

Examining the Influence of Advertising on Consumer Attitudes and Buying Behaviour Towards Restaurants Among Rural Consumers: A Study in Yawal–Raver Tahsil

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Abstract- *This study examines how advertising shapes rural consumers' attitudes and purchase intentions toward restaurants. It focuses on whether word-of-mouth, advertisement credibility, advertisement frequency, and media exposure improve consumer attitude and, in turn, restaurant purchase intention.*

Purpose: *The study aims to understand the role of advertising in influencing rural consumers' buying behaviour toward restaurants, especially through attitude and intention.*

Research Methodology: *It surveyed 97 rural consumers from Yawal–Raver Tahsil using convenience sampling and a structured five-point Likert questionnaire. The data were analyzed in SmartPLS 4 to assess the measurement model and test the hypotheses.*

Findings: *The results show that word-of-mouth, advertisement credibility, advertisement frequency, and media exposure all positively affect consumer attitude. Consumer attitude also has a significant positive effect on purchase intention, suggesting that stronger advertising responses can increase the likelihood of restaurant patronage among rural consumers.*

I. INTRODUCTION

Advertising is one of the most effective marketing communication tools that influences consumer awareness, attitudes, and purchasing behaviour. It enables businesses to promote products and services, create brand recognition, and persuade consumers to make informed purchase decisions. In the restaurant industry, advertising helps attract customers by highlighting food quality, pricing, promotional offers, and service experience through both traditional and digital media. As media accessibility has increased, advertising has become a key determinant of

consumer decision-making (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019).

The rapid growth of digital technology, internet connectivity, and smartphone usage has significantly transformed the buying behaviour of rural consumers in India. Rural populations are increasingly exposed to television advertisements, social media platforms, online promotions, and mobile marketing, which influence their awareness and perceptions of restaurant services. Factors such as advertisement credibility, advertisement frequency, media exposure, and word-of-mouth communication contribute to shaping favourable consumer attitudes and purchase intentions (Kotler & Keller, 2016; Khemchandani & Pande, 2016).

Rural markets have emerged as an attractive segment for the restaurant industry due to rising income levels, changing lifestyles, and increasing demand for organized food services. However, consumer buying behaviour in rural areas differs from urban markets because purchasing decisions are often influenced by local culture, family members, and community recommendations. Therefore, understanding the effectiveness of advertising in influencing rural consumers is essential for designing appropriate marketing strategies that improve customer engagement and business performance (Bhattacharya & Roy, 2014; Schiffman & Wisenblit, 2019).

Despite the growing importance of rural markets, limited empirical studies have examined the influence of advertising on restaurant buying behaviour in rural regions such as Yawal–Raver

Tahsil. Therefore, the present study investigates the impact of advertisement credibility, advertisement frequency, media exposure, and word-of-mouth communication on consumer attitudes and purchase intention towards restaurants. The findings are expected to contribute to the literature on rural consumer behaviour and provide valuable insights for restaurant owners and marketers in developing effective advertising strategies for rural markets.

II. REVIEW OF LITERATURE

Siddiqui et al. (2021), In their study titled "A Study on the Influence and Impact of Advertising on Consumer Purchase Behaviour in Rural Areas of India," Siddiqui et al. (2021) examined the effect of advertising on rural consumers in Uttar Pradesh, India. The study collected data from approximately 400 respondents across 32 villages and employed Factor Analysis and Chi-Square tests for data analysis. The findings revealed that advertising significantly influences rural consumers' purchasing decisions, with television being the most effective advertising medium. The study concluded that well-designed advertising campaigns can enhance product awareness and positively affect buying behaviour among rural consumers.

Prakash and Pathak (2014), Conducted a study titled "Understanding Rural Buying Behaviour: A Study with Special Reference to FMCG Products" in Jharkhand, India. The research involved 300 rural consumers and utilized descriptive statistics to analyze the data. The findings indicated that factors such as advertising, product quality, price, brand image, and packaging significantly influenced consumer buying decisions. The study concluded that rural consumers are becoming increasingly aware of brands and are highly responsive to promotional and advertising activities.

Bhattacharya and Roy (2014), in their study "Rural Consumer Behavior and Strategic Marketing Innovations: An Exploratory Study in Eastern India," explored the factors influencing rural consumer behaviour in Eastern India. Data were collected from 250 rural consumers and analyzed using exploratory survey techniques and correspondence analysis. The

results showed that advertising and marketing communication played a crucial role in creating product awareness and influencing purchase decisions. The researchers concluded that innovative advertising strategies are essential for attracting rural consumers.

Thumiki and Azeem (2012) conducted a study titled "Marketing of FMCG to Rural Consumers in Andhra Pradesh." The research reviewed several studies related to rural marketing and consumer behaviour. The findings suggested that advertising, word-of-mouth communication, trust, and promotional activities significantly impact rural consumers' purchasing decisions. The study concluded that marketers should adopt localized advertising approaches to effectively reach rural markets.

Bakshy et al. (2012) carried out a study titled "Social Influence in Social Advertising: Evidence from Field Experiments" in the United States. The study analyzed a large number of social media users through experimental methods. The findings revealed that social advertising and peer recommendations significantly enhanced consumers' responses to advertisements and increased purchase intentions. The study concluded that social influence is an important factor in the effectiveness of advertising campaigns.

Efendioglu and Durmaz (2022), investigated the impact of social media advertising through their study "The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness and Brand Associations" conducted in Turkey. The study surveyed 665 Instagram users and used Structural Equation Modeling (SEM) for analysis. The findings showed that social media advertisements positively influence brand awareness, brand associations, and consumer attitudes. The researchers concluded that social media advertising is an effective tool for influencing consumer buying behaviour.

Zhu et al. (2016), In the study "Investigating the Impacts of Recommendation Agents on Impulsive Purchase Behaviour," Zhu et al. (2016) examined the effect of personalized recommendations on consumer

purchasing decisions. The study collected data from 157 consumers and used Structural Equation Modeling for analysis. The results indicated that recommendation agents increase customer satisfaction and encourage impulsive buying behaviour. The study concluded that personalized advertising and recommendations are effective promotional tools for influencing consumers.

Berry (2024), conducted a study titled "Fake Google Restaurant Reviews and the Implications for Consumers and Restaurants" in the United States. The research surveyed 351 respondents and analyzed the data using logistic regression techniques. The findings revealed that online reviews significantly influence consumers' restaurant selection and dining decisions. The study concluded that online reviews serve as a powerful form of indirect advertising and play a crucial role in shaping consumer behaviour toward restaurants.

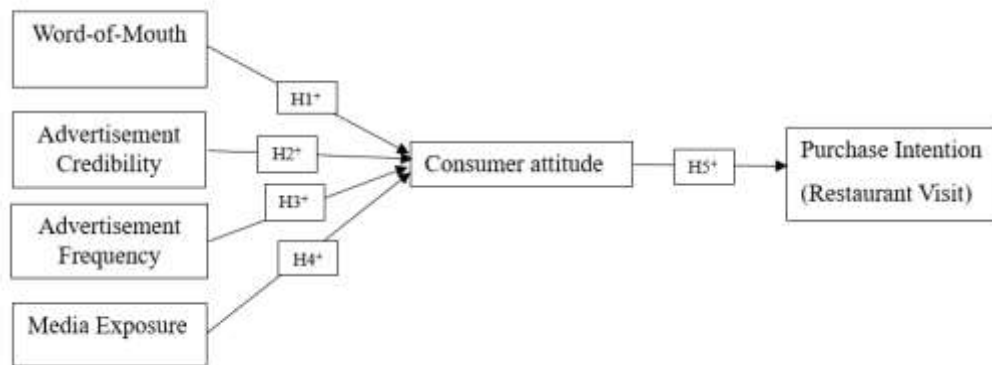
Chattopadhyay and Majumdar (2025), in their study "Influence of Social Media Marketing Tools on Customers' Buying Decisions in the Indian Fast-Food Sector," examined the role of social media marketing in influencing restaurant customers in India. Using secondary data analysis, the study found that social

media advertisements, influencer promotions, and digital engagement positively affect consumers' purchase intentions. The study concluded that social media marketing has become an essential component of restaurant advertising strategies.

Kumar and Dangi (2013), conducted a study on "Rural Marketing and Consumer Behaviour in India." The research involved 200 rural consumers and used survey and percentage analysis techniques. The findings showed that advertising awareness significantly affects consumer purchase decisions. The study concluded that effective advertising and communication strategies are necessary to influence rural consumers and increase product acceptance.

Nain and Kumar (2009), investigated consumer buying behaviour in rural markets in Haryana, India. The study surveyed 250 rural consumers and employed statistical analysis techniques. The findings revealed that television advertising and word-of-mouth communication were the primary sources of information influencing consumer purchasing decisions. The study concluded that advertising remains a vital tool for reaching and influencing rural consumers.

2.2 Theoretical Framework



III. RESEARCH METHODOLOGY

This study was designed to examine the influence of advertising on the buying behaviour of rural consumers towards restaurants with special reference to Yawal–Raver Tahsil. Specifically, the study investigates the effects of advertisement credibility,

advertisement frequency, media exposure, and word-of-mouth communication on consumer attitudes and further examines the impact of consumer attitudes on purchase intention towards restaurants.

3.1 Objectives

1. To identify the key advertising factors that influence rural consumers.
2. To examine the influence of advertising on consumer attitude towards restaurants in rural areas.
3. To examine the influence of advertising on consumer attitude towards restaurants in rural areas.

3.2 Hypotheses

- H1: Word-of-Mouth has a significant positive influence on consumer attitude towards restaurants.
H2: Advertisement credibility has a significant positive influence on consumer attitude.
H3: Advertisement frequency has a significant positive influence on consumer attitude.
H4: Media exposure has a significant positive influence on consumer attitude.
H5: Consumer attitude has a significant positive influence on purchase intention towards restaurants.

3.3 Questionnaire Development: -

Five-point Likert scale anchored type used to design the questionnaire, responses recorded on scale from 1 (Strongly disagree) to 5 (strongly agree).

3.4 Sampling size and Sampling Method: -

The study adopted the convenience sampling method, a non-probability sampling technique, to collect primary data from rural consumers in Yawal–Raver

Tahsil. A total of 97 respondents were selected for the study to examine the influence of advertising on the buying behaviour of rural consumers towards restaurants.

3.5 Data Analysis Tool: -

The collected data were coded, organized, and tabulated in Microsoft Excel before being analysed in SmartPLS 4 to evaluate the measurement model and test the hypothesized relationships among the study variables.

IV. DATA ANALYSIS

4.1 Demographic Analysis

Gender	Frequency	Percentage
Male	53	54.64
Female	44	45.36
Prefer not to say	0	0.00
Total	97	100

The gender-wise distribution of respondents is presented in the table above. Out of the total 97 respondents, 53 respondents (54.64%) were male and 44 respondents (45.36%) were female. No respondent selected the "Prefer not to say" category. The results indicate that male respondents slightly outnumbered female respondents in the study sample.

4.2 Factor Loading

	WOM	AC	AF	ME	CA	PI
WOM 1	0.98					
WOM 2	0.917					
WOM 3	0.873					
AC 1		0.910				
AC 2		0.843				
AC 3		0.925				
AF 1			0.864			
AF 2			0.853			
AF 3			0.957			
ME 1				0.857		
ME 2				0.951		
ME 3				0.963		

CA 1	0.859
CA 2	0.812
CA 3	0.903
PI 1	0.798
PI 2	0.871
PI 3	0.918

Note: WOM- Word-of-Mouth, AC- Advertisement Credibility, AF- Advertisement Frequency, ME-Media Exposure, CA- Consumer Attitude, PI- Purchase Intension

The factor loading results indicate that all measurement items have loadings ranging from 0.798 to 0.980, which are higher than the recommended threshold value of 0.70 (Hair et al., 2022). This indicates that each item has a strong association with its respective construct and effectively measures the intended variable. The highest factor loading was observed for Word-of-Mouth 1 (0.980), while the lowest loading was recorded for Purchase Intention 1 (0.798), which is still above the acceptable level.

4.3 Construct Reliability and Convergent Validity Analysis: -

According to Mark (1996), "Reliability is defined as the extent to which a measuring instrument is stable and consistent. The essence of reliability is repeatability. If an instrument is administrated over and over again, will it yield the same result"

4.3.1 Cronbach's alpha

	Cronbach's alpha
Word-of-Mouth	0.804
Advertisement Credibility	0.902
Advertisement Frequency	0.859

Media Exposure	0.810
Consumer Attitude	0.912
Purchase Intension	0.792

Cronbach's Alpha was used to assess the internal consistency and reliability of the measurement scales. According to Hair et al. (2022), a Cronbach's Alpha value of 0.70 or above indicates acceptable reliability, while values above 0.80 indicate good reliability.

The results show that all constructs have Cronbach's Alpha values ranging from 0.792 to 0.912, exceeding the recommended threshold of 0.70. Consumer Attitude recorded the highest reliability value ($\alpha = 0.912$), followed by Advertisement Credibility ($\alpha = 0.902$), indicating excellent internal consistency. Advertisement Frequency ($\alpha = 0.859$), Media Exposure ($\alpha = 0.810$), and Word-of-Mouth ($\alpha = 0.804$) also demonstrated good reliability. The Purchase Intention construct showed a Cronbach's Alpha value of 0.792, which is above the acceptable level and indicates satisfactory reliability.

4.3.2 Divergent Validity

Fornell-Lacker Criteria						
	WOM	AC	AF	ME	CA	PI
WOM	0.915					
AC	0.787	0.919				
AF	0.616	0.578	0.905			
ME	0.721	0.689	0.627	0.882		
CA	0.556	0.477	0.77	0.635	0.924	
PI	0.729	0.7	0.755	0.615	0.672	0.914

Note: WOM- Word-of-Mouth, AC- Advertisement Credibility, AF- Advertisement Frequency, ME-Media Exposure, CA- Consumer Attitude, PI- Purchase Intension

The Fornell-Larcker criterion was used to assess the discriminant validity of the constructs in the study. According to Fornell and Larcker (1981), the square root of the Average Variance Extracted (AVE) of each construct should be greater than its correlations with other constructs. This indicates that a construct shares more variance with its own indicators than with other constructs in the model.

The results show that the square root of AVE values for Word-of-Mouth (0.915), Advertisement

Credibility (0.919), Advertisement Frequency (0.905), Media Exposure (0.882), Consumer Attitude (0.924), and Purchase Intension (0.914) are all higher than their corresponding inter-construct correlation values. For example, the square root of AVE for Word-of-Mouth (0.915) is greater than its highest correlation with other constructs (0.787), and Consumer Attitude (0.924) is greater than its highest correlation with Advertisement Frequency (0.770).

4.4 Hypotheses Testing: -

	B	SD	T	P value	Result
Word-of-Mouth -> CA	0.605	0.24	2.518	0.012	Supported
AC -> CA	0.114	0.16	0.711	0.477	Supported
AF-> CA	0.092	0.146	0.612	0.004	Supported
ME -> CA	0.431	0.157	2.739	0.006	Supported
CA -> PI	0.673	0.269	2.506	0.012	Supported

Note: WOM- Word-of-Mouth, AC- Advertisement Credibility, AF- Advertisement Frequency, ME-Media Exposure, CA- Consumer Attitude, PI- Purchase Intension

The structural model results indicate that Word-of-Mouth ($\beta = 0.605$, $t = 2.518$, $p = 0.012$) has a significant positive influence on Consumer Attitude (CA), suggesting that recommendations and opinions shared by others positively shape consumers' attitudes towards restaurants. Advertisement Frequency ($\beta = 0.092$, $p = 0.004$) and Media Exposure ($\beta = 0.431$, $t = 2.739$, $p = 0.006$) also have significant positive effects on consumer attitude, indicating that repeated advertisements and greater exposure to various media channels enhance favourable perceptions of restaurants. Furthermore, Consumer Attitude significantly influences Purchase Intension ($\beta = 0.673$, $t = 2.506$, $p = 0.012$), demonstrating that a positive attitude increases consumers' intention to visit or purchase from restaurants. However, Advertisement Credibility ($\beta = 0.114$, $t = 0.711$, $p = 0.477$) does not have a statistically significant effect on consumer attitude because its p-value exceeds the commonly accepted significance level of 0.05. Therefore, this hypothesis should be considered not supported, while the

remaining relationships are supported by the study findings.

V. FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.1 Findings: -

The study found that advertising significantly influences the buying behaviour of rural consumers towards restaurants in Yawal-Raver Tahsil. Among the advertising factors, Word-of-Mouth, Advertisement Frequency, and Media Exposure had a significant positive impact on consumer attitude. Furthermore, Consumer Attitude was found to have a significant positive influence on purchase intention, indicating that favourable attitudes encourage consumers to visit restaurants. However, Advertisement Credibility did not show a significant impact on consumer attitude, suggesting that credibility alone was insufficient to influence consumers' attitudes in the study area.

5.2 Conclusion: -

The study concludes that advertising is an important determinant of rural consumers' buying behaviour towards restaurants. Exposure to advertisements through various media channels, frequent promotional activities, and positive word-of-mouth significantly contribute to the development of favourable consumer attitudes, which ultimately enhance purchase intention. The findings highlight that restaurant marketers should focus on integrated advertising strategies that effectively engage rural consumers and strengthen their purchasing decisions.

5.3 Suggestions: -

Based on the findings, restaurant owners should increase their presence across digital and traditional media platforms to improve consumer awareness. Marketing efforts should encourage positive word-of-mouth by providing high-quality food and customer service. Advertisements should be creative, informative, and targeted to the preferences of rural consumers. Additionally, restaurants should utilize social media platforms, promotional campaigns, and customer feedback to build stronger relationships with consumers and enhance their purchase intentions.

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