

Hoarding As A Medium of Advertising and Communication in Rural India

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Abstract: A significant portion of Indian consumers, which is about 35% of our population reside in rural areas. A brand or its marketers cannot afford to commit the mistake of ignoring this population size. Few of the brands that operate in rural areas tend to run sales campaigns designed for their target audiences. The absence of exposure and voluminous losses are often the outcomes of defying a substantial portion of their target audience.

Keywords :Rural Advertising, Communication, Hoarding, Media In Rural India

Introduction

There has been limited research on geriatric hoarding disorder in rural areas. Older adults living in rural areas are more likely to feel stigmatized due to mental health difficulties and to have multiple barriers to healthcare. The purpose of this study is to present the clinical picture of eight older adults (mean age 68, range 57-92) with hoarding disorder who live in the rural southeastern U.S. Participants completed a semi-structured interview and the NIH Toolbox Emotion and Cognition Batteries in their homes. Participants were mostly female (n = 6) and identified as White (n = 5) or African American (n = 3). All participants reported being Christian. Most participants were divorced or had never married (n = 6). All participants reported having at least one current medical condition, with the most commonly reported diagnosis being high blood pressure (n = 4). Half of participants reported that they had experienced at least one intervention from their family; however, only one participant reported ever experiencing an intervention from another source (i.e., property manager). On average, participants reported having a low level of emotional support and life satisfaction and a high level of loneliness and somatic symptoms of fear. Participants' performance on tests of cognitive functioning was worst for processing speed, with three out of the eight participants performing at the level of borderline impairment or worse. Understanding the clinical presentation of hoarding disorder in rural-dwelling older adults is the first step to the development and implementation of evidenced-based treatments in this population.

Hoardings and Their Usefulness

You can choose a pole or a neighboring building for placing your board temporarily. Create a subtle and meaningful message in the vernacular; it will help you reach out to the masses. It is quite attractive and effective in fetching another glance from the passersby.

Evading Media Darkness In Rural India With The Use Of Hoardings

The absence of resources often causes certain advertising mediums to be useless. On the contrary, hoardings provide you with more avenues to create awareness of your services or products. Besides, there are a good number of reasons why you may consider hoardings to be used in your rural marketing campaign. Several dark villages have witnessed the efficacy of hoardings in rural marketing.

Ensuring Exposure and Visibility for Brands

The hoardings size is such that it can accommodate quality content to draw a large segment of the audience. The viewers will even retain such content in their memory for a long. One more benefit to utilizing hoardings is that individuals frequently pass by these advertising zones consistently, which implies they make certain to check the item on various occasions, which assists with brand recognition.

Establishing A Quick Mode of Communication

Hoardings are akin to telegrams. They would convey precise, crisp, and clear messages to the audience. It is another mode of quick and efficient communication.

Laying Emphasis on The Service or Product

The restriction pertaining to space should be considered as an advantage instead of a problem. It helps in highlighting the brand besides laying the entire focus on its product or service. The latter finds a permanent position in the minds of the target audience.

The digital marketing tools are quite applicable in rural areas of late. By using these tools frequently, the farmers are exploring a new horizon of agricultural concepts. Facebook, YouTube, and WhatsApp are amongst social media tools that agri-preneurs are adopting at large. It facilitates the smooth production of agricultural products through sharing of beneficial ideas and technologies among various farmer communities.

Farmers begin recording genuine instances of their work and let others know of their experiences. They would share the content via YouTube or Facebook with different other farmers. The rural business begins utilizing different devices and strategies of advanced innovation after the COVID-19 emergency left a deep impact. This will assist the farmers with settling the best options and work towards increasing their usefulness.



Source : CogniSense Media Pvt. Ltd

Benefits Of Using Hoarding For Advertising In Media Dark Rural Areas

First and foremost, a hoarding gives you an opportunity in areas where other mediums might have been rendered useless due to lack of resources. However, it is not only reason for using a hoarding as a marketing tool, here are some other reasons that prove hoarding plays an effective role in communication in media dark villages:-

Brand Visibility & Exposure

The size of the hoarding is sure to attract the audience and by use of engaging content, their attention can be retained easily. Another advantage to a hoarding is that people often revisit these places on a daily basis that means they are sure to look at the product multiple time, which helps with recognition of the brand.

Faster Communication

Hoardings are like telegrams, the message is clear, precise and to the point, this helps communication to be efficient and faster.

Emphasis On Product

The limited space should be seen as a plus rather than a problem, the lack of ideal space to fill means that all the focus will be on the product and the brand can be highlighted in a subtle way as well. This also makes marking their connection in the customer's mind easier.

Conclusion

While we advocate the benefits of adopting digital marketing and aiming our resources towards using the effective method is promotion, marketers especially for darker areas raise their eyebrows. Why? The fact that 400 million people residing in rural India are forced to live without electricity should be a subtle hint. The basic requirement of digital marketing includes certain resources such as internet and electronic devices that are considered beyond luxurious in these areas. Moreover, even conventional mediums such as television advertising or print media have not proved very effective due to these constraints, nor has radio, which tends to do the trick in backward and under developed areas.

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