

## THE IMPACT OF UNCONVENTIONAL MEDIA ON RURAL MASSES

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### ABSTRACT

The paper discusses the impact of unconventional media on the buying behavior of rural consumers. It also studies the problems and challenges of rural communication in rural Uttar Pradesh and highlights the relevance of non conventional media in rural markets. Non conventional media are effective tools for raising hype about new products or for re-launching existing products. This is particularly true in the case of FMCG products, where the hype generated can propel sales volumes, provided the advertising campaign is appealing and is backed by a good distribution system. The paper elucidates the fall outs of conventional media by highlighting some national advertisement campaigns carried out by corporate giants to communicate with the target audience in rural markets. The authors take up the empirical views in highlighting the relevance of non conventional media by analyzing the national campaigns from secondary data sources.

**KEYWORDS:** Rural Communication, Non Conventional Media Vehicle and Rural Consumer Buying Behavior