

Rural Women Psychology and Emotional Contents in Indian Television Advertisements

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The current study examines the effect of emotional contents in television advertising on the rural women and how they understand and react towards these advertisements. The study further leads us to the issues of cognitive behaviour of rural women after the advertisement has influenced their emotional corridor. For this study 167 women are selected from rural districts of Maharashtra and cluster sampling approach is used. 5 point Likert scale with the range from strongly disagree to strongly agree is used along with structured questionnaire. Contents of the advertisement are broken down into defined parts like model, slogan, jingle etc for the easy understanding and correct answering from the respondents and it helps us in understanding the role played by each variable in the emotional outcome of the respondent after viewing the advertisement. This study provides the insights to the marketers and advertisers about the factors which actually influence the rural women and persuade them and further provides a direction in developing an effective communication approach towards this particular market segment.

Keywords: Advertising, cognitive behaviour, emotional contents, emotional outcome, rural women

Advertisement or advertising is increasingly used to leave an impact of brand in the mind of the viewer for a long term basis. After its exposure there are stimulating effects which can influence the decision making of the consumer. It is expected from the advertising messages that they mould the buying behaviour of individuals in certain desired direction and sometimes it also reaches a point where decision towards the advertised brand becomes more of emotional than rational. Advertisement is a potent tool which influences the emotions of consumer. As rural women are also becoming the influencer in certain types of product, like automobiles, appliances etc, they are also targeted by advertisement in specific way so as to influence their emotions. These advertisements mould the imaginary senses of the mind of rural women towards certain type of buying influences they exert on the parents and become the influencers in the collective decision making of the family. When exposed in young age rural women may develop the desired feelings towards the brand or product for a long time to come. This on many-a-times leads to regulating the buying behaviour. Feelings generated by emotional contents of the advertisement become a catalyst in moulding the cognitive and behavioural aspects of rural women. Especially in a country like India where collective decision making is valued in joint family system of rural area whenever a costly product like automobile or consumer durable product is being purchased, emotional aspect of rural women becomes one of the influencer in decision making.

It has been observed that viewer specially women often try to establish personal relationship with the contents, characters, graphics etc and starts visualising in their imagination about product or brand. Because of these factors they have become lucrative target for advertiser. This subject has

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gained lot of importance in the academic and research as a lot of remarkable and measurable changes have taken place in the economic power of rural female and penetration of electronic media in rural parts of the country. Realizing the important role of rural women, advertiser has started making advertisement keeping them in focus irrespective of the product class. Few automobile companies like Maruti and TATA have used rural women as the main characters in their advertisement and that too with lots of emotional connect. Sometimes this emotional connect is so strong that it remains in the conscious as well as sub conscious part of viewer mind for a long period. In the peer group these advertisement also influences the socio-cognitive aspect of women groups. In this behaviour there is a chain reaction type of a situation which not only influences the cognitive behaviour of the woman who has viewed the advertisement rather it goes a step further and reaches the emotional state of her peer group.

Most researchers are of the view that 12 years is the age around which an individual's cognitive advertising competencies are fully developed and individual is able to understand the tactics used by advertiser (Gunter & Furnham 1998; Valkenburg & Cantor 2001). There is a growing feeling among the researchers that exposure to emotional contents of advertisement for a long term may also influence the decision values and beliefs of individual.

Literature Review

As per the literature of psychology, emotion regulation is the process through which an individual is able to either dampen, intensify or is able to control and maintain the present state of emotion (Gross et al. 2006). Since long emotions have been a subject of research of many studies. Earlier research has concluded that advertising can bring out emotional responses from the viewers and consumer (Shimp & Stuart, 2004; Berthon et al. 2005; Faseur & Geuens, 2006; Micu & Chowdhury, 2010). Attitude towards the advertisement can further influence behavioural intentions (Ajzen 1991). Delivery of emotional contents through advertisement can be used to influence decision making process by efficiently increasing the effectiveness of appeals that are based on the attributes of the product (Holbrook and O Shaughnessy, 1984).

Advertisements which are having emotional contents are more likely to be liked by consumer and carries high brand recall (Friedstad and Thorson 1986). Mehta & Scott (2006) also concluded that emotional content in well-executed commercials boosts recall. Further research on the impact of emotions generated by advertisement brings to focus the influence it generates towards brand attitude (Bodur, Brinberg & Coupey, 2000; Miniard & Barone, 1997). Generated emotions can either be positive like happiness, warmth etc or negative like sadness, fear etc. Various studies relating to the emotional response to the advertisement have found synergy between emotional response dimension and advertisement attitude (Edell and Burke, 1987). But there are few studies which has been specific towards the behavioural changes of the rural women through advertisement as exposure of electronic media is a latest development of last few years in rural India Whether rural women are aware or not that there is an attempt to influence their behaviour by changing their cognitions through persuasive advertisement to buy or to influence a buying decision of their family members towards a particular product or brand. Such understanding of the advertisement is often defined as advertising literacy (Young, 1990; Livingstone & Helsper, 2006).

The continuous changes a person undergoes in cognitive and information handling capabilities are related to various changes which are noticed in their understanding of the contents of delivered messages through advertisements (John, 1999; Kunkel et al., 2004; Gunter et al., 2005). Intended effects are those effects which an advertiser desire to induce (Buijzen & Valkenburg, 2003), and these effects can be classified as (i) cognitive effects, which are associated with viewers recall or recognition of advertisement and brands; (ii) affective effects, which are associated with liking

developed towards advertisement and related brands, (iii) behavioural aspect effects, which are associated with purchase of the brands shown in advertisement (Rossiter, 1979; Valkenburg & Buijzen, 2005).

In this study four probable means are selected which can in one way or the other influence the emotions of the rural women. These are Jingle, Female Characters, Celebrity and Frequency of Advertisement. Further, four emotional outcome which are studied in this research due to the mentioned probable means are Happiness, Sadness, Humour and Anger. Based on these following hypotheses are proposed

H1: Rural women get emotionally influenced by means of persuasive factors

H2: Positive attitudes developed among rural women towards advertisement by persuasive factors

Methodology

Initially 244 Rural women are selected between the age group of 25-48 years out of which responses of 167 suited in completeness for the purpose of this study. Rural women were exposed to four advertisements of automobile companies. Responses ranging from strongly disagree to strongly agree are measured using the five point Likert scale. Apart from this three statements were used to measure the attitude towards advertisement as given in Table 1.

Results

Table 1. Attitude towards advertisement

Statement	Disagree	Neutral	Agree	X ²	p
Feel happy because of contents of advertisement	36%	16%	48%	17.1	p <.001
Advertisement influences me to ask for product	28%	42%	30%	10.56	p <.05
Advertisement influences mood	31%	26%	43%	26.1	p <.001

In Table 2 below we present the mean ranking of the intended result. To find out the presence of significant measurable difference among the rankings of the persuasive factors, one way repeated measure analysis of variance was used for each result.

Table 2. Mean of persuasive factors

	Jingle Mean/SD	Female character Mean/SD	Celebrity Mean/SD	Frequency Mean/SD
Happiness	2.68/0.81	3.44/1.12	2.10/0.22	4.32/1.12
Recall	3.42/0.76	1.87/0.64	2.89/0.74	1.99/0.21
Sadness	4.21/1.54	2.65/0.38	3.23/0.19	2.92/0.54
Anger	3.55/0.95	4.71/1.43	1.54/0.43	2.69/0.39
Humour	3.59/1.01	2.87/0.82	3.43/0.86	3.12/1.05

Values differ significantly at p<.05

Table 3 below represents the ranking of the emotional factors and as can be seen from the result that recall is at number 1 followed by other factors

Table 3. Ranking of emotional factors

	Jingle	Female character	Celebrity	Frequency
Happiness	1	4	2	5
Recall	2	1	3	1
Sadness	5	2	4	3
Anger	3	5	1	2
Humour	4	3	5	4

Discriminant validity is assessed by the Fornell–Larcker test and results are shown in Table 4

Table 4. Result of discriminant validity test

	Happiness	Recall	Sadness	Anger	Humour
Happiness	0.79				
Recall	0.62	0.86			
Sadness	0.59	0.42	0.69		
Anger	0.63	0.56	0.72	0.79	
Humour	0.55	0.65	0.47	0.62	0.74

Structural Model for Hypothesis Testing

A validated model is obtained to evaluate the structural model and. The obtained model exhibited good fit: X^2 (93.34) and df (16.4), p-value (0.000). Both the hypothesis specify direct effects. As shown in table 5 below H1 is supported ($\beta = 0.72$; S.E. = 0.04; $p < 0.01$). This leads to the conclusion that persuasive factors are able to influence the rural women emotionally. Further, H2 proposed that persuasive factors are able to develop positive attitude among the rural women towards advertisement. This hypothesis is also supported ($\beta = 0.62$; S.E. = 0.05; $p < 0.01$).

Table 5. Test of hypotheses

	Unstandardised coefficient	Standardised coefficient	Standard error	Critical ratio	p value
H1	0.82	0.72	0.04	18.07	$p < 0.01$
H2	0.71	0.62	0.05	11.81	$p < 0.01$

Discussion and Conclusion

Advertisement with the emotional contents can evoke the desired response from the rural women. This study shows the relation between the persuasive factors used in advertisement to emotionally influence the rural women and positive attitude created towards brand. As observed in this study recall factor is at number 1 as compared to other factors due to persuasive techniques used in the advertisement. We can conclude from the result that emotional advertisement of the automobile definitely leads to the increases the brand recall. The three statements put forward to see the attitude towards advertisement leads toward the direction that though rural women may be becoming literate in understanding the contents and their persuasive tactics but somehow their

emotions are getting influenced.. This will help the companies in deciding the usefulness of emotionally persuasive contents in advertisement and if it can attach the rural women with the brand for long term.

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