology ka Kamal har kaam bemisaal” with a simple type face.
- It contains one bright model image and showed different functions of the tractor.
- Text matter also highlights the different functions and characteristics of the tractor.
- All the elements of ad are synchronized with the theme.
- It highlights the brand logo and name effectively.
- All elements or components are equally weighted, well balanced and proportionately divided within a given space.

Table 4. Perception of farmers towards Heading, Illustration, Text and Layout equally dominant advertisement (D) (N=80)

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Category</th>
<th>D</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Less effective</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2.</td>
<td>Effective</td>
<td>7</td>
<td>8.75</td>
</tr>
<tr>
<td>3.</td>
<td>Most effective</td>
<td>73</td>
<td>91.25</td>
</tr>
</tbody>
</table>
The results in Table 4 indicate that the majority of the respondents (91.25 per cent) had perceived that the given advertisement was most effective followed 8.75 per cent who perceived as effective. None of farmers perceived as a less effective. It was concluded that, a farmer wants all sorts of information about products advertised. So this could be the possible reason that the majority of them had perceived it as highly effective.

Finally, the result in Table 5 reveals that all sorts of advertisements have medium to high level of effectiveness. It shows that the heading, illustration, text and layout are equally dominant advertisement and illustration dominant advertisement had highest effectiveness while heading & illustration equally dominant advertisement and heading dominant advertisement had a medium level of effectiveness. The results of the present study were in conformity with Sawant (1982).

### Table 5. Perception of farmers towards selected four printed tractor advertisements.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Effectiveness Category</th>
<th>Types of Tractor Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>A</td>
</tr>
<tr>
<td>1.</td>
<td>Less effective</td>
<td>22</td>
</tr>
<tr>
<td>2.</td>
<td>Effective</td>
<td>53</td>
</tr>
<tr>
<td>3.</td>
<td>Most effective</td>
<td>5</td>
</tr>
</tbody>
</table>

### CONCLUSION

Advertisements can reach a rural audience with powerful messages. In spite of it, there is power, which is able to manipulate the consumer, an invisible voice that advocates, encourages, asks, announces and deeply affects peoples’ minds. The present study highlights the rural peoples taste and preferences, which advertisers need to be figured out, while creating advertisements for rural people.

### REFERENCES