

Role Of Television Advertising And Its Effect On The Living Habits Of Rural Consumers

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INTRODUCTION

Advertising is a paid, mediated, form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future (Richards and Curran, 2002). Advertising is looked upon as a major part of an overall promotional strategy by the marketers, while it is viewed as encompassing all forms of promotional communication by general public. Most advertising practitioners limit it to paid communications conveyed by a mass medium. Kotler (2006) defines advertising as, “*Advertising is any paid form of non-personal presentation of ideas, goods and services by an identified sponsor*”. Victor, says, “*Advertising is any paid message presented in media by a paid sponsor.*”

TELEVISION ADVERTISING

Television is often called “king” of the advertising media, since a majority of people spend more hours watching TV per day in comparison to any other medium. Television uses the combination of sight, color, sound and motion to create an effect. TV has proved its credible power in influencing human behavior repeatedly. The Television Advertisement is a form of advertising in which goods, services, organizations, ideas, etc. are promoted via the medium of television. Advertising on television can give a product or service instant reliability and reputation. The ‘*shared experience*’ of television advertising helps to boost brand awareness since it becomes part of the collective consciousness. The value of television advertisement lies often not only in the advertisement itself, but in the fact people talk about it with friends and colleagues. Another indirect benefit of television advertising is the degree of trustworthiness companies reach for the only fact of doing television advertisements, and often, this has positive effects on the distribution chain since retailers are likely to give bigger orders and better use them only to change the channels and volume.

RURAL MARKETS

Rural Marketing is planning and implementation of marketing function for rural areas. It is a two way marketing process which encompasses the discharge of business activities that direct the flow of goods from urban to rural areas for manufactured goods and vice versa for agricultural produce (Gopalaswamy, 2005). Trends indicate that the rural markets are coming up in a big way and are growing twice as fast as the urban markets with a great rise in sales of typical urban gadgets such as refrigerators, mixer-grinders and pressure cookers.

REVIEW OF LITERATURE

Television Advertising in Rural Markets is an upcoming and growing field of marketing, wherein not much research work has been done. Research findings related to the topic of the study have been reviewed as under:

Lars and Flemming (2005) focused on analyzing relationships between share of voice and share of market for a wide variety of FMCG product categories, in the conceptual framework of John Philip Jones' Advertising Intensiveness Curve. Data used were single-source. Authors showed that the general relationship of a relatively larger share of voice for smaller brands and a relatively smaller share of voice for larger brands hold true. They also analyzed how the level of advertising in product categories affects this relationship, and how the level of competition in the product categories alters the Advertising Intensiveness Curve. Various techniques of advertising for Fast Moving Consumer

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Goods have been discussed by **Mathur and Bedi, (2005)**. The techniques include Value- added advertising, Packaging advertising, Comparative advertising, Informative advertising, Price advertising, Celebrity advertising, Demographic advertising, Lifestyle advertising, and Advertising of Positioning of Brands etc. The authors also concluded that general awareness of consumers is on the increase, because of the factors like urbanization, better transportation, developments in information technology, media etc., and the average consumer today is more concerned about the value of his time and money. A survey was conducted by **Banerji and Bandhu, (2005)** to know the perceptions of customers about the products and to know the impact of various slogans and promises made in Television advertising. It was found that majority of the people feel that the ads are good but very few believe in the promises made in the advertisements like Fair and Lovely's claim of making fair in six weeks. Ads symbolize confidence for good number of female customers and also the ads do not go unnoticed from the eyes of even males. Whereas a few respondents found the ads unethical, as they show that only beautiful people can make it big in this world. The rural market has a potential untapped by many marketers was reported by **Sushma (2005)**. The market share of rural market is comparatively higher than urban markets. The growing demand for various products other than agro-products paves way for the success of the marketer trying to unfold the latent segment. The marketer needs to have a profound understanding of rural mindset to thrive in his business. An attempt to design an appropriate promotion mechanism to woo the rural consumers and influence their buying behaviour was made by **Sakthivel (2006)**. He concluded that the strategies ought to be designed according to the factors influencing the rural consumer behaviour such as price, opinion leaders, easy finance schemes, benefits and personal bonds. The rural market is a mix of multiple complexities, which has proved to be the waterloo for many experienced marketers. The companies have started their journey to reach **"destination rural consumer"**. The extent and nature of demand in rural markets, resulted in increase in rural incomes and changing rural lifestyles was examined by **Easwaran (2006)**. The study examines the data, suggesting that in spite of this rise in income, migration to the cities continue to be high. At the same time, non-farm incomes are on the rise, and the percentage of households depending fully or partially on non-farm incomes is also registering growth. This opens up opportunities in rural markets, whose characteristics are substantially different from those of urban markets. For substantial growth, it is essential to provide opportunities for employment in rural areas in order to reduce migration to cities, so that propensity to consume may go up in rural areas, and simultaneously, pressure on urban infrastructure may be reduced. In spite of a wealth of empirical attention directed at understanding the structural relationships among affect, cognition, and attitude, the tasks and settings in many of these studies have inflated the relative impact of cognition in the persuasion process. **In view of above, it can be safely concluded that though sufficient attention has been given to the TV advertising in general, but relatively little attention has been given to understanding the role of TV advertising and its effect on rural consumers.**

OBJECTIVES OF THE STUDY

The primary and secondary objectives of the study include:

- ✿ To study the role of TV advertising.
- ✿ To study the effect of Television Advertising on the living habits of rural consumers.
- ✿ Role of television in presenting the various brands of toiletries to the consumers.

DATA BASE AND METHODOLOGY

✿ **Nature of Data:** The present study is based on primary data.

✿ **Sources of Data:** Primary data has been collected through a Non-Disguised structured questionnaire, which was later converted into vernacular language so as to make it understandable to rural masses. Questions containing 12 statements on 5- point Likert scale have been designed. In order to make the sample representative, 400 rural and semi urban respondents were selected from various towns and villages of districts of Punjab viz. Amritsar, Jalandhar, Ludhiana with different demographic characteristics.

FREQUENCY OF PURCHASE AFTER WATCHING AN ADVERTISEMENT

Today, in the world of advertisements, many of us just purchase a product because of the inducing and repetitive

advertisements on the television. This question was asked to know the regularity of purchase of toiletries, by watching an advertisement without actually needing the same.

INTERPRETATION OF DATA

Table 1 shows that 42 percent of the respondents often purchase various toiletries after watching a television advertisement, without the actual requirement of the product. 30.8 percent of the rural consumers rarely purchase the toiletry after viewing an advertisement, followed by 27.3 percent, who never got induced by the television advertisements.

Table 1 : Frequency Of Purchase Of Toiletries After Watching An Advertisement

Sr. No.	Frequency of Purchase of Toiletry	No. of Respondents	Percent
1	Often	168	42
2	Rarely	123	30.8
3	Never	109	27.3
	Total	400	100

EFFECT OF TELEVISION ADVERTISING ON THE USAGE OF VARIOUS BRANDS OF TOILETRIES

To judge the effect of television advertising on the use of toiletries, respondents were asked to rate the toiletries under three heads, i.e. change in usage of toiletry brand after viewership of television advertisement, whether the respondent uses the original brand of toiletry only or he uses the advertised brand or he uses an altogether new brand which has neither been advertised nor has been originally used.

*BATHING SOAP

INTERPRETATION OF DATA

Perusal of Table 2 indicates that 42.5 percent of the respondents use the original brand of bathing soap, which shows that majority of rural folk are not affected by the TV ads as far as bathing soap is concerned. 31.8 percent respondents switch over to the advertised brand of bathing soap, and 25.8 percent use an altogether new brand of bathing soap.

Table 2: Bathing Soap

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of Bathing Soap	170	42.5
2	Switch over to advertised brand	127	31.8
3	Use of brand that is neither originally used nor advertised	103	25.8
	Total	400	100.0

*WASHING SOAP/POWDER

INTERPRETATION OF DATA

Table 3 illustrates that 47.5 percent of the respondents use original brand of washing soap/ powder, followed by 37.8 percent respondents, who switch over to the advertised brand and 14.8 percent use a new brand of toiletry.

Table 3 : Washing Soap/Powder

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of Washing Soap/powder	190	47.5
2	Switch over to advertised brand	151	37.8
3	Use of brand that is neither originally used nor advertised	59	14.8
	Total	400	100.0

*SHAMPOO

INTERPRETATION OF DATA

Perusal of Table 4 indicates that 42.0 percent of the respondents use the original brand of shampoo, which shows that majority of rural folk are not affected by the TV ads as far as shampoo is concerned. 30.5 percent respondents switch over to the advertised brand of shampoo, and 27.5 percent use an altogether new brand of shampoo.

Table 4 : Shampoo

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of Shampoo	168	42.0
2	Switch over to advertised brand	122	30.5
3	Use of brand that is neither originally used nor advertised	110	27.5
	Total	400	100.0

*TALCUM POWDER

INTERPRETATION OF DATA

Table 5 indicates that 42.0 percent of the respondents use the original brand of talcum powder, which shows that majority of the rural folk are not affected by the TV ads as far as talcum powder is concerned. 30.5 percent respondents switch over to the advertised brand of talcum powder, and 27.5 percent use an altogether new brand of talcum powder.

Table 5 : Talcum Powder

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of talcum powder	168	42.0
2	Switch over to advertised brand	122	30.5
3	Use of brand that is neither originally used nor advertised	110	27.5
	Total	400	100.0

*TOOTHPASTE

INTERPRETATION OF DATA

Table 6 indicates that 41.5 percent of the respondents use the original brand of toothpaste, which shows that majority of the rural folk are not affected by the TV ads as far as toothpaste is concerned. 31.0 percent respondents switch over to the advertised brand of toothpaste, and 27.5 percent use an altogether new brand of toothpaste.

Table 6 : Toothpaste

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of toothpaste	166	41.5
2	Switch over to advertised brand	124	31.0
3	Use of brand that is neither originally used nor advertised	110	27.5
	Total	400	100.0

*CREAMS

Table 7 : Creams

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of creams	165	41.2
2	Switch over to advertised brand	125	31.2
3	Use of brand that is neither originally used nor advertised	110	27.5
	Total	400	100.0

INTERPRETATION OF DATA

Perusal of table 7 indicates that 41.2 percent of the respondents use the original brand of creams, which shows that majority of rural folk are not affected by the TV ads as far as creams are concerned. 31.2 percent respondents switch over to the advertised brand of creams, and 27.5 percent use an altogether new brand of creams.

*BLUE

INTERPRETATION OF DATA

Table 8 depicts that 42.0 percent of the respondents use the original brand of Blue, which shows that majority of rural folk are not affected by the TV ads as far as Blue (soap) is concerned. 30.5 percent respondents switch over to the advertised brand of Blue, and 27.5 percent use an altogether new brand of Blue.

Table 8 : Blue

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of Soap (Blue)	168	42.0
2	Switch over to advertised brand	122	30.5
3	Use of brand that is neither originally used nor advertised	110	27.5
	Total	400	100.0

*HAIR OIL

INTERPRETATION OF DATA

42.5 percent of the respondents use the original brand of Hair Oil, which shows that majority of rural folk are not affected by the TV ads as far as Hair Oil is concerned. 31.8 percent respondents switch over to the advertised brand of Hair Oil, and 25.8 percent use an altogether new brand of Hair Oil.

Table 9 : Hair Oil

Sr. No.	Particulars	No. of Respondents	Percent
1	Use of Original brand of Hair Oil	170	42.5
2	Switch over to advertised brand	127	31.8
3	Use of brand that is neither originally used nor advertised	103	25.8
	Total	400	100.0

EFFECT OF TELEVISION ADVERTISING ON THE RURAL BUYING BEHAVIOUR- A FACTOR ANALYTICAL APPROACH

In order to find out the effect of TV Advertisements of Toiletries on Rural Buying behaviour, the factor analytical technique has been applied. A set of 15 statements shown in Table 10 measured on a five point Likert scale (where 1 is strongly agree and 5 strongly disagree) regarding the opinion of respondents (derived through a survey) regarding the effect of television advertisements of Toiletries on rural buying behaviour have been factor analyzed. Factor analysis has been applied to verify the views regarding the effect of TV advertisements of Toiletries on rural buying behaviour. A factor explains the correlations among a set of given variables. To carry on the present study, a total of 400 questionnaires were distributed and all the responses were found to be complete.

***Reliability of the Scale:** The reliability of scale can be tested by a widely used method called Cronbach's Alpha. Cronbach's Alpha value has been found to be 0.896 ensuring the reliability of used scale.

***Anti-Image Correlation Matrix:** The present study has computed Anti-Image correlations and found that the partial correlations are very low, indicating that true factor existed in the data.

***Kaiser-Meyer-Oklin (KMO) Measure of Sampling Adequacy:** Here, the computed value of KMO statistic is 0.923 indicating the adequacy of data for Factor Analysis.

***Bartlett's Test of Sphericity:** In the present study, Bartlett's Test's Chi-square value is 3.114E3 (approx), Df= 105, significant at 0.000. This significant value indicates that correlation coefficient matrix is not an identity matrix. All

this ensures the adequacy of data for application of Factor Analysis. From the above discussion, the following results have been extracted:

- (i) Correlation Coefficient Matrix contains enough high correlations.
- (ii) Anti-Image Correlation Matrix contains low partial correlations.
- (iii) Value of KMO statistic is large.
- (iv) Value of Bartlett's Test of Sphericity is significant.

Principal Component Analysis (PCA) was used for extraction of factors and the number of factors to be retained was on the basis of Latent Root Criterion (Eigen Value Criterion). Thus, only the factors having latent roots or Eigen values greater than 1 are considered significant; all the factors with latent roots less than 1 are considered insignificant and are disregarded (Hair, 2007, p.103). Therefore, factors with Eigen values more than one should be selected. Three components were found to have Eigen values greater than unity and total variance accounted for by these factors is 63.569 percent and remaining 36.431 percent was explained by other factors. The Varimax Rotated Factor Loading Matrix has been presented in Table 10. Scrutiny of Table 10 revealed that there are three factors which together accounted for 63.569 percent variance. It shows that 63.569 percent of total variance is explained by the information contained in the factor matrix.

Table 10 : Varimax Rotated Factor Loading Matrix

Components				
Variables	1	2	3	Communality
VAR00001	.167	.202	.778	.674
VAR00002	.094	.132	.786	.644
VAR00003	.286	.673	.234	.590
VAR00004	.714	-.080	.275	.592
VAR00005	.774	.318	.145	.721
VAR00006	.374	.715	-.006	.650
VAR00007	.751	.427	.031	.747
VAR00008	.755	.054	.198	.613
VAR00009	.837	.238	.014	.758
VAR00010	.795	.258	.077	.705
VAR00011	.757	.326	.051	.682
VAR00012	.419	.673	.019	.629
VAR00013	.665	.433	.080	.636
VAR00014	-.058	.290	-.366	.221
VAR00015	.084	.816	.057	.676
Eigen Values	6.757	1.498	1.280	9.535
Percent of Variation	45.049	9.989	8.531	----
Cumulative Variation	45.049	55.038	63.569	----

Thus, a model with these three factors is explaining 63.569 percent variance. Communalities are considered high if they are all 0.8 or greater but this is unlikely to occur in real data. Generally accepted communalities lie between 0.40 to 0.80 (Costello and Osborne, 2005). In this study, all the communalities were above 0.50 and many of them were above or very close to 0.7 also. We finally found that the variables X4, X5, X7, X8, X9, X10, X11, X13 loaded on factor 1, the variables X3, X6, X12, X14, and X15 were loaded on factor 2 and variables X1 and X2 were loaded on factor 3.

INTERPRETATION OF FACTORS

A factor loading represents the correlation between the variable and its factor. Factors can be labeled symbolically as well as descriptively. Symbolic tags are precise and help avoiding confusion (Rummel, 1970). The present study has

also given symbolic labels to the factors. The factors along with their codes and factor loadings are given in Table 11.

Table 11 : Interpretation of Factors

Factors	Loadings	Statements included in the Factor
PERCEPTION ABOUT TV ADVERTISING (F1)	.714	The Advertisement message shown on the television is Trustworthy (X4).
	.774	Advertising of Toiletries on the television creates a need for the product (X5).
	.751	Products advertised on TV are priced higher than the products that are not being advertised (X7).
	.755	Advertisement by a celebrity on the television affect my purchase behaviour more than an unidentified source (X8).
	.837	Change in advertisement media brings an attitudinal change in my buying behaviour (X9).
	.795	Product knowledge is important before purchasing the Toiletries rather than relying on the television advertisements (X10).
	.757	I generally check for the available substitutes of the product by viewing the Television advertisements (X11).
	.665	Media is important as far as an advertisement is concerned (X13).
OUTLOOK OF RURAL CONSUMER (F2)	.673	The television Advertisements of Toiletries creates a stimuli to buy the product (X3).
	.715	Advertising saves time in comparison to visiting the stores (X6).
	.673	Television Advertising gives me the information about the brands which have features I am looking for (X12).
	.290	I feel that advertising is a way to pollute the rural atmosphere and our environment (X14).
	.816	Advertising is necessary for the consumers and the economy as a whole (X15).
EFFECT OF TV ADVERTISING ON BUYING BEHAVIOUR (F3)	.778	Advertisements have brought a drastic change in my buying behaviour (X1).
	.786	The benefits of toiletries described in the television Advertisements are believable (X2).

✳ **Perception About TV Advertising (F1):** Perusal of Table 10 and Table 11 reveals that it is the most significant factor with 45.049 percent of total variance explained. Total eight variables have been loaded on this factor. The factor demonstrates that consumers believe that the TV ads are trustworthy, though the products advertised are priced higher and create their need in the society. Rural masses also believe that media plays an important role, yet a consumer needs to have basic information about the product before they can rely upon ads. Celebrity advertising is also found to play an important role in persuading the rural consumers.

✳ **Outlook Of Rural Consumer (F2):** Analysis of Table 10 and Table 11 shows that it is the second important factor with 9.989 percent variance explained. This factor says that consumers know that TV ads create stimuli to purchase a product, yet it saves time and gives the necessary information about the product and its brands. Rural consumers on the whole rate advertising as an important force in the economy.

✳ **Effect Of TV Advertising On Buying Behaviour (F3):** Examination of Table 10 and Table 11 shows that it is the third important factor with 8.531 percent variance explained talks about the drastic change that TV ad viewership has brought in the rural lives. They trust the benefits about the brands that are portrayed in the television advertisements.

RECOMMENDATION OF THE USE OF PARTICULAR BRAND OF TOILETRY INTERPRETATION OF DATA

Respondents were asked to rank the role of various influencing factors which induce them to buy a particular brand of toiletry. Table 12 illustrates that the largest part of the consumers believe that they buy and use a particular brand of toiletry based on their own experience, followed by being influenced by Television ads, Radio, Friends and Hoardings. This shows the rational nature of rural consumers, who though get influenced by television ads yet, they consider their own experience about the brands of toiletry as the best judge of usage of the same.

Table 12 : Source Responsible For Use Of A Particular Brand Of Toiletry

S. No	Influencers	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	MODE
1	Friends	48 (12.0)	75 (18.8)	73 (18.2)	170 (42.5)	34 (8.5)	4
2.	TV ads	58 (14.5)	132 (33.0)	109 (27.2)	59 (14.8)	42 (10.5)	2
3.	Radio	43 (10.8)	98 (24.5)	134 (33.5)	58 (14.5)	67 (16.8)	3
4.	Hoardings	74 (18.5)	72 (18.0)	60 (15.0)	91 (22.8)	103 (25.8)	5
5.	Own Experience	180 (45.0)	23 (5.8)	21 (5.2)	22 (5.5)	154 (38.5)	1

Note: Figures in parentheses indicate percentages.

ROLE OF TELEVISION IN PRESENTING THE VARIOUS BRANDS OF TOILETRIES TO THE CONSUMERS

INTERPRETATION OF DATA

To measure the relative importance and role of television, the respondents were asked to rank the factors from 1 to 10, giving rank 1 to the most important and rank 10 to the least important. Table 13 gives the frequency of responses of consumers giving different ranks to different parameters of information depicted on television about the toiletries. It confirms that the consumers believe that the viewership of advertisements on television informs them about the basic ingredients in a particular toiletry, the suitability of a particular toiletry which helps in their purchase decision, followed by exposure and awareness about the particular brand of toiletry and its genuineness. Television also facilitates the consumers in making a comparison of MRP of similar products of different brands and companies, gives the updates about promotional schemes and the festive offers, helps in product differentiation and at times, also makes the consumer aware of the consumers about the availability of a particular brand of toiletry.

Table 13 : Role Of Television In Awareness About The Toiletries

S. No	Parameters	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Mode
1	Exposure and Awareness about the particular brand of Toiletry	31 (7.8)	46 (11.5)	101 (25.2)	57 (14.2)	9 (2.2)	32 (8.0)	34 (8.5)	0 (0.0)	22 (5.5)	68 (17.0)	3
2.	Promotional schemes like buy one get one free or discount offers	43 (10.8)	60 (15.0)	32 (8.0)	13 (3.2)	65 (16.2)	9 (2.2)	0 (0.0)	24 (6.0)	53 (13.2)	101 (25.2)	10
3.	Genuineness of the toiletry	54 (13.5)	70 (17.5)	97 (24.2)	31 (7.8)	0 (0.0)	0 (0.0)	66 (16.5)	0 (0.0)	53 (13.2)	29 (7.2)	3
4.	Comparison of MRP of similar products of different brands	0 (0.0)	21 (5.2)	0 (0.0)	124 (31.0)	31 (7.8)	60 (15.0)	32 (8.0)	42 (10.5)	56 (14.0)	34 (8.5)	4
5.	Availability of the toiletry	53 (13.2)	0 (0.0)	54 (13.5)	11 (2.8)	66 (16.5)	62 (15.5)	0 (0.0)	54 (13.5)	21 (5.2)	79 (19.8)	10
6.	Clarity of the festival offers	0 (0.0)	72 (18.0)	0 (0.0)	0 (0.0)	79 (19.8)	103 (25.8)	41 (10.2)	29 (7.2)	31 (7.8)	45 (11.2)	6
7.	New launches in the product category	0 (0.0)	59 (14.8)	25 (6.2)	32 (8.0)	31 (7.8)	28 (7.0)	63 (15.8)	99 (24.8)	63 (15.8)	0 (0.0)	8
8.	Product differentiation	42 (10.5)	32 (8.0)	45 (11.2)	31 (7.8)	45 (11.2)	0 (0.0)	101 (25.2)	63 (15.8)	31 (7.8)	10 (2.5)	7
9.	Awareness about the basic ingredients in the particular toiletry	98 (24.5)	0 (0.0)	59 (14.8)	55 (13.8)	0 (0.0)	65 (16.2)	31 (7.8)	67 (16.8)	25 (6.2)	0 (0.0)	1
10.	Suitability of the toiletry viz. skin type etc.	79 (19.8)	40 (10.0)	29 (7.2)	57 (14.2)	43 (10.8)	30 (7.5)	21 (5.2)	22 (5.5)	45 (11.2)	34 (8.5)	1

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CONCLUSION OF THE STUDY

The rural market of India is fascinating and challenging at the same time. It has immense potential on account of its sheer size. Even a gradual growth pushes up the sales of a product substantially, in view of the huge base. The market pioneers are getting rewarded by capturing the rural markets. Simultaneously, due to the problems and hurdles posed by rural markets, the firms have to directly encounter them and put in a great deal of effort to get a sizeable share of the market. They need to recognize that the rural market a developing market. It is often said that markets are made, not found. This is especially true of the rural market of India. It is a market meant for the truly creative marketers.

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