

Affectionately Dedicated to

My late elder brother Vasantao alias 'Bhau'
who was continuous source of inspiration for
me in every walk of life.....

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**A STUDY OF COMMUNICABILITY OF FERTILISER ADVERTISEMENTS-
EMBELLISHED WITH DIFFERENT TYPES OF ILLUSTRATIONS-
AS PERCEIVED BY THE FARMER READERS OF THE
AHMADNAGAR DISTRICT (MAHARASHTRA)**

by

Dattatray Shankarrao Waghmode

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A Thesis submitted to the

MAHATMA PHULE AGRICULTURAL UNIVERSITY.

RAHURI. (Dist:-Ahmednagar)

(MAHARASHTRA)

in partial fulfilment of the requirements for the degree

of

Master of Science (Agriculture)

in

Agricultural Extension

DEPARTMENT OF AGRICULTURAL EXTENSION
POST- GRADUATE INSTITUTE
MAHATMA PHULE AGRICULTURAL UNIVERSITY
RAHURI 413722

1986

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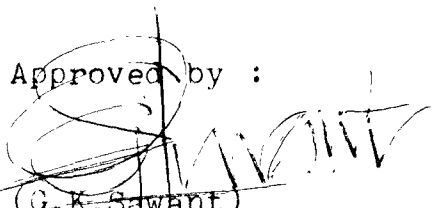
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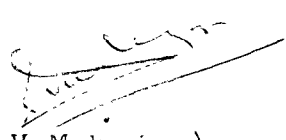
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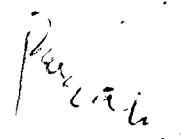
In Partial Fulfilment of the Requirements for the Degree
of
MASTER OF SCIENCE (AGRICULTURE)
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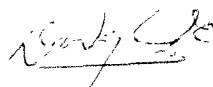
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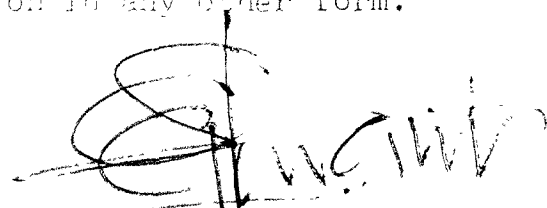

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CERTIFICATE

This is to certify that the thesis entitled,
"A STUDY OF COMMUNICABILITY OF FERTILIZER ADVERTISEMENTS -
EMBELLISHED WITH DIFFERENT TYPES OF ILLUSTRATIONS - AS
PERCEIVED BY THE FARMER READERS OF THE AHMADNAGAR DISTRICT
(MAHARASHTRA)", submitted to the Faculty of Agriculture,
Mahatma Phule Agricultural University, Rahuri, District:
Ahmadnagar (Maharashtra), in partial fulfilment of the
requirements for the award of the degree of MASTER OF
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Rahuri, Dist. Ahmadnagar (Maharashtra) in partial ful-
filment of the requirements for the degree of MASTER
OF SCIENCE (AGRICULTURE) in AGRICULTURAL EXTENSION
embodies the results of a piece of bona fide research
carried out by SHRI. D.S. WAGHMODE, under the guidance
and supervision of Dr. G.K. Sawant, Associate Director
of Communication, Communication Centre, Mahatma Phule
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that no part of the thesis has been submitted for any
other degree, diploma or publication in any other form.

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(N.D.Patil)

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Rahuri

Dated : 22nd May, 1956.



(D.S. Sawant)

TABLE OF CONTENTS

	<u>Page</u>
CANDIDATE'S DECLARATION	ii
CERTIFICATES :	
i. MAJOR PROFESSOR	iii
ii. ASSOCIATE DEAN (POST-GRADUATE INSTITUTE).....	iv
ACKNOWLEDGEMENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
1. INTRODUCTION	1
2. REVIEW OF LITERATURE	8
2.1 Advertising	8
2.2 Objectives of advertising	11
2.3 Advertising and communication	12
2.4 Content of advertisements	14
2.5 Words, sentences in advertisements	16
2.6 Illustrations in advertisements	17
2.7 Types of advertisements	22
2.8 Age and education of readers	23
2.9 Reading habit of readers	25
3. RESEARCH METHODOLOGY	27
3.1 Location of the research site	27
3.2 Concepts, definitions and terms used	32
3.2 (a) Advertisement communicability	32
3.2 (b) Reading habit	32

TABLE OF CONTENTS (Contd.)

	<u>Page</u>
3.2 (c) Opinion of farmer readers <i>towards</i> advertisement	32
3.2 (d) Farm advertisement	33
3.2 (e) Printed fertilizer advertisement ...	33
3.2 (f) Age	33
3.2 (g) Education	33
3.2 (h) Farmer reader	33
3.2 (i) Advertisement illustration	33
3.2 (j) Text	34
3.3 (I) Dependent variable	34
3.3 (II) Independent variables considered in the present study	36
3.3 (II) (a) Reading habit	36
3.3 (II) (b) Opinion of farmer readers about advertisements...	36
3.4 Designing and developing the interview schedule	37
3.5 Developing the different types of advertisement	38
3.6 Selection of farmers	41
3.7 Research design used in the study	42
3.8 Procedure for collection of data	42
3.9 Quantification of variables	44
3.9 (a) Age	44
3.9 (b) Education	45
3.9 (c) Reading habit	45
3.9 (d) Opinion of farmer readers <i>towards</i> advertisements	45A
3.9 (e) Advertisement communicability as perceived by farmer reader	45A

TABLE OF CONTENTS (Contd.)

	<u>Page</u>
3.10 Stastical methods used	46
4. RESULTS AND DISCUSSION	49
4.1 Selected characteristics of the farmer readers	49
4.2 Communicability of different forms of fertili- ser advertisements	50
4.3 Comparision of communicability of different fertiliser advertisements	58
4.4 (a) Communicability category of fertiliser advertisements as perceived by the farmer readers of two educational levels.....	64
4.4 (b) Education of farmer readers and communica- bility of fertiliser advertisements	68
4.5 (a) Communicability category of fertiliser advertisements as perceived by the farmer readers of two reading habit levels	70
4.5 (b) Reading habit of farmer readers and commu- nicability of fertiliser advertisements ...	74
4.6 Suggestions for improving communicability of fertiliser advertisements	76
5. SUMMARY AND CONCLUSIONS	81
5.1 Summary	81
5.2 Conclusions	84
5.3 Implications	86
5.4 Suggestions for the future research	86
6. LITERATURE CITED	88
7. APPENDICES	96
Appendix I	96
Appendix II	101
Appendix III	105
Appendix IV	109
8. VITA	117

LIST OF TABLES

<u>Table</u>	<u>Title</u>	<u>Page</u>
1	Demographic characteristics of the Guha village	29
2	Communication, educational and other facilities available in Guha village	30
3	Village institution available in the village Guha	30
4	Land use (in acres) of Guha village	31
5	Experimental group, control group research design used in the present study.....	43
6	Selected characteristics of the farmer readers.	51
7	Communicability of different forms of fertiliser advertisements as perceived by the farmer readers	53
8	'H' values for comparison of communicability score of different forms of fertilizer advertisements as perceived by the farmer readers...	59
9	Communicability category of different fertilizer advertisements as perceived by the farmer readers of two different educational levels....	65
10	'H' values for comparison of communicability scores of different fertiliser advertisements as perceived by the farmer readers of two educational group	69
11	Communicability score of different fertiliser advertisements as perceived by the farmer readers of two different reading habits.....	71
12	'H' values for comparison of communicability scores of fertiliser advertisements as perceived by the farmer readers of two reading habit group.....	75
13	Suggestions made by the farmer readers for improving communicability of different forms of fertiliser advertisements	77

LIST OF FIGURES

<u>Figure</u>	<u>Title</u>	<u>Page</u>
1	Map of Rahuri taluka, Dist. Ahmadnagar showing location of selected village	28
2	Selected characteristics (Age and education) of the farmer readers, and opinion of farmer readers towards fertiliser advertisement	52
3	Mean communicability score of different forms of fertiliser advertisements as perceived by the farmer readers	54
4	Communicability of different forms of fertiliser advertisements as perceived by the farmer readers	55

ABSTRACT

A STUDY OF COMMUNICABILITY OF FERTILISER ADVERTISEMENTS -
EMBELLISHED WITH DIFFERENT TYPES OF ILLUSTRATIONS -
AS PERCEIVED BY THE FARMER READERS OF THE
AHMADNAGAR DISTRICT (MAHARASHTRA)

By

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1986

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Department : Agricultural Extension.

The most rural advertising is on inputs required for modern agriculture, dairy farming, poultry and other services required in farm business. But farm advertisements through newspapers, magazines is not fully exploited to reach its consumers because of various reasons. Print media can be used for promoting farm goods like fertiliser by increasing the communicability of advertisement. It will be achieved by manipulating several elements of advertisements like heading, text, layout and illustration for better communicability of advertisements. The present

research was undertaken with the following objectives.

- 1 To study the communicability of fertiliser advertisements - embellished with different forms of illustrations.
- 2 To findout the effect of selected characteristics of the farmer readers on advertisement communicability - embellished with different form of advertisement illustrations.

Eight advertisement on hypothetical fertilizer 'Daulat' were developed by manipulating illustration for studying the communicability as perceived by the farmer readers from the village Guha of the Ahmadnagar District (Maharashtra). The fertiliser advertisements were used in the present study are :


- 1 Ad1 : Illustration of an advertisement depicting users enjoying the benefits of product being used.
- 2 Ad2 : Illustration of an advertisement showing 'Users of Product' advertised.
- 3 Ad3 : Illustration of an advertisement showing 'Product' advertised.
- 4 Ad4 : Illustration of an advertisement showing 'Product in use'.
- 5 Ad5 : Illustration of an advertisement carrying message through picture story.

- 6 Ad6 : Illustration of an advertisement depicting cartoon . . .
- 7 Ad7 : Illustration of an advertisement depicting symbolic drawing.
- 8 Ad8 : Advertisement without illustration.

The results of the present investigation are based upon the interview of 320 literate farmer readers. Advertisement (Ad1), showing users enjoying the benefits of product being used, had the highest communicability score (8.3) among eight advertisements, while advertisement without illustration (Ad8) had the lowest communicability score (2.9). The education and reading habit of farmer readers influences communicability of 'Daulat' fertiliser advertisements. Advertisement showing the illustration of users enjoying the benefits of product being used (Ad1) was preferred by majority (62.5%) of the farmer readers, while advertisement without illustration (Ad8) was disliked and it was regarded as incomplete advertisement by majority (75%) of the farmer readers. Advertisement carrying picture story, cartoon and symbolic drawing in an advertisement illustration were perceived fair communicability. Farmer readers suggested to pack the advertisement text with practically technical information useful for them, while using fertilizer, they also suggested to incorporate illustrations in advertisements like, benefits derived

by using particular fertiliser, farmers using
particular fertiliser on their own farm and all illustra-
tions may be in attractive colours.

Chapter Opener Page



I N T R O D U C T I O N

1. INTRODUCTION

Advertising has become a life breath of modern economy all over the world. In India, the story of modern advertising is hardly a half century old. Advertising is a means of mass communication which informs and persuades to achieve mass consumption without which mass production will be impossible. Advertising is the art of influencing human actions towards buying.

No other tool is as effective and less expensive as advertising in communicating information to the mass targetted audience. A paper presented at the annual meeting of the AAAA (American Association of Advertising Agencies) in 1975 says that nearly 88 per cent people felt that advertising is essential (Brown et al., 1978).

Today, advertisements are exploited widely to inform the buyers who need these products. A carefully designed study by Britt et al. (1972) revealed that 21 typical Milwaukee residents saw 117 to 482 advertisements per day in four forms of advertising media. In the twenties, advertising has become a necessary ingredient in the total business mix all over the world. Advertising is a nonpersonal form of communication conducted through paid media under clear sponsorship (Philip Kotler, 1980).

Advertising is a great force for product information and persuasive communication, apart from being a

potent tool of competitive selling (Verma and Singhal, 1983). Advertising aim is to persuade people to buy goods and also to make them aware of their socio-economic environment (Ziauddin Khainoowala, 1983).

Agricultural development is today's urgent need in a country-like India. Agriculture in the modern world is essentially a business. The productivity of agriculture in most of the developing countries is low. The main reason for this is the lack of adoption of improved techniques of farming by the farmers. This problem has been compounded by the lack of the knowledge of the improved techniques in farming and lack of the availability of inputs. Apart from extension agencies, farm advertisements have been informing, educating and persuading farmers to adopt the improved farm techniques and apply suitable farm inputs.

Printed farm advertisements occupy important positions in the world of advertisements due to their unique characteristics like permanence, ready reference, low cost, wide coverage, credibility with source and easy manipulation of message variables. Shendre (1985) reported that in the leading Marathi newspapers in Maharashtra, agricultural advertisements has occupied less than two per cent (1.84 %) space of the total newspaper space. Newspapers and other periodicals do

carry non-farm and farm advertisements. Chaugule (1985) observed that the space occupied by non-farm advertisements were 90 % and 95 %, while farm advertisements were only 10 % and 5 % in local and regional newspapers, respectively.

The most rural advertising is on inputs required for modern agriculture, dairy farming, poultry and other service agencies. In fact, Indian rural market is supposed to be the most difficult market in the world because of geographical distances, lack of means of transportation and communication, linguistic plurality and socio-cultural diversities. Chaugule (1985) observed that farm advertisements are not given enough space in newspapers. Secondly, the sponsors of the farm advertisements might be of the opinion that the farm advertisements through newspapers may not get across illiterate rural farmers and spending on farm advertisements through newspapers is a waste.

Agribusiness and Advertising

The rural India is densely populated with low literacy. The rural Indian have a completely different buying pattern with their limited income and unlimited needs and desires. They have to spend their every single paisa in a calculative and rational manner. The role of advertisement in informing and educating the farming population about the availability and use of different farm inputs needs special attention. To meet

the requirements of modern agricultural technology, several inputs including fertilizers, pesticides, weedicides, etc. are awaiting large scale adoption by the farmers. Besides, several agricultural machinery and equipments have been developed which need to be taken at the door steps of well-to-do farmers. This kind of communication through publication and advertisement efforts assumes greater significance since agriculture is no more a way of life but a business, wherein the farmer, the so called businessman, makes decisions in terms of cost and benefit. A well-informed farmer stands a better chance of succeeding on the economic front. But the farm input manufacturers spend very limited amount of money on publicity as a whole which also includes advertisements.

Every day we are coming across so many advertisements related to agri-business in daily newspapers and magazines. It includes advertisements of fertilizers, farm machinery, implements, pesticides, insecticides, new technology in agriculture etc. but no empirical evidence is available as to what type of farm advertisements are preferred by the farmer readers.

Statement of problems

Advertisements certainly enlighten the buyers about the products available for sale. The main purpose

of advertising is to inform and educate consumers about the product advertised. If these advertisements are not understood by the farmers, the very purpose of advertising is useless. Therefore, advertising must be in such a way that advertisements will communicate their content to farmers easily resulting into understanding and intended action. The communicability of advertisements largely depends upon advertisement itself, and how the product is advertised, how the message is treated, what type of appeal is used and how different elements of advertisements like heading, illustration, text and layout of advertisements are combined. It is just possible that heading and illustration dominant advertisement may attract the farmer readers. An advertisement loaded with useful informative text but without illustration may not be liked and preferred by the farmer readers. It is a matter of investigation as to what type of advertisements are preferred by the farmers, which advertisement components are responsible for effective communication of content of advertisements. Very little information is available on types, content characteristics, effectiveness and communicability of farm advertisements appearing in newspapers and farm magazines.

The present research aimed at studying the communicability of fertilizer advertisements, embellished with different types of illustrations-as perceived by the

farmer readers from the Guha village of the Ahmadnagar District (Maharashtra). The specific objectives of the study were as follows:

Objectives :

- 1 To study the communicability of fertilizer advertisements-embellished with different form of illustration;.
- 2 To find out the effect of characteristics of the farmer readers on advertisement communicability -embellished with different forms of advertisement illustrations.

Scope and importance of the study

Very little work on fertilizer advertising was available to the researcher in the field of farm advertisements. The present investigation will contribute to the field of agricultural communication in general and fertilizer advertising in particular. Findings will add to the fund of knowledge of farm advertising. It will be useful to those who are concerned with advertising media. It will serve as a ready reckoner for knowing communicability of farm advertisements. It will be helpful to the planners designers and copy writers in developing effective farm advertisements.

Limitations of the study

The present investigation suffers from the limitation of time, studying number of fertilizer

advertisements and allied research facilities usually faced by a single student investigator. The findings of the study may not be appropriate to generalize and apply for all agricultural printed advertisements appearing in newspapers and magazines in the state or other state in the country.

Layout of the dissertation

The dissertation comprises of five chapters. The first chapter introduction deals with the statement of problem, objectives as well as limitations of the study. The second chapter review of literature gives a brief account of relevant studies conducted in India and abroad under different sub-heads. Chapter three deals with the methodology adopted in the present study. The fourth chapter discusses the results of the study. Summary, conclusion and implications of the study are in the last chapter. The references cited, interview schedule and other such material is appended at the end.

Chapter Opener Page



REVIEW OF
LITERATURE

2. REVIEW OF LITERATURE

The relevant literature is reviewed in this chapter and for the sake of convenience it is grouped under appropriate heads.

- 2.1 Advertising
- 2.2 Objectives of advertising
- 2.3 Advertising and communication
- 2.4 Content of advertisements
- 2.5 Words, sentences in advertisements
- 2.6 Illustration in advertisements
- 2.7 Types of advertisements
- 2.8 Characteristics of readers.

2.1 Advertising

The American Marketing Association (AMA) defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor (Anonymous, 1948)".

According to Eldridge (1958), good advertisements must conform to the following specifications.

- a) It must be truthful both in its statements and its reasonable implications.
- b) It must be believable.
- c) It must not unfairly disparage competitors or competitive product.

- d) The advertising claims must be effectively presented in order that they may be heard or read and in order that they may register with readers and listeners a clear and memorable understanding of the product attributes and sale appeals.
- e) The product attributes which are the subject matter of the advertising must be attributes which are or can be made to be important to those whom the advertising is intended to influence.

The best advertising is a combination of words that makes pictures in the mind and pictures that make words in the mind. And great advertisements usually possess strong and simple words and arresting obvious art combined in a fresh and surprising manner (Daniels et al., 1974).

Abrar Ahmed (1979) stated the role of advertising in the development of India, as the twentieth century has been the growth of ideas and institutions which favour the development of an economic system in which advertising becomes a part of the very logic through which the economy is integrated into society to serve human needs.

Saha (1979) stated that advertising can be used to prepare the market and help in the introduction of new

products and similarly, it prepares the way for the sales force by making it easier to sell the product and it increases the number of dealers prepared to stock it. It is sometimes said that advertising can sell anything. Reddy and Reddy (1980) stated that the function of advertising is to transmit information from the advertiser to groups of people to persuade. Primarily, advertising is a tool of business, big and small, local and national in the never ending search for customers.

Saxena (1982) stated that advertising plays a vital role for increasing exports. Advertising does add to the cost of product. It also results in savings that in most instances are greater than the cost of advertisements. Advertising offers a quick effective way for anyone to tell the world that he has improved his product.

Verma and Singhal (1983) stated that advertising is relatively a less expensive way of reaching the potential customer. It is a potent tool that can be used as well as misused.

Sinha (1980) in 'Role of advertising in Rural India', stated that a newspaper is a very good medium of advertising in rural Indian market because it is within the reach of a relatively big section of the society. Regional newspapers are able to raise awareness

for a particular product among the existing and potential customers.

Sandage and Fryburger (1975) said that advertising has become a tool of social integration and a common medium whereby churches, political parties, labour groups, trade associations communicate their ideologies. It has become an institution of persuasion to promote such social and economic values as safety, health, education, benevolence, liberty, democracy, free enterprise and tolerance.

2.2 Objectives of advertising

Colley (1961) had given some typical objectives of advertising which are below:

- i) Create awareness of existence of product or brand.
- ii) Create 'brand image' or favourable emotional disposition towards the brand.
- iii) Implant information regarding benefits and superior features of brand.
- iv) Combat or offset competitive claims.
- v) Correct false impressions, misinformation and other obstacles to sales.
- vi) Build familiarity and easy recognition of package or trade mark.
- vii) Build corporate image and favourable attitudes towards company.

- viii) Establish a 'reputation platform' for launching new brands or product lines.
- ix) Register a unique selling proposition on the minds of consumers.
- x) Develop sales and for salesmen.

Advertising aim is to persuade people to buy goods and also to make them aware of their socio-economic environment (Ziauddin Khainoowala, 1983).

2.3 Advertisement and communication

✓ Most advertising is in fact a one-way communication, because the prospect or the receiver of the message has no opportunity to ask questions or even to indicate to the advertiser whether the message has been received (Malhan, 1981).

~ Dillion (1971) reported that advertising should effectively communicate the solution of the consumer's problem.

Malhan (1981) quoted that DAGMAR model was considered to be a better explanation of advertising as a communication process. According to this model, all the communication that seeks to provide sale must carry the prospect through four levels of understanding.

- i. Unawareness to awareness
- ii. Comprehension

iii. Conviction

iv. Action.

Becker et al. (1976) revealed that a newspaper was the most credible advertising medium.

Sandage and Fryburger (1967) added that advertisements should be educational in the sense that it not only increases consumer's knowledge but also enhances judgement in the process of reaching a buying decision. It should be sufficiently persuasive to more people to try the new and to test their inherent skepticism.

According to traditional view of advertising communication, the advertisement is viewed as the stimulus(S) that triggers the desired response (R). The advertiser acts and the audience reacts and the process, thus, becomes a one-way flow.

Sophisticated view of advertising communication explained that it is a two-way flow, an interaction between the audience and the message. It is not so much a matter of what message brings to the audience but more a matter of what the audience brings to the message. Advertising message must be couched in terms of the consumer's needs and wants, if it is to perform its interpreting function. Because by and large, people tend to expose themselves to those mass communications,

which are in accordance with their existing attitude and interest (Klapper, 1980).

Nugent (1972) stated that communication through advertising is advantageous because of the ability to control over message content, repetition and audience selectivity.

2.4 Contents of advertisement

Stauffer (1952) then advertising manager of the American Steel and Wires said that farmers are interested in other farmers and what they have to say. Testimonial's copy has a high rate of believability with them.

Sandage and Fryburger (1967) reported that the use of testimonial in advertising is based upon a fundamental human quality namely that people like to read about other people. They (Sandage and Fryburger) also reported that advertising should have -

- i) Notice of existence and where available
- ii) Wants satisfying qualities
- iii) Complete presentation
- iv) Adequate information
- v) Physical standards of consumers good
- vi) Hidden psychological qualities
- vii) Road map concept
- viii) Consumer's education
- x) Factor of persuasion.

Sandage and Fryburger (1967) reported that if certain types of information were included in the copy, the potential consumers would be frightened away from the product. 'Price' for example, was often omitted for this reason.

Advertising in any form contains within itself an element of persuasion. Advertising that is purely informative is often all that is needed to persuade a reader or listner to buy the product (Sandage and Fryburger, 1967).

Bowen and Chaffe (1974) reported that willingness to buy was affected both by pertinence of advertisements and extent of product involvement in advertising content.

Marquez (1977) showed that whether the content of advertisement was basic persuassion or basic information, it depends upon the type of product being advertised.

Hunt (1976) classified the content of advertise-ments into five categories on the basis of persuasion, information and intimidation and concluded that every advertisement was very persuasive in nature.

Lynn (1981) reported that advertising content should be designed in accordance with the perceived complementary characteristics of the media.

Chaugule (1985) found that as regards to the information content of the farm advertisements, information on "availability" of the product was indicated in almost every advertisements appeared in Dainik Samachar and Dainik Lokasatta Marathi newspaper from the Maharashtra State. The "Quality" of the product was given in majority of the farm advertisements in both the newspapers. The "Price" of the product was given in the farm advertisements in Dainik Samachar only.

2.5 Words and sentences in advertisements

Murphy (1962) suggested not to use words which readers can not understand.

Flesch (1960) for easy reading, recommended the use of short sentences, words with one or few syllables and high human interest.

* Explaining the pulling power of advertisements
Caples (1977) wrote in his famous book "Tested Advertising Methods", three well-known and often neglected aids are :

- a) Short paragraphs
- b) Short sentences
- c) Short words

Chaugule (1985) found that the majority of the farm advertisements in Dainik Lokasatta had total number

of words more than 50, while the majority of the farm advertisements in Dainik Samachar had total number of words upto 50. The majority of the farm advertisements in Dainik Samachar had 1 to 5 sentences, while, a large majority of the farm advertisements in Dainik Lokasatta had 1 to 15 sentences.

2.6 Illustration in advertisement

Gallup and Robinson (1962) revealed that illustration with dramatic element of human interest were important in getting readers involved in an advertisement.

Murphy (1962) writes in his book, "What farmers read and like", that the use of pictures of farmers and women in working clothes occupied in farms or household chores. Use of big and identifiable pictures was recommended.

Sandage and Fryburger (1967) reported that the appearance of an advertisement is affected by the factors such as illustration, colour, art, photography and the manner in which they are arranged.

While describing how the advertising picture should be, Sandage and Fryburger (1967) described:

- i) Picture should be keyed to the self interest and understanding of the reader.

- ii) Picture should include all or some details of the product.
- iii) Picture should be relevant to the product and copy theme.
- iv) Picture should be accurate and plausible.
- v) Picture should be coloured and attracting attention.

According to Bogard (1969), an advertisement may not be effective in projecting its message because of the incongruency between the illustration and the copy or type of product.

Carter (1969) reported that advertisements in consumer magazines are now concentrating on making one big impression. The use of one large illustration and only one copy block makes it easier to perceive the message quickly. Most are now using photography rather than art.

Caples (1977) reported that high attention value of a picture does not necessarily mean high sale value. In order to have sale value, the picture should be related to the product. Based on sale tests of advertisements, following are the typical examples of pictures that have sale value.

- i) Picture of product
- ii) Picture of product in use

- iii) Picture of reward of using the product
- iv) Picture of attainment of ambition
- v) Picture of enlarged details
- vi) Dramatic pictures.

Caples (1977) also stated that it is always better to use photograph. Photograph adds real information to an advertisement and, therefore, proves to be effective. The use of several illustrations and captions under each illustration will also aid in getting across to the glancer, the central theme developed in the copy.

Harkal (1979) stated that the use of pictures along with words will often add tremendously to clear the idea.

Sawant (1983) studied farm advertisement appeared in two farm magazines and one regional daily newspaper in Marathi language from the Maharashtra State. He found that most of the illustrations had shown the users enjoying the benefits of using the product. Picture of farmers and farm women working on farms were important, as farmer readers might be asserting themselves with the illustration. In most of the advertisements the illustrations were mostly in the form of detailed drawings and shaded or simple line representations. Only 22 per cent advertisements had photographic illustrations.

Tejpal and Verma (1979) reported that there is a strong belief among many segments of society that sexually illustrated advertisements produce distinct results. Advertisers try to introduce some element of sex in the hope of attracting more people and getting positive response. He stated that more than 70 per cent people have favourable attitude towards the use of sex illustrations.

Lauback (1965) pointed out that all the types of illustrations are useful for literate as well as illiterate persons and are easily understood by a reader.

Furr (1950) suggested that simple illustrations improve readability of text.

Kamath (1969) reported that a picture story becomes all the more interesting, if ideas are new and thoughts fresh.

Ferguson (1959) emphasized the use of pictures in the layout of the text and he has recommended that it should be handled for maximum visual appearance.

Fonseca and Kearl (1960) reported that familiar objects presented in illustrations add to comprehensibility of the text.

Rao and Kherde (1968) observed that illustration increases the curiosity and interest in reading a folder.

Patel (1972) suggested the use of appropriate and attractive picture just by the side of related text.

Kelsey and Hearne (1955) suggested that one or two colours were more effective than several colours in illustrations.

Spaulding (1960) concluded that an illustration should be presented in the terms of the past experience of the intended audience. It should be kept simple. It should be in colour and captions should be used to generalise, modify, relate and extend the meaning of the illustration.

Artistic coverpage, appropriate illustrations, colour printing and more readable type contribute to the attractiveness of publications (Wilson and Gallup, 1954).

Attractive covers and easily understandable photographs should be included in the text (Ensminger, 1957).

The use of colours in illustrations increase the readability of text (Starch, 1959). The use of colours in illustrations is more effective than black and white illustrations.

Singh and Sharma (1981) suggested that magazines should encourage coloured advertisements because multi-

colour advertisements catch the attention of buyers.

Chaugule (1985) studied farm advertisements appeared in two Marathi newspapers, i.e. Dainik Samachar and Dainik Lokasatta from the Maharashtra State. He found that the type of illustrations in the farm advertisements in both the newspapers were "drawing detailed and shaded". A pattern of more than one type of illustrations was observed in Dainik Lokasatta. "Abstract drawings" were also observed in farm advertisements in Dainik Samachar. The product and the user enjoying the benefits of the product were the common theme of illustrations in the farm advertisements in both the newspapers.

2.7 Types of advertisements

Antrim (1978) classified the advertising as i) product advertising, ii) institutional advertising.

Wright et al. (1978) classified advertisements according to the kind of selling task by the advertisers which are as below.

- i) National advertising
- ii) Retail advertising
- iii) Co-operative advertising
- iv) Business advertising
- v) Trade advertising
- vi) Industrial advertising

- vii) Professional advertising
- viii) Public utilities advertising
- ix) Non-profit advertising
- x) Public service advertising.

Koneru (1980) studied the advertisement pattern in two weeklies and two periodicals from Andhra Pradesh, India and found that in both the periodicals, product advertisements had a lion's share (90.00 %). Film advertisements in English and institutional advertisements were totally absent in a Telgu weekly.

Hunt (1976) revealed that advertising which observers most would surely categorize as very informative is of very persuasive in nature. Advertising message which provides the consumer the great deal of knowledge about the product or service is often very effective in persuading consumers to purchase the sponsor's product or service.

Subramanyam and Hari (1983) reported that there has been increase in persuasive advertising and decrease in institutional advertising in the issues of Reader's Digest of 1980. Under the type of institutional advertising, there is an increase in image building advertising.

2.8 Age and education of readers

Sandage and Fryburger (1967) reported that education probably has less effect on what people bought

and how they were influenced by advertising, perhaps more educated people were more discovering, more discriminately and more rational buyers. Perhaps, they were less suggestive and less responsive to persuasion.

Kaur and Mathur (1981) reported that respondents of all ages and educational levels found bigger headlines more attractive and easier to read.

Garrett et al. (1981) reported that printed advertisements appear to have utility for a wider range of socio-economic groups, while there was a tendency for upper social strata individuals to find both magazine and newspaper advertisements more useful. The only significant relationship was between education and magazine advertisement utility. Magazine advertisements are the most useful for younger persons, possibly going along with a trend in special interest magazines aimed at activities and hobbies of the 18-40 years old consumer segment. As predicted, women perceived significantly greater use for print advertisements than did men and paid more attention to them.

Krishnamacharyulu et al. (1980) reported that among men, it is significant to note that age has a clear bearing to their reference of magazines and newspapers. Men of above 30 years age group are referring more to newspapers, whereas younger ones are referring

to magazines and newspapers, with only some degree of difference.

Kayal (1975) reported that by studying the content readership and sources of information of Bengali farm magazine. He revealed that 35.78 per cent readers were interested in reading advertisements in 'Krishi Pragati' of West Bengal. Thirty two per cent of middle aged readers have given first preference for reading advertisements.

2.8 Reading habit of readers

Gerald and Roger (1979) reported that newspaper reading habit is not a process, it does not mature as the individual matures. The tendency to be an habitual newspaper reader apparently is fixed by the time, a person reaches the late teens. Newspaper reading habit is established (or not established) by the time an individual reaches age 18 and the likelihood of acquiring the habit is largely dependent on whether parents served as positive models for newspaper reading while a child was in the home.

Poindexter (1979) reported the main reasons that non-readers gave for not using a newspaper. The most common reasons were lack of time, use of another news medium, cost and lack of interest. These

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four categories account for two-third of responses. Another 18 % of the non-readers indicated that they prefer to use another medium (T.V., Radio sets, etc.) for news and information. Cost keeps 16% of the non-readers away from the newspaper. Fifteen per cent said that the lack of interest keeps them away from the paper.

Murphy (1962) reported that it is possible to affect the interest and reading habits of the readers by manipulating the format of a farm magazine.

Chapter Opener Page



RESEARCH
METHODOLOGY

3. METHODOLOGY

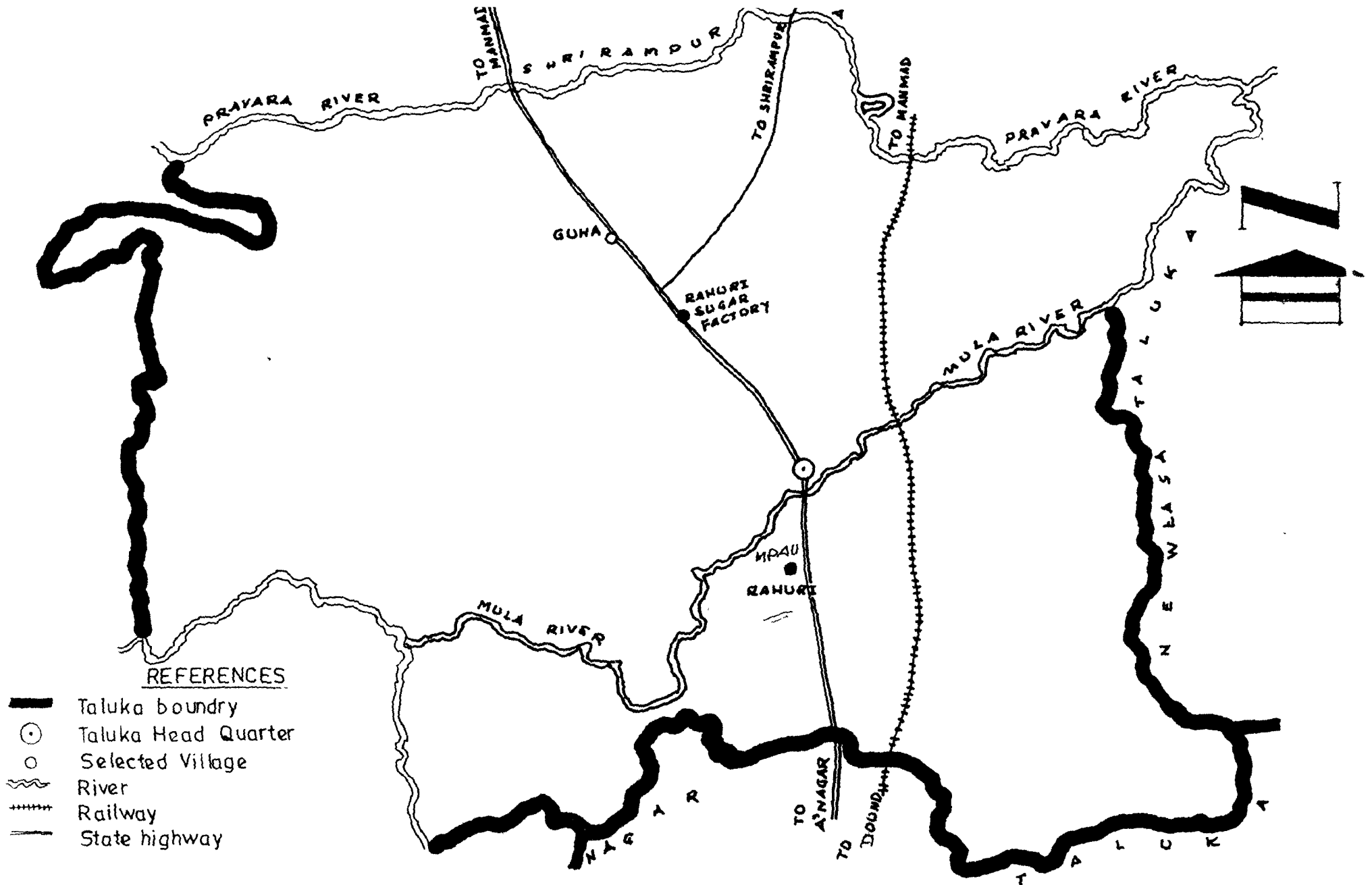
The present investigation is an experimental study. The research methods and techniques used in the present investigation are described in this chapter.

3.1 Location of the research site

The present investigation was carried out in the Guha village of the Rahuri community development block of the Ahmadnagar District (Maharashtra). The village Guha was selected purposively for this investigation because of the following reasons.

- (a) The village is situated in the vicinity of well developed complex of sugar factory.
- (b) The village is having fairly high literacy percentage.
- (c) The village is linked by metal roads to near by towns and cities.
- (d) The village is having satisfactory transportation and communication facilities like postal service, bus service and reasonable number of villagers had radiosets and few subscribe for newspaper also.

The village Guha is situated 13 kilometers from taluka head quarter and 3 kilometers from The Rahuri Sahakari Sakhar Karkhana Ltd., Rahuri. The location of the village Guha is shown in Figure 1. The village is



REFERENCES







-  Taluka boundry
-  Taluka Head Quarter
-  Selected Village
-  River
-  Railway
-  State highway

Fig.1:Map showing the Rahuri Taluka Dist.A'nagar.

well connected by metal roads with Rahuri, Kopargaon, Shrirampur and Ahmadnagar towns.

The village is situated on Ahmadnagar-Manmad state highway. The village lies in the northern part of Ahmadnagar district. The village is situated 18 kilometers away from the Mahatma Phule Agricultural University, Rahuri. The demographic characteristics of the village are presented in Table 1.

Table 1. Demographic characteristics of the Guha village

Sr. No.	Particulars	Total number of individuals	Per cent to the total
1	Total population	3052	-
2	Literate population	1469	48.13
3	Literate (Male)	1007	68.63
4	Literate (Female)	462	31.37
5	Farming population	2502	82.00
6	Non-farming population	550	18.00

Source : (Tahasildar office, Rahuri Community Development Block, 1981).

Nearly 50 per cent of the population of the village Guha is literate. The literacy percentage is fairly high in the village. The communication, educational and other facilities available in village are given in Table 2.

Table 2. Communication, educational and other facilities available in Guha village

Sr. No.	Particulars of facilities	Nature of facility
I) <u>Educational facilities</u>		
	(a) Schooling facilities available in the village	Upto 7th standard
	(b) Schooling facilities available outside the village within 15 kilometers of area	Upto degree course
II) <u>Communication facilities</u>		
	✓ (a) Postal service	Available
	✓ (b) Regular bus service	Available
	(c) Number of newspaper copies available in the village	98
	(d) Number of radio sets available in the village	407
	(e) Grampanchayat library	Yes

Various village institutions catering the services to the villagers of the Guha are given in Table 3.

Table 3. Village institution available in the village Guha

Sr. No.	Institutions	Nature of Institution
1	Grampanchayat	Individual
2	Co-operative society	Guha Vividh Karyakari Co-operative Society

The extension workers of the Training and Visit Extension system started in 1981 in Maharashtra state provides technical know-how in farming to the villagers. There are nearly 22 contact farmers of T and V system in the village Guha. The village extension workers of the Training and Visit system guide farmers on farming through contact farmers. The farmers of the village Guha visit university for getting technical knowhow as and when they face problems in farming. As regards the farming situations in the village nearly 82 per cent peoples are engaged in farming. Nearly 83.79 percent of land is un-irrigated. The soils are deep black to medium black. The annual rainfall is 450-550 mm. The major crops grown in kharif season are - Jowar, Bajra, Groundnut and in rabi seasons wheat, Jowar, Gram, main cash crops are sugarcane and cotton.

Table 4. Land use (in acres) of Guha village

Sr. No.	Particulars	Area (Acres)	Percentage
1	Total area	4075	-
2	Irrigated land	367	9.01
3	Unirrigated land	3414	83.79
4	Area not available for cultivation	275	6.75
5	Area under forest	19	0.45

Source : District Censes Hand Book of Ahmadnagar, 1971.

3.2 Concepts, definitions and terms used

Some of the concepts, definitions and terms used in this thesis are explained below.

3.2 (a) Advertisement communicability

Conceptual definition : Advertisement communicability is the degree to which an advertisement communicate its message to a specific group of readers with a predetermined effect.

Operational definition : Operationally advertisement communicability is the degree to which advertisement content are understood, illustration are decoded and information is perceived accurately by a reader.

✓ 3.2 (b) Reading habit

Conceptual definition : "Reading habit is a behaviour of an individual towards reading material.

Operational definition : Reading habit was measured in terms of what types of reading material is read, frequency of reading such material, duration of reading such material and reasons for reading.

3.2 (c) Opinion of farmer readers towards advertisement

Conceptual definition : Opinion of farmer readers towards advertisement is the degree to which

how and what the reader thinks about any advertisement.

Operational definition : Operationally the opinion of the farmer readers towards an advertisement is the degree to which farmer reader likes or dislikes advertisement and believes in its content or not.

3.2 (d) Farm advertisement : Farm advertisement refers to any communication by an identified sponsor concerning farm business appearing in publication to promote sale or to offer services.

3.2 (e) Printed fertilizer advertisement : Printed fertilizer advertisement refers to any advertisement on chemical fertilizer appeared in farm or non-farm publication.

3.2 (f) Age : Age of the farmer reader refers to the number of full years completed by the farmer reader at the time of enquiry.

3.2 (g) Education : Education of the respondent refers to the number of years of formal schooling completed by the farmer readers at time of enquiry.

3.2 (h) Farmer reader : Farmer reader is any adult person, who is practicing farming and who regularly reads farm advertisements in the newspaper and magazines.

3.2 (i) Advertisement illustration : It is any pictorial or diagrammatic presentation of the advertisement message

in the advertisement copy. The procedure developed by Caples (1977) was used to describe and categorize the illustration. Illustration is described and categorised in terms of what has been shown in the illustration. The following types of illustrations were considered.

- (1) Product
- (2) Product being used by user
- (3) User
- (4) Reward being received by the user for using the product
- (5) Abstract drawing
- (6) Trade mark of product
- (7) Symbolic drawing
- (8) Picture story.

3.2 (j) Text : Text of the advertisement which describes about product as appeared in advertisement.

3.3 (I) Dependent variable :

The communicability of fertilizer advertisement was considered as dependent variable in present investigation. In order to measure the communicability of an advertisement, a communicability schedule^{was} developed. The various steps followed in developing an advertisement communicability schedule were given as below :

- (a) In the light of advertisement communicability several statements are developed by consulting

literature and experts in the field of communication.

- (b) These statements were circulated to the 15 judges. The conceptual and operational definitions were also supplied to the judges along with statements.
- (c) The wide scope was given to judges to add or delete any statement, if he feels necessary.
- (d) The judges were asked to assign score to the various statements out of ten, according to the importance of that statement in communicating the advertisement contents.
- (e) The judges were instructed to assign scores to the various statements in such a way that the sum of the scores allotted to the various statements should not exceed ten.
- (f) Out of 15 judges only 10 judges could correctly assign the score as per the norms laid down for scoring the statements.
- (g) The standard scores were calculated by taking the average score of each statement.
- (h) The score of each statement were rounded to one decimal point.

- (i) Thus eight statements were included in advertisement communicability schedule. The score assigned by various judges to various statements, standard score and the advertisement communicability schedule is given in the Appendix No.I and No.II.

3.3 (II) Independent variables considered in the present study are described below.

3.3 (II) (a) Reading habit : The following indicators were considered, while computing reading habit of literate farmer.

- (i) What type of material he reads and frequency of reading,
- (ii) The time of reading,
- (iii) The place of reading and,
- (iv) The reason for reading.

The judges were asked to assign scores to these indicators. The standard scores of these indicators were calculated by computing the average scores assigned to each indicator by various judges. The finally developed reading habit schedule is given in Appendix No.III.

3.3 (II) (B) Opinion of farmer readers about advertisement

(a) Several statements indicating the direction of farmer readers (favourable and unfavourable) opinion towards farm advertisement were prepared by consulting relevant literature and experts.

Following steps were followed :

- (b) The judges were asked to indicate as to what extent these statements indicate the direction of opinion of farmer readers about farm advertisements.
- (c) The commonly agreed statements by the judges were considered in developing the farmer readers opinion towards advertisement.
- (d) The selected statements in developing the schedule are enclosed in Appendix No.III.

3.4 Designing and developing the interview schedule

The interview schedule was developed for collecting necessary information of respondents required in the present study on the basis of the hypotheses, necessary information on different aspects of farmers to be collected were decided. The personal characteristics of the farmers were studied by collecting the information pertaining to age, education. Brief and clear questions were used in the schedule by using simple language, so as to avoid confusion of the respondents. Most of the questions were closed-end type. A logical sequence was maintained while designing the schedule. The finally developed and used schedule is given in Appendix No.III.

Pretesting the schedule : Before finalizing the interview schedule, it was pre-tested by interviewing 40 respondents from the Sade and Digras village of Rahuri Tahsil having similar socio-economic and agro-ecological conditions of the study area.

3.5 Developing the different types of advertisements

Different types of fertilizer advertisements were prepared and used in the present experimental study (Appendix No. IV). Eight advertisements copies were prepared in local language i.e. Marathi on hypothetical chemical fertilizer named 'Daulat'. The text of advertisement was prepared. The various forms of illustration were drawn and used in preparing the advertisement copy of hypothetical fertilizer advertisement. The text was kept common in all the different types of fertilizer advertisements copies used in the study. The various advertisement copies used in the present study are given in Appendix No. IV. In the present study only the illustration was manipulated in preparing the different advertisements. The following types of illustrations were considered in present study for developing the different types of advertisements.

In developing the fertilizer advertisements four elements namely heading, illustration, text and layout were considered. The trademark and the name of the

producer were also shown in the fertilizer advertisement. All the fertilizer advertisements used were given in the Appendix No.IV and are described as below.

(i) Advertisement showing users enjoying the benefits of product being used

In this type of farm advertisements, a farmer was shown who has used the chemical fertilizer, and who has got good harvest. The farmer has received good income because he had used the particular product advertised. The text, heading used in other forms were shown in the advertisement. This advertisement was referred as Ad1.

(ii) Advertisement showing users

In this farm advertisement the users of chemical fertilizer (farmers) discussing on chemical fertilizers was shown while, the text was along the side of illustration. This advertisement was referred as Ad2.

(iii) Advertisement showing product

In this type of farm advertisement (product) gunny bag containing chemical fertilizer was shown along the side of the text with heading. This advertisement was referred as Ad3.

(iv) Advertisement showing product in use

In this type of farm advertisement, illustration depicts, the user (farmer) using chemical fertilizer for his crop. The text, heading will be common in all other types of fertilizer advertisement. This advertisement was referred as Ad4.

(v) Advertisement carrying picture story

This type of farm advertisement has a series of pictures related with each other and arranged in a sequence thus building a thematic story. The story shows the benefits of using chemical fertilizer advertised. The text is in the form of a dialogue in the picture story. The heading is constant. This advertisement was referred as Ad5.

(vi) Advertisement carrying cartoon

In this type of farm advertisement has a cartoon along with text keeping the other elements constant. This advertisement was referred as Ad6.

(vii) Advertisement carrying symbolic drawing

This type of advertisement carries a symbolic drawing depicting some message in the advertisement. All other elements of advertisements were constant. This advertisement was referred as Ad7.

(viii) Advertisement without illustration

This type of an advertisement is without any illustration. It contains only text describing merits and utility of fertilizers through heading. This advertisement was referred as Ad8.

All the advertisements were prepared in black and white in 10" x 13" of size. They were shown to the judges for their appropriateness according to above mentioned 8 criteria. The necessary changes were made in the illustrations of advertisement as per the suggestions made by the judges.

3.6 Selection of farmers

The list of literate farmers from the village Guha was prepared with the help of available record in village panchayat and with help of village level worker. A list of the literate farmers, who ^{either} read or subscribe the newspapers was prepared. On the basis of their education and reading habits score, following classes purposively were formed and eighty farmer readers from each class were selected.

- (1) Low education/Low reading habit
- (2) Low education/high reading habit
- (3) High education/Low reading habit
- (4) High education/high reading habit.

Thus, 320 literate farmer readers were selected for the study.

3.7 Research design used in the study

The research project "study of communicability of fertilizer advertisement-embellished with different types of illustration-as perceived by the farmer readers from Guha village of Ahmadnagar District (Maharashtra) was an experimental study. Following research design was used, in the present study (Table No.5.).

Each type of advertisement was administered to the 40 literate farmer readers, out of 40 farmer readers ten were from low education and low reading habit group, ten were from low education and high reading habit group, ten were from high education and low reading habit group and last ten were from high education and high reading habit group.

3.8 Procedure for collection of data

The author personally interviewed all the farmer readers included in the sample. Prior to the interview the help of local leaders, agricultural assistant, school teachers, graduates from that village was sought for establishing rapport. Selected village was visited several times to obtain the relevant information from the respondents included in the study. The object of the study was clearly explained to all the interviewees and they were assured that the information furnished by them would be strictly used for the purpose of research.

Table 5. Experimental group, control group research design used in the present study.

Educational level	Reading habit level	Advertisement type and number of farmer readers								Grand Total
		Ad1	Ad2	Ad3	Ad4	Ad5	Ad6	Ad7	Ad8	
<u>Low Education</u>	(a) Low reading habit	10	10	10	10	10	10	10	10	80
	(b) High reading habit	10	10	10	10	10	10	10	10	80
<u>High Education</u>	(a) Low reading habit	10	10	10	10	10	10	10	10	80
	(b) High reading habit	10	10	10	10	10	10	10	10	80
Total		40	40	40	40	40	40	40	40	320

Most of the farmer readers in the sample were interviewed during their leisure time, early in the morning and/or late in the evening, after they had returned from their daily work. The data collection commenced in the second week of March 1984 and was continued till the last week of April, 1984.

3.9 Quantification of variables

It was necessary to measure and to quantify the variables considered in the present study. This facilitated tabulation, classification and application of statistical test for testing various hypotheses. The rationale for the selection of these variables and methods used for their measurement are discussed below.

3.9 (a) Age

Age is one of the basic characteristic of an individual. It is linked up with his maturity, his physical well being, his aspirations, motivation and understanding the subject. In this study, chronological age of the farmers in completed years at the time of the interview was taken into consideration. The following categories of age were considered.

- 1) Young - Upto 35 years
- 2) Medium - 36 to 45 years
- 3) Old - 46 and above

3.9 (b) Education

The level of formal education attained by an individual influences his understanding, his knowledge level, and to which he is exposed to new ideas through the use of various communication channels. It also influences an individual's attitude for change. This variable was measured in terms of school grades and college years completed by a farmer reader. Following categories of educational level were used.

- 1) Primary level - Upto 7th std.
- 2) Secondary level - 8th to 10th standard
- 3) Above secondary level - 11th and above.

3.9 (c) Reading habit

Reading broadens the horizons of knowledge of an individual. It helps individual in building up vocabulary and thereby influences individual's understanding and comprehension.

Reading habit score of an individual was calculated on the basis of different types of reading material such as newspaper, farm magazines, religious books etc. read by him. A score of one was given for each type of (above mentioned) material read by a farmer, if he reads regularly such reading material, additional one score was given and if he reads sometimes, half score was given. In addition

to this, time, place and motive behind reading has given separate score according to their importance. Finally the sum of all the scores secured by an individual is his reading habit score. Then the reading habit scores of all the individual were arranged in an ascending order and divided at close to the median as possible to form two groups.

- (1) Low reading habit - Upto 13
- (2) High reading habit - 14 and above.

3.9 (d) Opinion of farmer reader towards advertisement

In this study the opinion of the farmers towards advertisement was measured with the help of general statements developed on advertisement. These statements were included in interview schedule, author asked ^{farmer}/readers about their reaction to these six statements. Thus on the basis of farmers + ve and -ve response to each statement; opinion of farmer readers towards advertisement was decided.

3.9 (e) Advertisement communicability as perceived by farmer reader

In the beginning of interview an hypothetical advertisement on chemical fertilizer named 'Daulat' was given for reading to farmer reader (one advertisement for 40 farmer readers). Then communicability of fertilizer advertisement was measured with the help of schedule

developed for the study. The schedule consists of several questions. Every question was asked to the farmer reader, if he gives correct answer, 1 score was given, otherwise, he was given zero score. Finally the total of all the scores obtained in respect to each statements was considered as his communicability score.

The communicability score were categorized into two classes.

1. Low communicability score
2. High communicability score.

3.10 Statistical methods used

Following statistical tool were used for confirming hypotheses developed in the present study.

Kruskal wallis 'H' test

This was used for ascertaining the significance of difference between communicability scores obtained by the farmer readers for the two advertisements. This test was also used to find out whether there exists any significant difference between communicability score of two reading habit groups and two educational levels of farmers within and between the advertisements.

The Kruskal-Wallis one way analysis of variance by ranks :

Function :

The kruskal-wallis one way analysis of variance by ranks is an extremely useful test for deciding whether 'K'

independent samples are from different populations. Sample values almost invariably differ somewhat, and the question whether the difference among the samples signify genuine population difference or whether they represent merely chance variations. It tests the null hypothesis that the 'K' samples come from the same population with respect of averages.

Method

In the computation of this test, each of the 'N' observations are replaced by ranks. That is, all of the scores from all of the 'K' samples combined are ranked in a single series. The smallest score is replaced by rank 1, the next to smallest by rank 2, and the largest by rank 'N' N = Total no. of independent observations in the 'K' samples. The sum of the ranks in each sample (column) is found. This test determines whether these sums of ranks are so disparate that they are not likely to have come from samples which were all drawn from the same population.

It can be shown that if the 'K' samples actually are from identical populations, that is, if 'H'₀ is true, then 'H' (the statistic used in the kruskal-wallis test and defined by formula below) is distributed as chi-square with df = K-1 provided that the size of various 'K'

samples are not too small, that is

$$H = \frac{12}{N(N+1)} \sum_{j=1}^K \frac{R_j^2}{n_j} - 3(N+1) \text{ -----(A)}$$

Where,

K = No.of samples

n_j = No.of cases in j th sample

$N = \sum n_j$, the no.of cases in all samples combined

R_j = Sum of ranks of j th sample (column)

$\sum_{j=1}^K$ = Directs one to sum over the 'K' samples (Columns)
 $j = 1$.

When ties occur between two or more scores, and since the value of 'H' is somewhat influenced by ties, to correct for the effect of ties, 'H' is computed by formula 'A' and the 'H' values thus obtained is divided by 'B'.

$$1 - \frac{\sum T}{N^3 - N} \text{ -----(B)}$$

Where

$T = t^3 - t$ (where 't' is the no.of tied observations in a tied group of scores)

N = No.of observations in all 'K' samples together that is, $N = \sum n_j$.

T = Directs one to sum over all groups of ties, Therefore, formula can be read as follows :

$$H = \frac{\frac{12}{N(N+1)} \sum_{j=1}^K \frac{R_j^2}{n_j} - 3(N+1)}{1 - \frac{\sum T}{N^3 - N}} \text{ -----(C)}$$

and was used for calculating 'H' values in the study.

Chapter Opener Page



R E S U L T S
A N D
D I S C U S S I O N

4. RESULTS AND DISCUSSION

This chapter presents the data, discusses the results and the findings of the present study under the following heads :

- 4.1 Selected characteristics of the farmer readers.
- 4.2 Communicability of different forms of fertilizer advertisements.
- 4.3 Comparision of communicability of different fertilizer advertisements.
- 4.4(a) Communicability category of fertilizer advertisements as perceived by the farmer readers of two educational levels.
- 4.4(b) Education of farmer readers and communicability of fertilizer advertisements.
- 4.5(a) Communicability category of fertilizer advertisements as perceived by the farmer readers of two reading habit levels.
- 4.5(b) Reading habit of farmer readers and communicability of fertilizer advertisements.
- 4.6 Suggestions for improving communicability of fertilizer advertisements.
- 4.1 Selected characteristics of the farmer readers

Communication by advertising is an interaction between the readers and the content of the advertisement copy. It is not so much a matter of what the message/^{advertisement} brings to the audience but more a matter of what the

audience brings to the message (Klapper, 1960). The characteristics of readers like attitude, belief, values, goals etc. govern whether the advertisement message will be seen, read, heard, believed or acted upon it. Advertisement message must be couched in terms of consumers need and wants, if it is to perform its function of communication. By and large, people tend to expose themselves to those mass communications, which are in accordance with their existing attitude and interest (Klapper, 1960). It was, therefore, felt necessary to study those characteristics of the farmer readers, which may affect the communicability of fertilizer advertisement. In the present investigation, age, education, reading habit, opinions of the farmer readers towards fertilizer advertisement were considered and are presented in Table 6 and shown in Fig.2.

The data (Table 6) indicate that slightly less than 50 per cent farmer readers were young. Fifty per cent farmer readers were educated upto primary level (Seventh standard). A large majority (67.5%) of farmer readers has favourable opinion towards advertisements. More than fifty per cent (52.51%) of farmer readers has medium level of reading habit, while 26.87 per cent farmer readers has low level of reading habit.

4.2 Communicability of different forms of fertilizer advertisements

The mean communicability score of different

Table 6. Selected characteristics of the farmer readers

Sr. No.	Character	Category	No. of farmers N=320	Percentage
1	Age	Young (Upto 35 years)	149	46.56
		Medium (36 to 45 years)	96	30.00
		Old (Above 46 years)	75	23.44
2	Education	Primary (Upto 7th std.)	160	50.00
		Secondary (8th to 10th std.)	91	28.44
		Above secondary (11th std. and above)	69	21.56
3	Opinion of farmer readers towards advertisements	Favourable	216	67.50
		Unfavourable	104	32.50
4	Reading habit	Low (9 to 14)	86	26.87
		Medium (15 to 20)	168	52.51
		High (21 to 35)	66	20.62

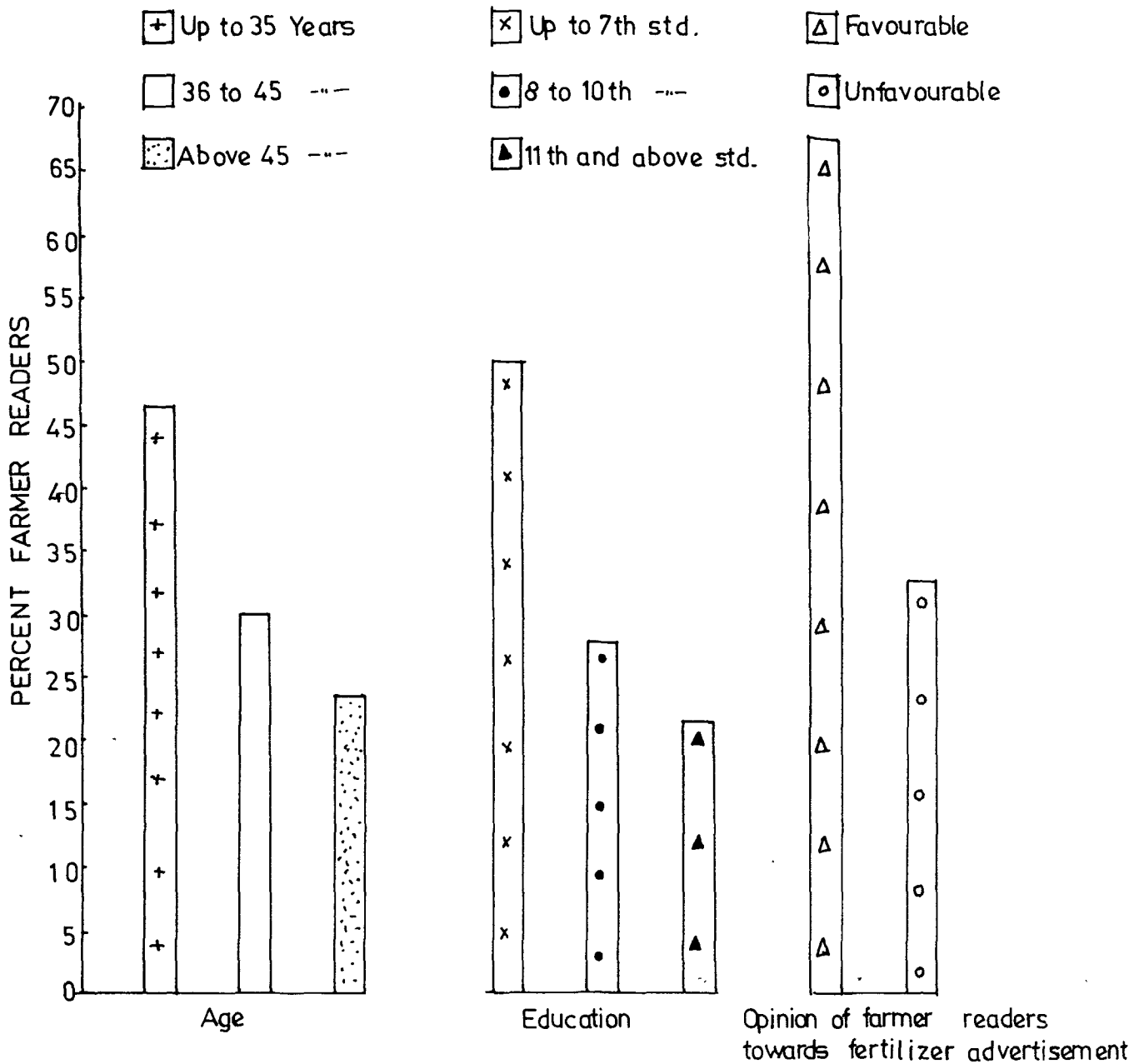


Fig.2: Selected characteristics (Age and education) of farmer readers and opinion of farmers readers towards fertilizer advertisements.

fertilizer advertisements were worked out and communicability of each advertisement as perceived by the farmer readers were categorised into good and poor as given in Table 7 and shown in Fig.3 & Fig.4.

Table 7. Communicability of different forms of fertilizer advertisements as perceived by the farmer readers

Code No. :	Advertisement Illustration :	Mean : :communi- :cability: :score :	Communi- :cation :category:	No.of :farmer :readers: :(N=40) :	Per :cent
Ad1	Advertisement showing the users enjoying the benefits of product being used	8.3	Good	30	75.0
			Poor	10	25.0
Ad2	Advertisement showing the users	7.65	Good	23	57.5
			Poor	17	42.5
Ad3	Advertisement showing the product	7.55	Good	21	52.5
			Poor	19	47.5
Ad4	Advertisement showing product in use	7.77	Good	24	60.0
			Poor	16	40.0
Ad5	Advertisement through picture story	7.22	Good	15	37.5
			Poor	25	62.5
Ad6	Advertisement carrying cartoon	7.52	Good	17	42.5
			Poor	23	57.5
Ad7	Advertisement carrying symbolic drawing	7.54	Good	19	47.5
			Poor	21	52.5
Ad8	Advertisement without illustration	2.9	Good	13	32.5
			Poor	27	67.5

Good communicability - 8 to 10 score.
 Poor communicability - 4 to 7 score.

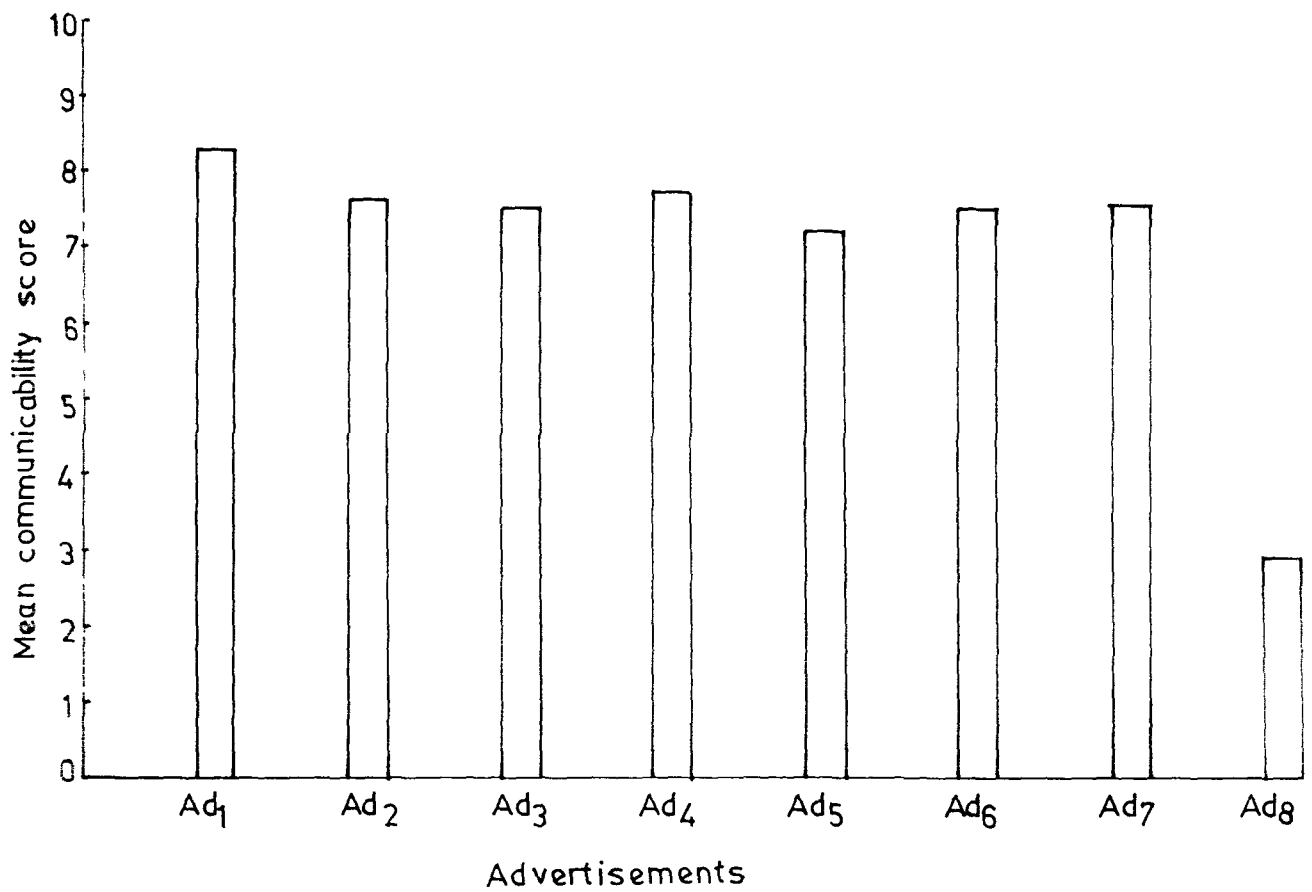


Fig.3: Mean communicability score of different forms of fertilizer advertisements as perceived by farmer readers.

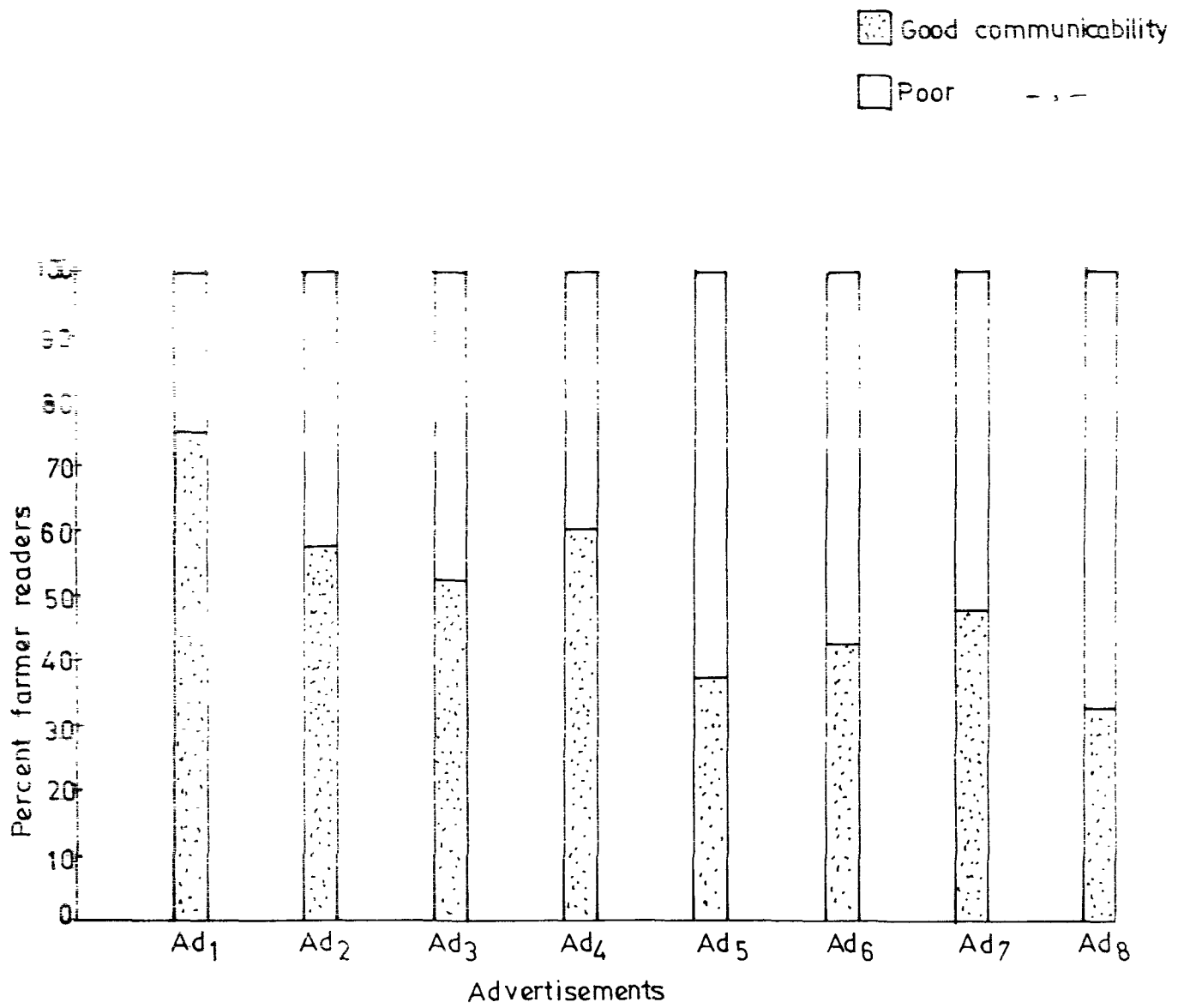


Fig. 4: Communicability of different forms of fertilizer advertisements as perceived by farmer readers.

It was noticed from the data (Table 7) that Ad1 (advertisement showing the users enjoying the benefits of product being used), has the highest communicability score (8.3), while Ad8 (Advertisement without illustration), has the lowest communicability score (2.9). The mean communicability scores of Ad2, Ad3, Ad4, Ad5, Ad6, Ad7 do not differ widely from each other.

An illustration in any advertisement helps in getting the advertisement message across the readers. The illustration in Ad1 has increased the communicability of fertilizer advertisement. The illustrations used in other fertilizer advertisements like illustration showing the product, users, product in use, a picture story, a cartoon and a symbolic illustration have low communicability. Ad1 has the highest communicability. This may be due to the appropriate illustration and appeal used in the advertisement copy. Farmer readers get a clear idea of benefits that the users will get, after using it. This kind of illustration gives an idea of the advantages clearly and the farmer readers are sure of getting good returns after using the product advertised. Other fertilizer advertisements carrying different forms of illustrations had more or less similar communicability (Communicability score range 7.22 to 7.77). It is a point of further research as to what makes the illustration poor in communicating fertilizer advertisement message to its farmer readers.

The data (Table 7) indicate that majority (75 per cent) of the farmer readers perceived good communicability of Ad1 (Users enjoying the benefits of product being used). The farmer readers can easily make out the message and benefits, those could be incurred by using the product. Advertisement illustration needs to depict such matters which can easily visualise the benefits in consumers situation for getting the idea across the readers.

The Ad8 is (without illustration) loaded with text. More than two-third (67.5 per cent) farmer readers perceived poor communicability of Ad8. Only literate (one third) farmers can read it, and about one third (32.5 per cent) farmer readers have perceived good communicability. Ad7 (which carries a symbolic drawing) was also perceived poor communicability by slightly more than fifty per cent (52.5%) farmer readers. It is a observation that symbolic drawing is not easily perceived unless the reader has imaginative power. Ad6 (which carries a cartoon) was also perceived by more than fifty per cent (57.5%) of the farmer readers as poor. No doubt, cartoon adds humor to reading matter and makes it interesting but cartoon illiteracy pose a problem in understanding it. Eventhough Ad5 carries a picture story which dramatically presents message to farmer readers. The Ad5 (picture story) was perceived poor by the large majority (62.5%) of the farmer readers, it is a matter of further research, why the message through

this type of treatment could not get across the farmer readers effectively.

In the case of Ad2 and Ad3, the variation in the communicability score was not significant. It is seen that the presence of appropriate illustration in the fertilizer advertisements affects the communicability of the fertilizer advertisement as perceived by the farmers. The 'users' shown in illustration of Ad2 don't convey anything about the product advertised and it may be the reason why farmer readers could not get the advertisement message. In the case of Ad3, it shows only 'product' which also does not communicate anything about the merit of product but only physical appearance of the product. A farmer reader must be looking for such useful information about the product when he reads it and if he does not get it, he dislike advertisement.

4.3 Comparision of communicability of different fertilizer advertisements

In order to find out the significance of difference between mean communicability scores of fertilizer advertisements, the mean communicability score of every fertilizer advertisement was compared with the mean communicability score of other fertilizer advertisements (Table 8).

of fertilizer advertisements as perceived by the farmer readers.

Advertisement with mean communicabi- lity score	Advertisement with mean communicability score							
	Ad1 (8.3)	Ad2 (7.65)	Ad3 (7.55)	Ad4 (7.77)	Ad5 (7.22)	Ad6 (7.52)	Ad7 (7.54)	Ad8 (2.9)
	- - - - - H values - - - - -							
Ad1 (8.3)	-	*	NS	NS	*	*	NS	*
		3.96	3.16	1.44	19.29	5.56	2.71	51.37
Ad2 (7.65)	-	-	NS	*	*	*	*	*
			3.3	7.48	5.39	6.95	7.16	56.33
Ad3 (7.55)	-	-	-	*	*	*	*	*
				9.07	6.68	7.2	7.62	35.31
Ad4 (7.77)	-	-	-	-	*	*	*	*
					7.29	6.39	26.97	51.37
Ad5 (7.22)	-	-	-	-	-	*	*	*
						5.64	18.27	58.35
Ad6 (7.52)	-	-	-	-	-	-	*	*
							5.31	50.35
Ad7 (7.54)	-	-	-	-	-	-	-	*
								51.37
Ad8 (2.9)	-	-	-	-	-	-	-	-

* = Significant at 0.05 per cent leve.

NS = Non significant.

The data (Table 8) show the significance of difference in communicability scores of two advertisements compared. When Ad1 was compared with communicability scores of different fertilizer advertisements, the significant differences were observed between Ad1 and Ad2, Ad1 and Ad5, Ad1 and Ad6, Ad1 and Ad8. It may be due to the illustration used in Ad1 which depicts the benefits users can harvest after using the product advertised. The Ad1 is more interesting to readers. The Ad5 differs from Ad1 significantly, because illustration in Ad5 (picture story) is of different nature and depicts merits and demerits of fertilizer advertised. The message was presented in story form. The communicability of this type of illustration was perceived as poor by the readers. This might be due to the characters depicted in the advertisement are not compatible with the character of the farmer readers. It is an advice to copywriters and designers to use such characters in advertisement illustrations which will be relevant to the culture of farmer readers. A familiar character which communicate its message to its readers needs to be used in advertisements. It also indicates that the information presented through Ad1 is better understood by farmer readers than the information presented through picture story as in case of Ad5. The difference between communicability score of Ad1 and Ad6 (advertisement carrying cartoon) was significant, indicating the poor communicability of Ad6. It might be due to cartoon

illiteracy on the part of farmer readers who has poor imagination, perceptibility and which is invariably lacking among farmer readers. Cartoons are not generally understood by the farmer readers and therefore, it is advised not to use cartoons in advertisements while communicating farmers. Now-a-days farm advertisements with cartoon in the illustration, appear in newspapers but the communicability of such advertisements as perceived by the farmer readers is not known. Ad1 as compared with Ad8, indicated a significant difference, indicating poor communicability of Ad8. The Ad8 is without illustration and loaded with text and the difference may be due to illustration of the Ad1. It indicates a need of using appropriate illustration in the advertisement for better results.

In the rest of the comparisons, made between the communicability score of various fertilizer advertisement, the differences were non-significant, indicates advertisements compared were on par in respect of communicability.

The communicability score of Ad2 was compared against communicability score of Ad3, Ad4, Ad5, Ad6, Ad7, Ad8, and found no significant difference except comparison with Ad3, the differences in communicability score were significant. The illustration of Ad2 shows users, while Ad3 illustrates product. Both illustrations have the same communicability scores and has conveyed message

to the same degree to the farmer readers, indicating no difference in the communicability of fertilizer advertisement. The illustration (product in use) in Ad4 is more appealing and meaningful than the illustration (users) in Ad2. The Ad2 when compared with Ad5 (picture story) gives all the plus points of product-fertilizer-advertised in a conversational style between two persons. The characters shown may be found odd in farmers situation. Communicability score of Ad2 (users) was compared with Ad6 (Cartoon drawings) and the difference between communicability score was significant, indicating the poor communicability of Ad6. It was again revealed that cartoons in advertisement are not easily understood by the farmer readers. Therefore, it is advised not to use cartoon drawings in farm advertisements, unless farmer readers are familiar with cartoon. When Ad2 was compared with Ad7 (Symbolic drawing) and Ad8 (without illustration), the differences were significant. This indicates that the communicability of Ad2 was better than Ad7. The Ad7 carries a symbolic drawing and it has got low communicability score than Ad2 (users). It is advised to the artists, to show meaningful, familiar symbols, so that readers can understand it easily. Advertisement without illustration and loaded with text (Ad8), which has resulted into low communicability.

When Ad3. (Product) was compared with the rest of the advertisements, i.e. Ad4, Ad5, Ad6, Ad7, Ad8, the differences in communicability scores of different

fertilizer advertisements were significant. The advertisement Ad8 is without any illustration, loaded with text, resulted into poor communicability, significant difference indicates a use of appropriate illustration in the advertisement, may be helpful in increasing the communicability of advertisement. In other comparisons of Ad3 with Ad4 Ad5, Ad6, Ad7, ideas in these advertisements are not easily understood by the farmer readers. The Ad6, carries a illustration of cartoon drawings and Ad7, a symbolic drawing, respectively. Both the types of drawings are not familiar to farmer readers and it gets difficult to understand advertisement message. Therefore, these advertisements have lower communicability than Ad3 (product).

When Ad4 (product in use) was compared with the rest of the advertisements, the differences in communicability scores of different types of fertilizer advertisements were significant. It shows that Ad4 (product in use) has the highest communicability as compared to the rest of the advertisements.

When Ad5 (Picture story) was compared with the rest of the advertisements i.e. Ad6, Ad7, Ad8, significant differences were observed. It shows that communicability of Ad5 is lower than Ad6, Ad7, respectively, but Ad8 (without illustration) has lower communicability than Ad5, when compared with each other. Similar results were obtained when Ad6 (Cartoon drawings) was compared

with Ad7 and Ad8.

The Ad7 has higher communicability than Ad6 as observed from H values (Table 8). When Ad6 was compared with Ad8, without illustration, it has lower communicability than Ad6. And finally, when Ad7 was compared with Ad8 (without illustration), significant differences was observed. It indicates that Ad8 (without illustration) differs from other fertilizer advertisements and it has lower communicability than Ad7 (Symbolic drawing).

4.4(a) Communicability category of fertilizer advertisements as perceived by the farmer readers of two educational levels

In order to find out the effect of educational level on communicability of different types of fertilizer advertisements as perceived by the farmer readers, the advertisements were shown to farmer readers of two educational levels and the communicability score as perceived by them was worked out and categorised into good and poor. The data are presented in Table 9.

The communicability of Ad1, (which carries a illustration of users enjoying the benefits of product being used) was perceived as good by large majority 75% and 65% farmer readers, from high and low education respectively. While 25% and 35% farmer readers from high and low education respectively perceived as poor. This

Table 9. Communicability category of different fertilizer advertisements as perceived by the farmer readers of two different educational levels

Adver- tisements:	Educational level	Communicability category			
		Good (8 to 10) n=20 %		Poor (4 to 7) n=20 %	
Ad1	High education	15	75%	5	25%
	Low education	13	65%	7	35%
Ad2	High education	13	65%	7	35%
	Low education	11	55%	9	45%
Ad3	High education	10	50%	10	50%
	Low education	11	55%	9	45%
Ad4	High education	12	60%	8	40%
	Low education	10	50%	10	50%
Ad5	High education	10	50%	10	50%
	Low education	5	25%	15	75%
Ad6	High education	11	55%	9	45%
	Low education	6	30%	14	70%
Ad7	High education	13	65%	7	35%
	Low education	6	30%	14	70%
Ad8	High education	9	45%	11	55%
	Low education	4	20%	16	80%

shows the effect of education of farmer readers and illustration of advertisement on communicability of fertilizer advertisement named 'Daulat'.

When Ad2 (users) was shown to the farmer readers, 65 per cent and 35 per cent farmer readers from high education group perceived communicability of Ad2 as good and poor respectively. While 55 per cent and 45 per cent farmer readers from low education perceived Ad2 as good and poor respectively. This shows that education affect the communicability of advertisements in understanding its content.

When Ad3 (product) was shown to the farmer readers from both high and low educational levels, the 50 per cent farmer readers from high education level, perceived communicability of Ad3 as good and poor. This shows the effect of education as well as illustration on communicability of advertisements. While 55% and 45% farmer readers from low education levels perceived communicability of Ad2 as good and poor differently.

The Ad4 (Product in use) was perceived as good by 60 per cent and 50 per cent farmer readers from both high and low education respectively, while 40 per cent and 50 per cent farmer readers from both high and low educational level perceived it as poor. This shows the direct effect of education on communicability of advertisement.

The illustration of Ad5 (Picture story) which depicts the merits of product advertised. The picture story unfolds the information in a logical and meaningful way which may have convincing effect on farmer readers of high education group. But a very few farmer readers from low education category have perceived good communicability. This may be due to the lack of reading and comprehension power of farmer readers from low education level. This indicates the effect of education on communicability of fertilizer advertisement. Educated farmer readers more easily understand picture story than less educated farmer readers.

Ad6 (which carries illustration in the form of cartoon) was perceived as good by 55 per cent from high educated and 30 per cent from less educated farmer readers, while 45 per cent farmer readers from high education group and 70 per cent from less education group perceived poor communicability score, this might be due to the effect of education on communicability of advertisement. Educated readers have more perception, understanding and imagination capacity than less educated farmer readers. Another reason might be that cartoon drawings are not so familiar to farmer readers. Similar results were obtained in the case of Ad7 (which carries a symbolic drawing) which is not so familiar to farmer readers. It requires abstraction ability, imagination and knowledge to understand the

meaning of symbol. This shows that education affects the communicability of fertilizer advertisement.

More than 50 per cent farmer readers from high education group perceived poor communicability of Ad8, while majority (80 per cent) low educated farmer readers perceived poor communicability of Ad8. This indicates that illustration is necessary in advertisement for improving communicability of advertisements to farmer readers. High educated farmer readers can easily understand the contents of advertisement eventhough it is without illustration. The reason might be due to their education which helps them in communicating the message of advertisement to farmer readers easily. It was observed that fertilizer advertisements carrying picture story, cartoon, symbolic drawing and without illustration were difficult to understand for farmer readers, having less education, while Ad1, Ad2, Ad3, Ad4 perceived good by both the types of farmer readers.

4.4 (b) Education of farmer readers and communicability of fertilizer advertisements

The communicability scores obtained by the farmer readers of two educational groups were compared with each other within the treatment to findout the effect of education on communicability of fertilizer advertisement. The data are presented in Table 10.

Table 10. 'H' values for comparison of communicability scores of different fertilizer advertisements as perceived by the farmer readers of two educational group

Advertisement	Educational category considered	'H' value
Advertisement showing users enjoying the benefits of product being used	High education vs Low education	12.42*
Advertisement showing the users	High education vs Low education	15.68*
Advertisement showing the product	High education vs Low education	19.54*
Advertisement showing product in use	High education vs Low education	14.28*
Advertisement through picture story	High education vs Low education	16.64*
Advertisement carrying cartoon	High education vs Low education	12.22*
Advertisement carrying symbolic drawing	High education vs Low education	15.42*
Advertisement without illustration	High education vs Low education	5.08*

* Significant at .05 P level.

It shows significant difference between communicability scores of two educational groups for all the fertilizer advertisements considered under the study. It indicates that education affects the communicability of fertilizer advertisement. The results show that farmer readers from high educational level and low educational level understand same advertisement to different degree. This may be due to the difference in understanding ability, perception level and analysing ability of farmer readers. It helps to farmer readers to understand the illustration in a better way. It was observed from Table 10, that more educated and less educated farmer readers perceived the communicability of same advertisement differently. It can be said ^{from the data collected} in the present study that education directly influences communicability of advertisement.

4.5(a) Communicability category of fertilizer advertisement as perceived by the farmer readers of two reading habit levels

The effect of reading habit on communicability score of different forms of fertilizer advertisement was studied. The various fertilizer advertisement were shown to the farmer readers having high and low reading habits, to ascertain the communicability of advertisement as perceived by them. The data are given in Table 11.

Table 11. Communicability score of different fertiliser advertisements as perceived by the farmer readers of two different reading habits

Advertisement :	Reading habit level :	Communicability category			
		Good (8 to 10)		Poor (4 to 7)	
		N=20	%	N=20	%
Ad1	High reading habit	18	90%	2	10%
	Low reading habit	12	60%	8	40%
Ad2	High reading habit	13	65%	7	35%
	Low reading habit	10	50%	10	50%
Ad3	High reading habit	10	50%	10	50%
	Low reading habit	11	55%	9	45%
Ad4	High reading habit	12	60%	8	40%
	Low reading habit	12	60%	8	40%
Ad5	High reading habit	11	55%	9	45%
	Low reading habit	4	20%	16	80%
Ad6	High reading habit	13	65%	7	35%
	Low reading habit	4	20%	16	80%
Ad7	High reading habit	13	65%	7	35%
	Low reading habit	6	30%	14	70%
Ad8	High reading habit	10	50%	10	50%
	Low reading habit	3	15%	17	85%

Majority of the farmer readers (90 per cent) from high reading habit and majority farmer readers (60 per cent from low reading habit perceived, good communicability of Ad1 (users enjoying the benefits of product being used). This pattern indicates the effects of reading habit on communicability of advertisements. Farmer readers with high reading habit perceived good communicability of all fertilizer advertisements. It may be due to the fact that farmers with high reading habit can easily understand the content of advertisements than ^{farmer readers having} low reading habit readers.

Majority of the farmer readers (65 per cent) with high reading habit and nearly fifty per cent farmer readers with low reading habit perceived good communicability of Ad2 (users). This shows the effect of reading habit on communicability of fertilizer advertisement. The idea presented in the illustration was easily and quickly understood by farmer readers of high reading habit than farmer readers of low reading habit due to their reading habit.

Ad3 (Product) was understood by the farmer readers (both high and low reading habit) on par. This might be due to a simple and meaningful illustration. It does not fully show the effect of reading habit on communicability of advertisement.

Ad4 (Product in use) has also got equal score from low as well as high reading habit readers because of the

appealing illustration of the advertisement. The illustration in that advertisement is meaningful and simple and easy to understand, to both the levels of readers so that it might have less effect on communicability of advertisement due to reading habit of readers.

In the case of Ad5 (Which carries a illustration of picture story) 80 per cent farmer readers who had low reading habit and 45 per cent farmers having high reading habit perceived poor communicability of Ad5. This indicates that picture story type advertisements may not be familiar to low reading habit readers. Therefore, they could not understand it after reading, also due to their low reading habit, they could not speak or talk about the fertilizer which is quoted in that advertisement.

In respect of Ad6 (Cartoon) and Ad7 (Symbolic drawing), farmer readers having low and high reading habit obtained nearly equal communicability score, this might be due to reading habit of farmer readers. Cartoon type and symbolic type advertisements are not so familiar to farmer readers, so they do not easily understand. Low reading habit readers cannot understand the idea clearly and exactly quoted behind cartoon and symbolic illustrations. In the Ad6, 65 per cent high reading habit farmer readers and 20 per cent low reading habit farmer readers had given good communicability score, while 80 per cent low reading habit readers obtained poor communicability

score to Ad6.

For Ad7 (Symbolic drawing) 30 per cent and 65 per cent farmer readers respectively from low and high reading habit groups perceived good communicability, while 70 per cent and 35 per cent, low and high reading habit readers respectively perceived poor communicability for Ad7.

The Ad8 is without any illustration and fully loaded with text. The farmer readers with high reading habit have only understood it, due to their reading habit.

4.5 (b) Reading habit of farmer readers and communicability of fertilizer advertisement

In order to find out the effect of reading habit on communicability of fertilizer advertisement, as perceived by the farmer readers of two reading habit levels, were compared with each other within the treatment. The data are given in Table 12.

The difference between communicability score of the farmer readers of two reading habit levels were significant for all the eight fertilizer advertisements. This effect on communicability of advertisement may be attributed to the advertisement quality. From the data given in Table 12, it can be said that reading habit increases vocabulary, perception and understanding the concept. It is, therefore, the effect may be due to the reading habit of

Table 12. 'H' values for comparison of communicability scores of fertiliser advertisements as perceived by the farmer readers of two reading habit group

Advertisement Name	Reading habit category considered	'H' value
Advertisement showing the users enjoying the benefits of product being used	Low Reading Habit vs High Reading Habit	5.36*
Advertisement showing the users	Low Reading Habit vs High Reading Habit	6.30*
Advertisement showing the product	Low Reading Habit vs High Reading Habit	10.23*
Advertisement showing product in use	Low Reading Habit vs High Reading Habit	10.71*
Advertisement through picture story	Low Reading Habit vs High Reading Habit	14.51*
Advertisement carrying cartoon	Low Reading Habit vs High Reading Habit	12.91*
Advertisement carrying symbolic drawing	Low Reading Habit vs High Reading Habit	9.38*
Advertisement without illustration	Low Reading Habit vs High Reading Habit	4.39*

* Significant at .05 P level.

farmer readers and appealing illustration in that advertisement, communicability of advertisements may have perceived better due to the above facts.

In general reading habit of farmer readers affects the communicability of fertilizer advertisement i.e. high reading habit farmer readers and low reading habit readers perceived same advertisements differently.

4.6 Suggestions for improving communicability of fertilizer advertisements

The suggestions made by the farmer readers to improve the communicability of different types of fertilizer advertisements considered in the study are presented in Table 13.

The Ad1 (Users enjoying the benefits of product being used) was perceived as having good communicability by majority (62.5%) of the farmer readers, and it has the highest communicability score (8.3) as compared to the other fertilizer advertisements considered in the study. Ten per cent (10%) farmer readers suggested that Ad1 would have been coloured. Few farmers also suggested that information on such items as crops for which the fertilizer is recommended, fertilizer dose, time of application, would have been shown in the advertisements.

Table 13. Suggestions made by the farmer readers for improving communicability of different forms of fertilizer advertisements

Sr. No.	Suggestions made for improving communicability	Ad1 No. (%)	Ad2 No. (%)	Ad3 No. (%)	Ad4 No. (%)	Ad5 No. (%)	Ad6 No. (%)	Ad7 No. (%)	Ad8 No. (%)
1	Advertisement look like Incomplete	-	-	16 (40)	3 (7.5)	14 (35)	4 (10.0)	4 (10)	30 (75)
2	Change in illustration	-	16 (40)	24 (60)	-	30 (75)	32 (80)	30 (75)	-
3	Colours in advertisement	4 (10)	5 (12.5)	4 (10)	6 (15)	4 (10)	3 (7.5)	6 (15)	-
4	Nutrient content of fertilizer and rate of application	4 (10)	5 (12.5)	7 (17.5)	6 (15)	5 (12.5)	8 (20)	2 (5.0)	15 (37.5)
5	Crop for which it is used	3 (7.5)	4 (10)	5 (12.5)	6 (15)	6 (15.0)	4 (10.0)	5 (12.5)	10 (25)
6	Time of application	2 (5.0)	8 (20)	3 (7.5)	16 (40)	4 (10.0)	3 (7.5)	5 (12.5)	9 (22.5)
7	Attractive lay out and design	2 (5.0)	5 (12.5)	2 (5.0)	7 (17.5)	3 (7.5)	7 (17.5)	6 (15)	-
8	Application of fertilizer to crops, to be shown in the form of pictures	-	-	3 (7.5)	9 (22.5)	-	3 (7.5)	4 (10)	-
9	All right	25 (62.5)	9 (22.5)	6 (15)	20 (50.0)	2 (5.0)	3 (7.5)	5 (12.5)	-

Figures shown in parentheses are percentage.

The Ad8 which has the lowest communicability score (2.9) was perceived as incomplete advertisement by large number (75%) of farmer readers due to absence of illustration in the advertisement. Farmer readers suggested to incorporate illustrations and information items like nutrient content of fertilizer advertised and dose of application (37.5%), crops for which fertilizer is applied (25%), time of application (22.5%), crops for which fertilizer is applied (25%), time of application (22.5%), were some of the suggestions made by farmer readers to improve communicability of fertilizer advertisement and particularly of Ad8.

More than one fifth (22.5%) farmer readers preferred Ad2 (Users) fertilizer advertisement. But more than one-third (40%) farmer readers suggested to change the illustration. Advertisement showing the 'Users' in illustration was preferred by 22.5 per cent farmer readers. Farmer readers preferred it coloured. Farmer readers suggested to incorporate the items like information on nutrient content of fertilizer and rate of application of particular brand of fertilizers. A few (ten per cent) farmers suggested to include photograph or illustration of crops for which it is used. Twenty per cent farmer readers suggested to mention the time of application of fertilizer in the advertisement. This information is practically technical and many times is not given in the advertisement. Advertiser must include such information items, if it is

to be made more communicable. These points suggested by farmer readers are of practical importance and every farmer reader might need information on these points. It also suggests that fertilizer advertisements depicting 'users' of product through illustration is not enough as indicated by more than one-third farmer readers (40%) and was suggested to change illustration.

Ad3, Ad5, Ad6, Ad7 has on par communicability score and these advertisements were on par in respect of their communicability. Though all these advertisements are illustrative, they do not communicate their content to readers effectively. In Ad3, 'product' fertilizer bag was shown in the illustration of fertilizer advertisement and only fifteen (15%) per cent farmers preferred it. But a large majority (60%) farmer readers have suggested to change the illustration, a few (10%) readers suggested to have coloured advertisement. More than one-third (40%) has suggested that Ad3 was incomplete and does not communicate it's content to farmer readers. Farmer readers suggested to add information on items such as content of fertilizer, rate of application, crops for which it is used etc. The Ad4 has got high communicability score. Nobody suggested to change illustration, but the farmer readers proposed to pack the advertisement with certain information about fertilizer, rate of application, crops for which it is used and time of application. This

information is very useful for improving communicability of advertisement.

The Ad5 is in the form of picture story, and is very informative but a very few farmers preferred it. It indicates that advertisement should not be only illustrative but it should be easily understandable and meaningful to farmer readers. Large majority (75%) farmer readers suggested to change the illustration, because picture story does not speak on any of the technical matter required for the farmers in using fertilizer. Nearly more than one-third (35%) farmer readers had reported that the advertisement is incomplete and majority of farmer readers clearly advised to incorporate the information on fertilizer.

A very few farmers preferred the Ad6 (Cartoon) but majority of (80%) farmers reported to modify the illustration. They suggested to make it more attractive, coupled with practical information useful to them.

The Ad7 was preferred by only ten per cent (12.5%) farmer readers, large majority (75%) of farmer readers suggested to change illustration. It indicates that symbolic illustration is disliked by the farmer readers.

Chapter Opener Page



S U M M A R Y
A N D
C O N C L U S I O N

5. SUMMARY AND CONCLUSIONS

5.1 Summary

Now a days, advertising through print media has become a popular practice in every business including agri-business to promote nonfarm and also farm products. Printed advertisements informs educate and persuade the farmer readers to buy the products advertised for their farming and thereby increase their crop yields.

Who reads these farm advertisements and with what effect is a matter of research. If an advertiser knows the answers to this questions, he can prepare "better advertisements copy", which may communicate the message to the intended readers with better results. The communicability of any advertisement largely depends upon heading, text, illustration and layout. Among these four elements, illustration is very important in communicating contents to literate and illiterate too. It was, therefore, felt necessary to study, what type of illustration is effective in communicating its contents to readers.

An attempt was made in the present research project to study communicability of fertiliser advertisements- embellished with different types of illustrations - as perceived by the farmer readers of the Ahmadnagar district (Maharashtra).

The present investigation was carried out with the following objectives.

- 1 To study the communicability of fertilizer advertisements - embellished with different forms of illustration.
- 2 To findout the effect of selected characteristics of the farmer readers on advertisement communicability - embellished with different forms of advertisement illustration.

This study was conducted in the Guha village (Rahuri Community Development Block) of the Ahmadnagar District (Maharashtra). Three hundred twenty literate farmer readers were randomly selected for the purpose. The author personally interviewed the respondents manipulating the illustration and controlling other advertisement element, eight different copies of a hypothetical fertilizer "Daulat" advertisements were purposively developed for this research project as below.

- 1 Ad1 : Illustration of an advertisement depicting 'users enjoying the benefits of product being used.'
- 2 Ad2 : Illustration of an advertisement showing 'Users' of product advertised.
- 3 Ad3 : Illustration of an advertisement showing 'Product' advertised.

- 4 Ad4 : Illustration of an advertisement showing 'Product in use'.
- 5 Ad5 : Illustration of an advertisement carrying message through picture story.
- 6 Ad6 : Illustration of an advertisement depicting cartoon.
- 7 Ad7 : Illustration of an advertisement depicting symbolic drawing.
- 8 Ad8 : Advertisement without illustration.

Every fertilizer advertisement was administered to 40 literate farmer readers, ten from low education and low reading habit, ten from low education high reading habit, ten from high education low reading habit group and ten from high education high reading habit group. The independent variables like age, education, reading habit, opinion of farmer readers towards fertilizer advertisements, were considered.

Advertisement communicability was considered as dependant variable. It was measured with the help of schedule developed for the purpose to measure communicability of fertilizer advertisements. The data collected were tabulated and analysed by employing kruskal-wallis 'H' test.

5.2 Conclusions

The conclusions of the present study are given as under.

- 1 Regarding personal characteristics of the farmer readers, more than forty per cent (46.5%) farmer readers were young; fifty per cent farmer readers were educated upto primary level. More than fifty per cent (52.5%) farmer readers have medium level of reading habit and majority of the (67.5%) farmer readers have favourable opinion towards printed fertilizer advertisements.
- 2 Advertisements dominant with illustration (Ad1) users enjoying the benefits of product being used, had the highest (8.3) communicability score, followed by (Ad4), advertisement showing product in use (7.65)communicability score .
- 3 A text dominant advertisement (Ad8) without any illustration had the lowest communicability score (2.9), followed by (Ad5), advertisement through picture story (7.22)communicability score .
- 4 Advertisement carrying illustration of product, cartoon and symbolic drawing were on par in respect of their communicability score as perceived by the farmer readers.

- 5 Communicability of fertilizer advertisement was found influenced by education. Farmer readers^{of} high education and low education, perceived the same advertisement differently.
- 6 Communicability of fertiliser advertisement was found influenced by reading habit of farmer readers. Farmer readers of high reading habit and low reading habit, perceived the same advertisement differently.
- 7 Out of eight 'Daulat' fertilizer advertisements, used in the present study, Ad1 (Users enjoying the benefits of product being used) followed by Ad4 (Product in use) was regarded as all right in respect of their communicability by large majority (62.5% and 50%) of the farmer readers respectively.
- 8 ✓ The Ad8 (without illustration) was considered as mostly incomplete advertisement and poor in communicability by large majority (75.0%) of the farmer readers.
- 9 Except Ad1 (Users enjoying the benefits of product being used) and Ad4 (Product in use), for the remaining five advertisements more than sixty per cent farmer readers, suggested to change the illustrations for better communicability of advertisements.

- 10 The suggestions made by farmer readers to improve communicability of the different fertilizer advertisements are as below.

An illustration depicting the benefits being derived by using the particular fertilizer was preferred by the farmer readers. Secondly, the advertisement should be packed with information of practical utility to the farmer readers, like nutrient content of fertilizer, rate of application, time of application and crops for which it is used, and lastly as far as possible advertisement may be in colours, for better communicability of advertisement and for getting quick attention of viewers.

5.3 Implications

The results of the present study would contribute to a field of communication in general and farm advertisement in particular. The present investigation would serve as a guideline to those who are concerned with advertising, copy writers and for knowing communicability of any farm advertisements. The results may be helpful to the planners and designers in developing fertilizer advertisements copy.

5.4 Suggestions for the future research

The results of the present investigation suggests that,

- 1 There are few empirical studies on farm advertisements, therefore, there is a need to conduct such

studies in the other areas of the state with other types of advertisements.

- 2 The future researchers can study separately the effect of other components like (Heading, layout, etc.) of advertisements on the communicability of the advertisements.
- 3 The communicability studies of advertisements may be conducted on the other topics like farm machinery, implements, insecticide, pesticide advertisements.
- 4 There is a also need to study the several factors contributing towards communicability of farm advertisement.

Chapter Opener Page



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C I T E D

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* Originals not seen.

Chapter Opener Page



A P P E N D I C E S

Appendix: I. Schedule used for assigning scores to advertisement communicability, Reading habit, statements used for testing opinion of farmer readers towards advertisements.

संशोधनाचा विषय :- "विविध प्रकारच्या चित्रांनी युक्त अशा खतांच्या जाहिरातीच्या सदशक्षमतेचा अभ्यास"

I) Communicability of advertisement:- (जाहिरातीची सदशक्षमता)

Conceptual definition:- It is defined as "the degree to which advertisement is able to communicate the message to a specific group of readers with a predetermined effect".

Operational definition:- It is defined as "the degree to which advertisement content are understood, illustration are decoded and information is preceived accurately by a reader".

- 1) At first read all questions carefully.
- 2) You are free to add or delete any question.
- 3) The total communicability score of advertisement is ten.
- 4) Then decide the contribution of each question in total communicability of advertisement.
- 5) Assign the score to each question out of 10, according to their importance and contribution in total Communicability of advertisement.
- 6) While assigning the scores, please see that the total of all scores assigned to various questions should not exceed 10.
- 7) Don't leave any question without scoring.
- 8) Please check at the end.

The following questions (Statements) are proposed for measuring Communicability of advertisement as perceived by the farmer readers.

- | अ.नं. | बिधाने | गुण |
|-------|---|-----|
| १) | जाहिरात दाखविल्यानंतर "जाहिरात कशा विषयी आहे" असा प्रश्न विचारल्यास बाचकास जाहिरातीचा विषय सांगता येतो. | |
| २) | या जाहिरातीमधील कल्पना काय आहे ते थोडक्यात सांगा. | |
| ३) | जाहिरातीतील शिर्षकाचा अर्थ काय ? | |
| ४) | जाहिरातीमधील चित्राचा आणि शिर्षकाचा काही संबंध आहे काय. ? | |
| ५) | या जाहिरातीमधील मजकूराचा आणि चित्राचा काही संबंध आहे काय. ? | |
| ६) | जाहिरातीमधील मजकूराचा अर्थ काय ते सांगा. | |
| ७) | जाहिरातीमधील चित्राचा अर्थ काय होतो ते सांगा. | |
| ८) | जाहिरातीमधील शिर्षकाचा व मजकूराचा काही संबंध आहे काय? | |

II. Reading habit

(बाचनाची सवय)

Conceptual definition:- Reading habit is defined as

"it is a response of individual towards reading material"

Operational definition:- Reading habit is defined "it is

the degree to which, reader is exposed to different types of reading material, frequency of reading, duration of reading and reasons for reading".

१) आषण कोणकोणते छापील /हस्तलिखित साहित्य वाचता.

अ.नं. तपशिल होय नाही रोज आठवड्यातून/ महिन्यातून

- १) वृत्तपत्रे
- २) कथा, कादंब-या
- ३) धार्मिक पुस्तके
- ४) घरचा पत्र व्यवहार
- ५) शेती विषयक मासिके
- ६) कोटाची कागदपत्रे
- ७) तांत्रिक पुस्तके
- ८) इतर

२) आषण वरील साहित्य कोणत्या बेळस वाचता?

वेळ

गुण

- अ. सकाळी
- ब. दुपारी
- क. संध्याकाळी

३) आषण वरील साहित्य कोठे वाचता?

ठिकाण

गुण

- अ. स्वतःच्या घरी
- ब. मित्राच्या घरी
- क. ग्रामपंचायत कार्यालय
- ड. दुकान/हॉटेल
- इ. इतर

४) आषण का वाचता?

खालील विधाने वाचून आषण वाचन का करता या कारणाचे/ विधानाचे त्यांच्या महत्त्वानुसार क्रम लावा. प्रत्येक विधानास गुण द्या.

अ.नं.	बिधाने	क्रम	गुण
१.	मला रोज बाचण्याची सव्य आहे.		
२.	माहिती मिळविण्यासाठी मी वाचतो		
३.	मला माझे मित्र, ग्रामसेवक, पुढा-यांनी सांगितले, तरच मी वाचतो.		
४.	बेळ जात नाही म्हणून वाचतो		
५.	बाचण्यास मटेरियल फुकट मिळते म्हणून मी वाचतो		
६.	करमणूकीचे साधन म्हणून वाचतो.		

अ.नं.	बिधाने	क्रम	गुण
१.			
२.			
३.			
४.			
५.			
६.			

III. Opinion of farmers towards advertisement:- (जाहिरातीबाबत मत)

Conceptual definition:- "It is the degree to which how and what reader thinks about advertisement".

Operational definition:- It is the degree to which whether farmer likes or dislikes advertisement and believes in its content or not".

पुढील विधाने बावा आणि सदरची विधाने शेतक-याचे जाहिराती-
बदलचे मत्त किती बरोबर दाखवू शकतील ते कृपया (✓) अशी खुण करून
सांगा, त्याचप्रमाणे वाक्ये नकारात्मक का होकारात्मक आहेत ते सांगा.

व.न.	विधान	सदरचे विधान वाचकाचे	
		जाहिरातीबदलचे मत्त देते	+ve -ve
		पूर्णपणे थोडेसे अजिबात	
		नाही	

१. जाहिरातीमुळे लोकांना माला-
संबंधी माहिती मिळते.

२. जाहिरातीमुळे मालाला
वांगली बाजारपेठ मिळते.

३. जाहिरातीमुळे मालाबदल
योग्य ती प्रतिमा ग्राहकांच्या
मनात तयार होते.

४. जाहिरातीमुळे वाचक माल घेण्यास
प्रवृ-त होतो.

५. जाहिरातीमुळे ग्राहकांची
कसवणूक होते.

६. वांगल्या प्रतीच्या मालाची
जाहिरात करावी लागत
नाही.

७. आधुनिक युगात जाहिरात हे
एक शास्त्र आहे.

८. जाहिरातीमुळे कमी प्रतीचा
माल बाजारात सपतो.

९. जाहिरातीमुळे ग्राहकांना वांगला
माल मिळतो.

१०. जाहिरातीमधील मालासंबंधी
सांगितलेले सर्वच मुद्दे लागू
पडतात असे नाही.

११. मालाची जाहिरात करणे म्हणजे
पेशाची अव्यय (अधकपट्टी) होय.

१२. जाहिरातीवर विसंबून माल
खरेदी करू नये.

APPENDIX : II

Appendix: II. Scores assigned by various judges and standard score.

(A) Standardization of Communicability score

No. of Judges	Items followed by assigned score by judges.							
	1	2	3	4	5	6	7	8
1.	3.0	1.0	0.5	1.0	0.5	1	2	1
2.	2	1.2	1	1	0.5	1.3	2	0.5
3.	2	1.4	1	1	0.6	1	1.5	1.5
4.	3	1.4	1	1	1	0.6	1.5	0.5
5.	1.5	1	1	1	1	1	1.5	2
6.	2.5	1	1	1	1	1	1	1.5
7.	2.5	1	1	1.5	1	0.5	2	0.5
8.	3	1	1	0.5	1	0.5	2	1
9.	2	1.5	1	1	0.5	1	2	1
10.	1.5	1.5	1	1	1	1	1	2
Mean	2.3	1.2	0.9	1	0.8	0.9	1.6	1.1
Final std. score	2.5	1	1	1	1	1	1.5	1

T-1721

(B) Standardization of reading habit scores :-

(i) Frequency of reading

No of Judges	Yes	No	Daily	once in week/ month
Assigned score by judges.				
1.	2.0	-	3.0	1.0
2.	0.5	-	1.0	0.5
3.	0.5	-	0.5	0.5
4.	1.0	-	1.5	0.5
5.	1.5	-	2.0	1.0
6.	0.5	-	0.5	0.5
7.	1.5	-	1.0	0.5
8.	1.0	-	1.0	0.5
9.	1.5	-	1.0	0.5
10.	1.0	-	0.5	1.0
Mean	1.1	-	1.2	0.65
Final std. score	1.0	0	1.0	0.5

ii At what time and which place you read

No. of Judges	<u>Time of reading</u>			<u>Place of reading</u>				
	morning	Noon	Evening	At own Home	At friends residence	At Gram panchayat	Shop/ Hotel	other
	Assigned scores by judges			Assigned scores by judges				
1.	1	3	3	4.5	1.5	2.5	2.5	1
2.	0.5	2	3.5	3	2	2	1	0.5
3.	1.5	3	2	5	3	4	1	0.5
4.	0.5	2	2.5	3.5	2	2.5	0.5	0.5
5.	2	2.5	3	3.5	1	3	1.5	0.5
6.	1.5	1.5	2.5	3	2	2.5	2	1
7.	0.5	2	3.5	3.5	2	3	0.5	0.5
8.	1	3	2	2.5	3	2.5	1.5	0.5
9.	1	2	4	3.5	2	4	0.5	0.5
10.	2	1.5	2.5	5	3	3	1	0.5
Mean	1.1	2.2	2.85	3.7	2.1	2.9	1.2	0.6
Final Std. score	1	2	3	4	2	3	1	0.5

(iii) Why are you reading?

Items followed by assigned score by judges						
No. of judges	1	2	3	4	5	6
1.	5	3	4	3	1.5	1
2.	5	3	3.5	4	2	0.5
3.	6.5	3.5	4	2.5	3	1.5
4.	7	3.5	5.5	3	2	0.5
5.	7.5	4	3	3.5	1.5	2
6.	8	6	2.5	3	2.5	1
7.	6	7	3.5	2.5	2	0.5
8.	5	6.5	5	4.5	3	1
9.	4.5	5.5	3.5	2	2	1
10.	4.5	5	3	3	3	2.5
Mean	5.9	4.7	3.7	3.1	2.2	1.1
Final Std. score	6	5	4	3	2	1

Appendix: III. Interview Schedule

प्रश्नाबली

"विविध प्रकारच्या चित्रांनी युक्त अशा खताच्या जाहिरातीच्या
सदृशक्षमतेचा अभ्यास"

प्रबंधक : डी.एस्. बाघमोडे मार्गदर्शक: डॉ. जी.के. सार्वत.

१. शेतकऱ्याचे नाव :- -----
२. गाव :- -----ता.नुका:------जिल्हा:------
३. बय :- वर्षे :-
४. शिक्षण (इयत्ता)- १, २, ३, ४, ५, ६, ७, ८, ९, १०, ११, १२ षटवी,
पदव्युत्तर.

अ) बाचनावी सवय:-

ब) आषण कोणकोणते छापील/हस्तलिखित साहित्य बाचता.

अ.नं.	तपशिल	होय	नाही	रोज	आठवड्यातून/ महिन्यातून
		१	०	१	५

१. वृत्तपत्रे
२. कथा, कादंब-या
३. धार्मिक पुस्तके
४. घरचा पत्र व्यवहार
५. शेती विषयक मासिके
६. कोटाची कागदपत्रे
७. तांत्रिके पुस्तके
८. इतर

२) आषण वरील साहित्य कोणत्या बेळस वाचता?

वेळ	सकाळी	दुपारी	संध्याकाळी
	१	२	३
गुण			

३) आषण वरील साहित्य कोठे वाचता?

स्वतःच्या घरी	मित्राच्या घरी	ग्रामपंचायत कार्यालय वाचनालय	दुकान हॉटेल	इतर
४	२	३	१	०.५

४) आषण का वाचता

अ.नं.	विधाने	गुण	उत्तर
१.	साहित्यी मिळविण्यासाठी मी वाचतो	६	
२.	मला रोज वाचण्याची सवय आहे	५	
३.	मला माझे मित्र ग्रामसेवक, पुढा-याने सांगितले तरच मी वाचतो.	४	
४.	करमपुकीचे साधन म्हणून वाचतो.	३	
५.	वेळ जात नाही म्हणून वाचतो	२	
६.	वाचण्यास साहित्य फुकट मिळते, म्हणून मी वाचतो.	१	

ब) जाहिरातीची सदशक्षमता:

अ.नं.	विधाने	गुण
१.	जाहिरातीमधील चित्र झाकून "जाहिरात क्शाविषयी आहे" असा प्रश्न विचारल्यास जाहिरातीचा विषय सांगता येतो.	होय नाही
२.	"पुढील प्रश्न चित्र झाकल्यानंतर वाचकास जाहिरातीचा विषय ओळखता न आल्यास विचारणे".	
२.	जाहिरातीमधील चित्र दाखवून "जाहिरात क्शाविषयी आहे असा प्रश्न विचारल्यास वाचकास जाहिरातीचा विषय ओळखता येतो.	२.५
३.	या जाहिरातीमधील कल्पना काय आहे, ते थोडक्यात सांगा.	१
४.	जाहिरातीमधील शिर्षकाचा अर्थ काय?	१
५.	जाहिरातीमधील चित्राचा आणि शिर्षकाचा काही संबंध आहे काय ?	१
६.	जाहिरातीमधील मजकूराचा आणि चित्राचा काही संबंध आहे काय?	१
७.	जाहिरातीमधील मजकूराचा अर्थ काय?	१
८.	जाहिरातीमधील चित्राचा अर्थ काय?	१.५
९.	जाहिरातीमधील शिर्षकाचा आणि मजकूराचा काही संबंध आहे काय?	१

क) जाहिरातीबद्दल मत

अ.नं.	बिधान	सहमत आहे	सहमत नाही
१.	जाहिरातीमुळे लोकांना मालासंबंधी माहिती मिळते.		
२.	जाहिरातीमुळे मालाला चांगली बाजारपेठ मिळते.		
३.	जाहिरातीमुळे मालाबाबत योग्य ती प्रतिमा ग्राहकांच्या मनात तयार होते.		
४.	जाहिरातीमुळे वाचक माल घेण्यास प्रवृत्त होतो.		
५.	आधुनिक युगात जाहिरात हे एक शास्त्र आहे.		
६.	जाहिरातीवर विसंबून माल खरेदी करू नये.		

APPENDIX-IV

TYPES OF ADVERTISEMENT-ILLUSTRATIONS.

भरघोस पिकासोठी
एकमेव खत
दौलत

कोणत्याही पिकाला,
कोणत्याही जमिनीला
कोणत्याही हंगामासाठी
दौलत खत वापरा.
पिकांना योग्य वेळी
योग्य हप्त्यात दौलत-
खत धारणा. कमी खर्चात
कमी वेळात गाडीभर
पेका मिळविण्यासाठी
दौलत खत वापरा
घराघर व शेतात दौलत-
खत

सर्वश्रेष्ठ
दौलत खत
शेतकऱ्यांचा
दोस्त दौलत

रुपये

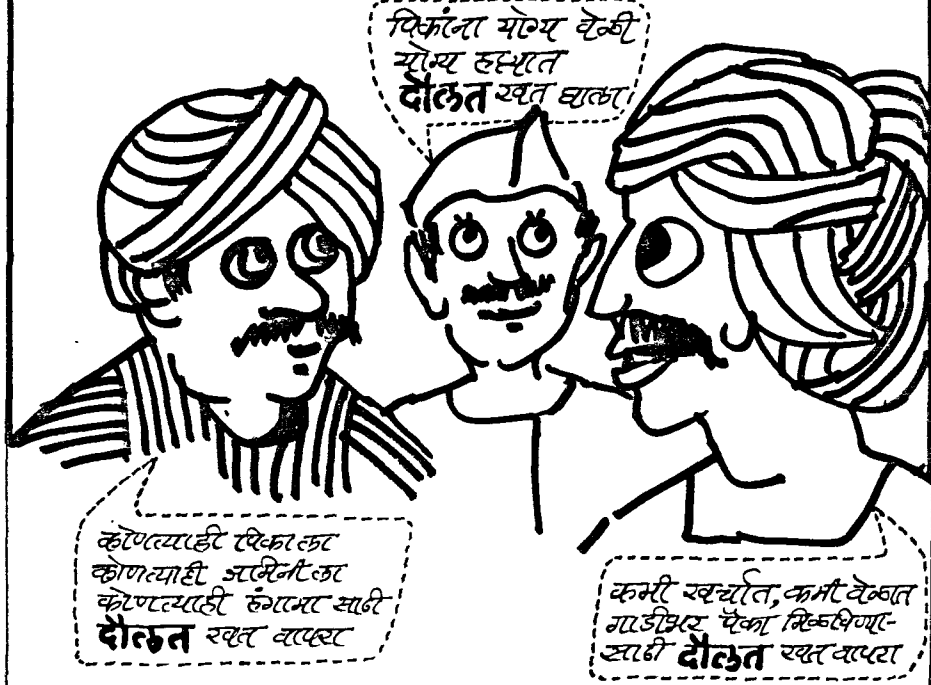
SHRI-CREATION/PAC/19/64

अधिक माहितीसाठी लिहा:
दत्तानय अँगो केमिकल्स.
फुलेनगर, (राहुरी) अहमदनगर, महाराष्ट्र. ४१३७२२

DAC

Ad 1: User enjoying the benefits of the Product used

भरघोस पिकासाठी एकमेव खत दौलत



सर्वश्रेष्ठ दौलत खत
शेतकऱ्यांचा दोस्त दौलत



अधिक माहितीसाठी लिहा:
दत्तात्रय अॅग्रो केमिकल्स.
फुकेनगर, (राहुरी) अहमदनगर, महाराष्ट्र. ४१३७२२

SHREI CREATION/04/12/19

Ad 2: Users of the Product

भरघोस
पिकासाठी
एकमेव स्वतः **दौलत**



कोणत्याही पिकाला,
कोणत्याही जाळीला,
कोणत्याही हंगामासाठी
दौलत स्वतः वापरा.
पिकाना योग्य वेळी,
योग्य हस्यात **दौलत** स्वतः

घाला, कमी खर्चात, कमी वेळात
गाडीभर पैका मिळविण्यासाठी **दौलत** स्वतः
वापरा. झरोझर व शेतात
दौलत स्वतः.

सर्वश्रेष्ठ **दौलत** स्वतः
शेतकऱ्यांचा दोस्त **दौलत**



अधिक माहितीसाठी लिहा:
दत्तात्रय अँगो केमिकल्स.
फुलेनगर, (राहुरी) अहमदनगर, महाराष्ट्र. ४१३७२२

SHRI CREATION/DAC/1789

Ad 3: Product

भरघोस
पिकासाठी
एकमेव खत

दौलत

कोणत्याही पिकाळा, कोणत्याही जमिनीवर,
कोणत्याही हंगामासाठी **दौलत** खत वापरा.
पिकेना योग्य वेळी, योग्य हंगामात **दौलत** खत
घाला. कमी खर्चात, कमी वेळात गाडीभर
चेकर मिळविण्यासाठी **दौलत** खत वापरा.
घरोघर व शेतात **दौलत** खत.



सर्वश्रेष्ठ **दौलत** खत
शेतकऱ्यांचा दोस्त **दौलत**

दौलत



आधिक माहितीसाठी लिखा :
दत्तात्रय अँड्रो केमिकल्स.
फुले-नगर, (राहुरी) अहमदनगर, महाराष्ट्र ४१३७२२

Ad 4 : User using the Product



समदी मेहनत
केली तरी पिक
बाहेत नाई बघा।

१

राम,
रामु हां डीबा
कई
काळजीत
दिसताथ

भरघोस पिकासाठी एकमेव स्वत दौलत



पिकांना योग्य
वेळी घोग्य
हस्तात दौलत
स्वत धाव

३



२

हू पद्य कोणसा
ही जमिनीका
कोणत्याही
हंगा मात दौलत
स्वत वापय.

सर्वश्रेष्ठ दौलत स्वत
शेतकऱ्यांचा दोस्त दौलत.



४

कमी खर्चात कमी
वेळात गाडीभर
पैका मिळविण्या
खाती दौलत वापय

वू फाट चांगळा
सह्या दिवा.



अधिक माहिती साठी लिहा:
दत्तात्रय अँग्रो केमिकल्स.
फुलेनगर, राहुरी, अहमदनगर, महाराष्ट्र. ४१३७२२

Ad 5: Picture - Story

भरघोस
पिका साठी
एकमेव स्वत



कोणत्याही पिकाला, कोणत्याही
हंगामा साठी दौलत स्वत वापरा
पिकाना योग्य वेळी योग्य हत्यात
दौलत स्वत घाला.

कमी खर्चात कमी वेळात
शाडीघर पैका मिळविण्यासाठी
दौलत स्वत वापरा. धरोघर
शेतात दौलत स्वत.

सर्वश्रेष्ठ दौलत स्वत
शेतकऱ्यांचा दोस्त दौलत



अधिक माहिती साठी लिख:

दत्तात्रय अग्नो केमिकल्स

कुळेनगर, राहुरी, अहमदनगर, महाराष्ट्र. ४१३ ७२२

Ad 6: Cartoon

भरघोस पिकासाठी एकमेव स्वतः

दौलत



कोणत्याही प्रकारचा,
कोणत्याही जातीचा,
कोणत्याही रंगाचा साठी
दौलत स्वतः वापरून
पिकाना भोग्य वेळी-
योग्य हप्त्यात दौलत स्वतः
घाळा. कमी खर्चात कमी
वेळात गाडीभर पैसा
मिळविण्यासाठी-
दौलत स्वतः वापरून
धर्यघट शेतात दौलत
स्वतः



सर्वश्रेष्ठ दौलत स्वतः
शेतकऱ्यांचा दोस्त दौलत

SHRI CREATION/DAC/5/89



आधिक माहितीसाठी लिखा:

दत्तात्रय अॅग्री केमिकल्स.

छुकेनगर, राहुदी, अहमदनगर, महाराष्ट्र. ४१३०२२.

Ad 7 : Symbolic Drawing

भरघोस पिकासाठी
एकमेव रवत

पिकांना

कोणत्याही पिकाला,
कोणत्याही जमिनीला,
कोणत्याही हंगामासाठी
दौलत रवत वापरा.

पिकांना योग्य वेळी योग्य हप्त्यात दौलत
रवत घाला. कमी रवर्चात कमी वेळात
गाडीभर पैका मिळविण्या साठी दौलत
रवत वापरा. घरघर शेतात दौलत रवत.

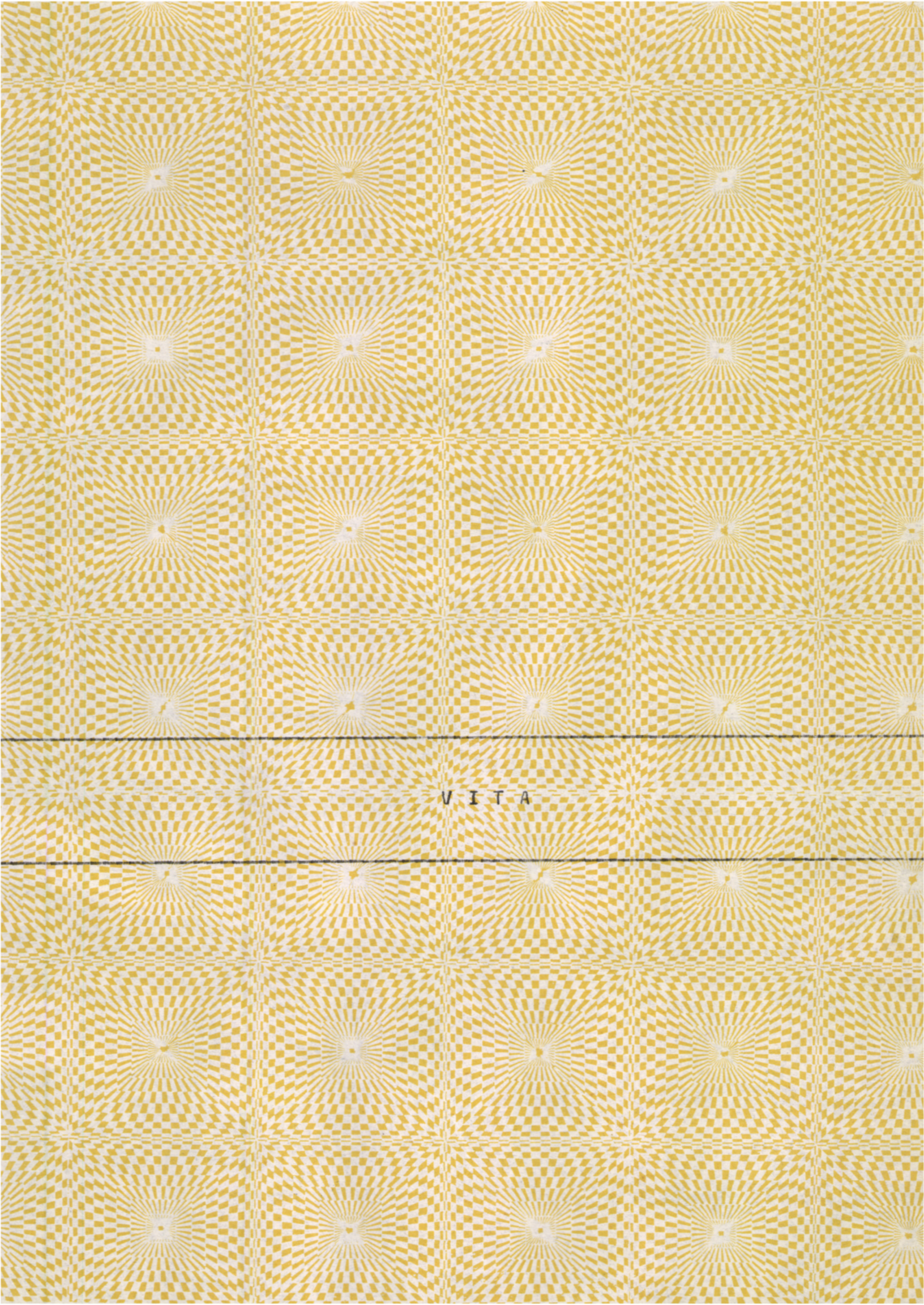
सर्वश्रेष्ठ दौलत रवत
शेतकऱ्यांच्या दोस्त दौलत



अधिक माहिती साठी लिहा :
दत्तात्रय अग्रो केमिकल्स.
फुलेनगर, राहुरी, अहमदनगर, महाराष्ट्र. ४१३७२२

Ad 8 : Advertisement without Illustration

Chapter Opener Page



V I T A

VITA

Dattatraya Shankarrao Waghmode

A candidate for the
degree of
Master of Science (Agriculture)

Thesis : A study of communicability of fertilizer advertisements - embellished with different types of illustrations - as perceived by the farmer readers of the Ahmadnagar District (Maharashtra).

Major field: Agricultural Extension

Biographical
information:

Personal : Born at Mahalung, Tal. Malshiras, Dist. data Solapur on 15th May 1961; Unmarried; Son of Shri Shankarrao Babaji Waghmode of Mahalung (Solapur).

Education : Attended secondary and higher secondary school at Model Multi-purpose High School, Malinagar, and Junior College of Science, Malinagar, Dist. Solapur, except Xth std. at Maharashtra Shikshan Mandal High School, Bhadra, (Ahmedabad); Received the Bachelor's Degree in Agriculture in first class from Kolhapur Agricultural College of Mahatma Phule Agricultural University, Rahuri in 1982.

T. 1721

