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The Impact of Advertising on Buying Behaviour of Rural Dwellers in Udenu Local Government Area of Enugu State

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ABSTRACT

The purpose of the study was to investigate the impact of advertising on rural dwellers buying behaviour in Udenu Local Government Area of Enugu State. Two research questions and two hypotheses guided the study. The study employed a descriptive survey research design. The present study estimated the population of the study to be 256,500. To determine the sample size of the study, the researchers used the Taro Yamane formula from 1976. The resulting sample size obtained by this technique was 399. The instrument employed was a two-section questionnaire titled "Impact of Advertising on Buying Behavior." The instrument underwent validation by three specialists specialising in marketing education, measurement, and assessment. The experts assessed the instrument's validity by evaluating its clarity and appropriateness. The instrument achieved a reliability coefficient value of 0.92 using Cronbach's alpha. However, only 372 correctly completed and returned questionnaires were utilised for data analysis. The study addressed the two research issues by analysing the mean and standard deviation and testing the hypotheses using a t-test. The finding of the study reveals that there is a significant difference in the mean response ratings of male and female rural dwellers on the impact of television advertising on buying behaviour in Udenu Local Government Area of Enugu State, Nigeria but showed no significant difference in the mean response ratings of male and female rural dwellers on the impact of radio advertising on buying behaviour in Udenu Local Government Area of Enugu State, Nigeria. The study recommended that Manufacturers should ensure that their television advertising considers rural dwellers, as it has a significant impact on their buying behaviour. The study concluded that television advertising has a great impact on the buying behaviour of rural dwellers and should always be encouraged.

Keywords: Advertising, Buying behaviour, Rural dwellers, Radio, Television, Gender

Introduction

Advertising is the deliberate action of generating awareness about a product or brand with the aim of enticing potential purchasers to purchase the product. Advertising is a potent medium that has the power to sway the thoughts of viewers and expose them to a certain product or service (Pirakatheeswari & Shankar, 2022). Pirakatheeswari and Shankar emphasized that advertising is a critical component of business presentation and serves as an effective approach to attracting clients. Advertising is part of the promotional mix to raise awareness about a brand among potential consumers. It has become a platform that firms and potential sellers use to influence potential consumers' opinions and behaviours when it comes to purchasing a certain product. Menghanai (2013) defined advertising as the act of generating awareness and understanding of a product in his study. According to Rehman et al. (2014), advertising has a significant and verifiably favourable influence on purchasing behaviour. Furthermore, Romaniuk & Sharp's (2003) study revealed that consumers' perception of a brand name influences their purchasing decisions and their overall positive attitude towards advertising (Mendelson & Bolls, cited in Siddiqui et al., 2021). According to Ng'etich and Auka (2019), marketers may effectively use advertising and consumer buying decisions to influence customers and encourage them to acquire their products. In their study, Siddiqui et al. (2021) discovered that advertising is the most significant factor influencing consumer behaviour. They observed that while marketers use various sources of advertisements, such as social media, television is the most powerful medium for influencing the purchasing preferences of rural consumers.

Advertising is a crucial element in developing a marketing plan and is considered one of the key instruments in marketing communication. Advertising plays a vital role in the marketing plan. The established objectives determine the function of advertising, which varies depending on the specific business and market. Advertising for urban residents may differ from that for rural inhabitants. The owner of every business must promote its presence and products at the start. Organisations use informative advertising to ensure that the general public and potential consumers are made aware of the firm and its brands. Once the product gained market acceptance, the corporation decided to switch its advertising strategy to persuasive advertising in order to guarantee that the general public would purchase their goods.

At this convincing stage of advertising, companies employ many promotional strategies to maintain the loyalty of potential buyers to their products. According to Mullin and Cummins (2008), promotion is the sole method for generating awareness for any kind of business. According to

Phiri and Hossain (2022), both internet and conventional firms have the potential to make a significant impact and thrive in a competitive climate. Consumers require knowledge in order to make informed judgments about their purchases. Felton (2006) states that the main goal of advertising is to effectively communicate that you have something captivating to offer. Convincing people to select one brand over another is a significant challenge, particularly in a highly competitive market.

Advertising is currently the sole salvation as it functions is straightforward. It prompts your intended audience to assess the extent to which your product or service compares to your rivals (Tellis, 2012). Advertising innovation entices consumers, even those in rural areas, to choose a certain brand over its competitors by effectively conveying the superiority of the advertised product (Phiri & Hossain, 2022). It also functions as a means of reminding consumers, notably those in remote areas, that the brand still exists, preventing them from assuming that the product is no longer available in the market.

In emerging economies such as Nigeria, it is crucial to focus on the rural market due to the significant presence of prospective consumers residing in villages. The marketers must transform the hidden desires of the rural population into explicit demands. The rural inhabitants are prepared to adopt a contemporary lifestyle. Rural marketers face the primary challenge of engaging with rural consumers, who are undergoing significant changes. According to Lalitha and Panchanatham (2013), many marketers believe that rural marketplaces are extensions of urban slums or impoverished markets.

The rural customer's perception of value differs from that of the urban consumer. Genuine needs are the sole basis for purchases made by rural consumers, who remain unaffected by enticing promotional offers. To achieve success in the rural market, organisations must demonstrate innovation and sensitivity while formulating marketing strategies (Lalitha & Panchanatham, 2013). We must adapt conventional urban marketing tactics to meet the specific needs of the rural market. The advertiser aims to disseminate his ideas about the items and services among potential customers. The primary objective of advertising is to promote the widespread adoption of a product. Through advertising, a product may gain popularity in rural regions such as Enugu State, as well as in other states throughout the country. Throughout its extended duration, the television set has established itself as a permanent feature in the residences of both high- and middle-class individuals, and it is also frequently seen in lower socioeconomic communities. Advertisement through television and radio is now reshaping the buying behaviour of rural dweller.

The study of consumer buying behaviour among rural residents is a relatively new area of research. The market dynamics have transitioned from favouring sellers to favouring buyers. As a result, manufacturers have shifted their focus from products to customers, paying careful attention not only to urban consumers' behavior but also to rural consumers' purchasing behavior. It is hardly surprising that there is currently a proliferation of radio stations advertising to those living in rural regions. Roy and Datta (2022) asserted that the focus on consumers in marketing has resulted in the emergence of buyer behaviour as a distinct field of study, independent from marketing. The growing levels of consumer protection and regulation demonstrate a genuine commitment to addressing consumer concerns. Marketers have a formidable problem due to the wide range of human behaviour (Roy & Datta, 2022). As a result, it is critical for marketers to have a better understanding of rural residents' consumer purchasing behavior and to effectively engage with them through television or radio.

Television continues to be a very successful medium for reaching modern customers, and it is also one of the most efficient ways to introduce people to businesses. Television advertising appeals to both urban and rural residents. Televisions are electronic devices that receive and display broadcasted visual and audio content. An advertisement is defined as a kind of communication that provides information about a concept, item, or service with the intention of motivating people to take action in line with the advertiser's objective. Television advertising serves as a medium for delivering a message to the audience through spoken or visual means (De-Miguel-Guzmán et al., 2020). According to Kaviya (2022), advertising's primary objective is to increase sales of items and services provided by the advertiser. The majority of product dealers utilise mass media as a means of marketing communication. The specific target audience's content and purpose determine the media selection. All forms of advertising are impacted by the audience. Nevertheless, television stands as the most potent medium due to its extensive audience reach. It not only impacts the buyer's mindset but also their behaviour, lifestyle, and long-term preferences. Radio can also serve as a medium for product advertising, in addition to television.

Despite several advancements in digital marketing, radio advertising remains very effective. The assertion was corroborated by the research conducted by Lalitha & Panchanatham (2013), which revealed that utilising radio as a conventional marketing medium is efficient in influencing customer buy intentions. However, its effectiveness is enhanced when integrated with digital platforms. While television and digital media certainly have a role in marketing, the influence of radio on the consumer world is unparalleled. Radio is an inexpensive technology with few initial expenses and very negligible distribution costs (Lalitha & Panchanatham, 2013). Radio advertising has the ability to effectively reach those residing in remote areas. The majority of those residing in rural regions who lack access to television possess at least one radio via which they may listen to a diverse range of advertisements. Being an aural medium, it encompasses those who lack the ability to read or write, making it particularly suitable for communicating material in vernacular languages (Katrak, (2021).

It is not surprising that radio has become ubiquitous in industrialized nations and has also reached the most distant parts of the poorest developing countries. A significant proportion of radio listeners exhibit strong loyalty towards their preferred stations and frequently remain tuned in for extended durations (Ismaila, 2013). Audiences engage with and connect to radio in a distinct manner compared to other forms of media. Approximately 90% of radio listeners engage in concurrent activities while listening. Usually, these activities consist of mundane duties such as driving, waiting for the train to arrive, doing chores, and cleaning. According to Onyebuchi et al. (2019), listening to the radio in the presence of others is still uncommon and seldom considered a group activity. Both male and female residents in rural areas can listen to radio advertising without any gender prejudice. It is on this base that the present study sought to determine the impact of advertising on rural dwellers buying behaviour in Udenu Local Government Area of Enugu State.

Purpose of the Study

The main aim of the study was to determine the impact of advertising on buying behaviour of rural dwellers in Udenu Local Government Area of Enugu State. Specifically, the study sought to:

- Determine the impact of television advertising on rural dwellers buying behaviour.
- Determine the impact of radio advertising on rural dwellers buying behaviour.

Research Questions

The following research questions guided the study

- What is the impact of television advertising on rural dwellers buying behaviour?
- What is the impact of radio advertising on rural dwellers buying behaviour?

Hypotheses

The below hypotheses were tested at 0.05 significance level.

H₀₁: There is no significant difference in the mean responses of male and female rural dwellers on the impact of television advertising on buying behaviour.

H₀₂: There is no significant difference in the mean responses of male and female rural dwellers on the impact of radio advertising on buying behaviour.

Methods

The study used a descriptive survey research design to gather information from rural residents about the influence of advertising on their purchasing behavior. The descriptive survey study design entails using the scientific method to critically analyse and examine source materials, analyse and interpret data, and make generalisations and predictions (Salaria, 2012). A descriptive survey research design is a method used to gather current information about a specific occurrence within a community, focusing on the variables being studied (Ezeudu et al., 2020). The research was conducted in Udenu Local Government Area (ULGA) of Enugu State. ULGA is one of the seventeen Local Government Areas (LGAs) in the state of Enugu. The primary vocation of the local government's inhabitants is agriculture and small-scale commerce. The study population comprises the total population residing in ULGA. Based on the 2006 National Population Census, the population of ULGA was recorded at 178,687. However, it is projected to reach an estimated 256,500 by the year 2022. The present study estimated the population of the study to be 256,500. To determine the sample size of the study, the researchers used the Taro Yamane formula from 1976. The resulting sample size obtained by this technique was 399. Hence, the study's sample size was 399.

The study included a combination of purposive sampling and simple random sampling techniques to choose participants. This was done to ensure that only individuals who were 18 years of age and older were included in the study. The instrument employed was a two-section questionnaire titled "Impact of Advertising on Buying Behavior." Section A focused on gathering the bio-data information of the respondent, whereas Section B was separated into two clusters corresponding to the two research objectives of the study. The questionnaire questions were measured using a Likert scale and had a positive skewness. The instrument underwent validation by three specialists specialising in marketing education, measurement, and assessment. The experts assessed the instrument's validity by evaluating its clarity and appropriateness. The first instrument consisted of 18 items; however, it was subsequently reduced to 13 following the validation process. In order to determine the dependability of the instrument, a trial test was conducted in the Nsukka Local Government region, which was not included in the research region. The instrument achieved a reliability coefficient value of 0.92 using Cronbach's alpha. Three research assistants facilitated the administration of 399 questionnaires to the respondents. However, only 372 correctly completed and returned questionnaires were utilised for data analysis. The percentage of return for the 372 instruments reflects 93% of the total number of instruments administered. The study addressed the two research issues by analysing the mean and standard deviation and testing the hypotheses using a t-test.

Results

Research Question One: What is the impact of television advertising on rural dwellers buying behaviour?

Table 1: Mean and Standard Deviation Analysis of the Impact of Television Advertising on Rural Dwellers Buying Behaviour

n = 372

Impact of Television Advertising	Mean	Std. Deviation	Remarks
1. Television advertising is more time-efficient for me than physically going	2.96	.85	

to stores.			Agreed
2. I can effortlessly refrain from purchasing things that are marketed on television and have a greater price.	3.08	.93	Agreed
3. Television advertisements including price tags assist me in avoiding unscrupulous sellers in remote locations.	3.31	.86	Agreed
4. The television advertisements for toiletries and drinks serve as triggers to induce me to purchase the product.	3.02	.88	Agreed
5. Advertisements featuring celebrities on television have a greater impact on my purchasing behaviour compared to information from unknown sources.	2.99	.79	Agreed
6. The television advertisements for toiletries and beverages stimulate a need for the products within me.	3.04	.66	Agreed
7. I often explore alternative options for the merchandise by observing television advertising.	3.89	.84	Agreed
Cluster Mean	3.18	.83	Agreed

Table 1 showed the mean ratings of the impact of television advertising on rural dwellers buying behaviour in Udenu Local Government Area of Enugu State. It showed that the mean ratings of the rural dwellers on items 1, 2, 3, 4, 5, 6 and 7 are more than the 2.50 criterion mean, indicating their high level of agreement with the items. The cluster mean of 3.18 with standard deviation of 0.83 indicated the level of the impact of television advertising on rural dwellers buying behaviour in Udenu Local Government Area of Enugu State. In other words, television advertising really has impact of rural dwellers buying behaviour.

H₀₁: There is no significant difference in the mean responses of male and female rural dwellers on the impact of television advertising on buying behaviour.

Table 2: T-Test Analysis of the Difference in the Mean Response Ratings of Male and Female Rural Dwellers on the Impact of Television Advertising on Buying Behaviour

Gender	N	Mean	Std. Deviation	df	t	Sig	Decision
Male	167	3.05	0.34	370	-3.547	.000	S
Female	205	3.17	0.29				

S = Significant

Table 2 reveals that there is a significant difference in the mean response ratings of male and female rural dwellers on the impact of television advertising on buying behaviour in Udenu Local Government Area of Enugu State, Nigeria, $t(370) = -3.547, p = 0.000$. This implies that the null hypothesis was rejected since the associated probability value of .000 was less than the 0.05 significant level.

Research Question Two: What is the impact of radio advertising on rural dwellers buying behaviour?

Table 3: Mean and Standard Deviation Analysis of the Impact of Radio Advertising on Rural Dwellers Buying Behaviour

n = 372

Impact of Radio Advertising	Mean	Std. Deviation	Remarks
1. Radio commercials have a significant impact on my purchasing choices.	3.13	.64	Agreed
2. Radio advertisements provide me with information about products that are being offered with sales promotions, which in turn boosts my purchasing behaviour.	3.12	.87	Agreed
3. Radio advertisements make me feel emotionally connected to a brand and encourage repeat purchases.	3.10	.85	Agreed

4. Radio advertising instills in me a feeling of immediacy, motivating me to make a rapid purchase.	3.04	.78	Agreed
5. Radio advertising delivered in indigenous languages has a stronger impact on rural audiences, enhancing our understanding and ability to remember the content	2.93	.71	Agreed
6. Radio advertising persuades rural dwellers to purchase a product.	3.12	.73	Agreed
Cluster Mean	3.07	.76	Agreed

Table 3 showed the mean ratings of the impact of radio advertising on rural dwellers buying behaviour in Udenu Local Government Area of Enugu State. It showed that the mean ratings of the rural dwellers on items 1, 2, 3, 4, 5 and 6 are more than the 2.50 criterion mean, indicating their high level of agreement with the items. The cluster mean of 3.07 with standard deviation of 0.76 indicated the level of the impact of radio advertising on rural dwellers buying behaviour in Udenu Local Government Area of Enugu State. In other words, radio advertising really has impact of rural dwellers buying behaviour.

H₀: There is no significant difference in the mean responses of male and female rural dwellers on the impact of radio advertising on buying behaviour.

Table 4: T-Test Analysis of the Difference in the Mean Response Ratings of Male and Female Rural Dwellers on the Impact of Radio Advertising on Buying Behaviour

Gender	N	Mean	Std. Deviation	df	T	Sig	Decision
Male	167	3.09	0.32	370	.979	.328	NS
Female	205	3.16	0.31				

S = Not Significant

Table 4 reveals that there is no significant difference in the mean response ratings of male and female rural dwellers on the impact of radio advertising on buying behaviour in Udenu Local Government Area of Enugu State, Nigeria, $t(370) = .979$, $p = 0.328$. This implies that the null hypothesis was not rejected since the associated probability value of .328 was greater than the 0.05 significant level.

Discussion of Findings

The findings revealed that, to a high level, television has impact on the buying behaviour of rural dwellers in Udenu Local Government Area of Enugu State, Nigeria. The results indicate that there was a notable disparity in the average replies of male and female individuals living in rural areas about the impact of television advertising on purchasing behavior. This discovery validates the core principles of the Pavlovian Learning Model (1897), which state that learning occurs when behaviour changes as a result of repetition and experience. Consistently watching television advertisements and acquiring information about a product through these advertisements can significantly influence consumer behaviour. This discovery aligns with the findings of Ruchi (2009), who determined that television advertising increases consumer engagement in product selection and purchase. TV advertisements encourage consumers to make informed decisions, acquire the best products, and facilitate collective decision-making. In line with the findings of this study, Lalitha and Panchanatham (2013) also found that television advertisements provide consumers with significant information about products and have a persuasive impact on their purchasing decisions.

The results indicated that advertising has a significant impact on rural residents' purchasing behavior in the Udenu Local Government Area of Enugu State, Nigeria. The findings suggest that there was no significant difference in the mean responses of male and female individuals residing in rural areas regarding the influence of radio advertising on consumer buying behavior. This discovery confirms the fundamental principles of the Pavlovian Learning Model (1897), which assert that learning takes place when behaviour alters due to repetition and experience. Regularly engaging with advertising and actively seeking information about a product through these advertisements may have a substantial impact on customer behaviour. This discovery corroborates the findings of Phiri and Hossain (2022), indicating that utilising radio as a traditional media platform is effective in influencing consumer purchase intentions. However, integrating it with digital modalities enhances its effectiveness. The tool's ease of use and ability to attract, inform, and persuade consumers to make purchases confirms its credibility and value.

Recommendations

The following recommendations were made.

1. Manufacturers should ensure that their television advertising considers rural dwellers, as it has a significant impact on their buying behavior.
2. Producers should use a variety of radio stations to advertise their goods, and they should also make sure that these radio stations' waves reach rural areas.

Conclusion

The study concluded that television advertising has a great impact on the buying behaviour of rural dwellers and should always be encouraged. Also, the study concluded that radio advertising is very effective at making rural dwellers aware of a product and influences their buying behavior.

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