



## A Study on Impact of Advertisement on Consumer Buying Behavior of Two Wheeler's (With Special Reference to Tirupattur District)

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### Abstract

The present study has made an attempt to examine the impact of advertisement on consumer buying behavior of two wheelers. The prime objective of the present study is to examine consumer behaviors toward purchase of two wheelers and to analyze the relationship between demographic variables and advertisement factors. In the present study, descriptive research design was followed. Data were collected from 85 respondents having two-wheeler in Tirupattur District. Simple random sampling technique was used for the study. Since the present study is mainly depending on the primary data, a special care was taken to frame the questionnaire. The collected data were processed with the help of appropriate statistical tools. The Present study concludes that the respondents have two-wheeler to save time, millage is an importance element in buying decision and advertisement has their influencing factors for buying. The respondent strongly agree that advertisement will affect their buying behavior and most of the respondents are influenced by TV advertisement and they have neutral opinion on Celebrities presence in advertisement.

**Keywords:** Buying Behavior, Advertisement, Two Wheelers.

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### Introduction

Consumers are the king of Business and they decide what they want to consume and selects only those commodities they wanted to utilize. As a next step they analyze the price of the commodities and purchase according to their income level. Marketers has to understand the needs and expectations of the customers and they should possess in depth knowledge of consumer buying behavior. Therefore the future buying behavior strategies and the marketing strategies has to be followed by the marketers to sustain them in the competitive market environment. As a tool Advertisement acts as an attractive media for attracting the customers and influence them towards buying behavior of any products or services.

### Consumer Buying Behavior

Consumer buying behavior involves selection of the products, purchasing the products and consumption of their goods and services according to their needs. Many of the consumers are unaware of the factors that drive them to make decisions to select a product or service. Decision making process, shopping habits, purchasing behavior are some of the factors influencing the customers in buying behavior. Apart from these the consumer behavior is influenced by cultural

factors, social factors, economic and personal factors. Solomon et al says "the field of consumers cover a lot of ground ; it is the study of process involved when individuals or groups select, purchase, use or dispose products or services, ideas or experiences to satisfy needs and desires (2006). It refers to the buying behavior of the ultimate consumers.

It helps in understanding

- i. i the reasons for purchase by the consumers.
- ii. ii factors influencing the consumer purchases.
- iii. iii the changing factors in our society.

### Factors that affect the Consumer Buying Decision Process:

The marketer must be aware of these factors in order to develop an appropriate model for its target market.

#### 1. Personal:

Demographic Factors gives the individual identity of a person sex, race, age etc. the person responsible family in the family for the decision-making.

#### 2. Social Factors:

Opinion of leaders , family members opinion, needs of consumers , learning motives etc. are the social factors influencing the customers.

#### 3. Reference Groups:

The values, attitudes or behaviors of the group members, families, friends, has a positive or negative

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influence on a person attitude and behavior.

#### 4. Social Class:

Social class is relatively permanent and they share similar value, interest and behavior. It is measured by the combination of various factors such as education, occupation, income, property, status and power, ownership etc.

#### 5. Culture and Sub-culture:

Culture refers to the set of values, ideas, and attitudes accepted by a homogenous group of people and transmitted to the next generation. It changes gradually according to the changing environment and associated with the society.

#### Advertising

##### Meaning of Advertising

An organization can attain prosperity and sustain in the environment only if they increase more profits and identify the needs and wants of customers. Customer loyalty and customer retention is the most important factors to sustain the company in the long run. Advertising is a way of communication influencing an audience for purchase of products or services. It is a paid form of promotion follows through television, radio advertisement, newspapers, hoardings, sign boards etc. The major aim of advertisement is to create an impact on buying behavior. The use of advertisement increased its importance in 20<sup>th</sup> century as the industrial sector expanded with manufacturing of products.

##### Definition: Advertising Media

Advertising media plays a vital role in marketing a product or service in any organization. It may be in the form of speech, action, videos, online, through blogs, through different applications etc., However it reaches the customers through any channel. Depending upon the demographic factors of customers, objectives of advertising, budget allocated to advertisement and targets of the organization the advertising media can be fixed.

##### Statement of the Problem

The liberalized economy in India leads both male and female to go to job and thus, their commutations become very important. So, they opt the assistance of two wheelers instead of public transport for the pleasant commutations. The two wheeler becomes inevitable, and also the cost is reasonable, therefore they are meticulous in choosing the best two wheelers.

They hence require more information about two wheelers however they are guided and influenced by the advertisements. Therefore the advertisements influence their preferences, purchase decision and post purchase behavior. So, the present study concentrates on the impact of advertisements on the consumer buying behavior towards two wheelers.

#### Objective of Study

1. To study the demographic factors of the respondents in the study area.
2. To analyze consumer behaviors toward purchase of two wheeler.
3. To study the impact of advertisement on two wheeler purchase.
4. To analyze the relationship between demographic variables and advertisement factors.

#### Research Methodology

The researcher is using data, which has been collected in two ways such as primary and secondary data.

**Primary Data:** Primary data is gathered through questionnaire, the schedule interview.

**Secondary Data:** The secondary data has been collected through Books, Journal, Magazines and Newspaper.

#### Statistical Tools used

- Simple Percentage analysis
- Chi-Square Test

The result was then analyzed using the Statistical Package for Social Science (SPSS) Version 17.0 Software.

#### Sample size

On the time basis the researcher decides to adopt the random sampling. The same was collected from 85 respondents having two-wheeler in Tirupattur District.

#### Review of Literature

##### Studies Relating to Buying Behavior of Two Wheeler

Martin (2017) has carried a research study on consumer behavior towards two wheeler dealers in coimbatore district. The main objectives was to find out the awareness level of two wheelers, factors influencing consumer behavior buying process, impact of behavioral factors of consumers while choosing particular dealer. The author concludes that the buying behavior is influenced with several psychological factors such as motivation, decision making and the consumers are so conscious regarding brand and quality.

Ronald and Debasis (2016) have identified the influencing factors of consumer buying behavior of two wheeler bikes in cities of Uttarpradesh. The study was mainly focused on buying behavior of consumer motivating to purchase two wheelers. Factors affecting purchase decisions such as cultural factors, social factors, personal factors and psychological factors were analyzed.

Anis and Yasir (2015) have conducted the study in rural areas of Lucknow and they have identified the attributes highly determining for purchasing two wheelers in particular rural area. The authors have also tried to measure the performance of two wheeler companies through customer satisfaction level. It was

concluded that the buying pattern of different market segments helps the marketers to find out groups representing high sales potential.

**A Studies Relating to Impact of Advertising in Buying Behaviour of Two Wheeler**

Ahmad and Abubakar (2020) have identified the impact of different forms of advertising on consumer buying behavior. Purposive sampling technique was used and it was found that outdoor, print and broadcast advertising has significant and positive impact on consumer buying behavior. It was also found that there is no significant effect with celebrity advertising on consumer buying behavior. The authors conclude that advertising budget should be reviewed periodically to boost profit market share.

Shradha et al (2019) have analyzed the impact of advertisement on consumer behavior in Banglore, Manglore, Udipi and Mumbai city. Relationship between and buying behavior of consumer was studied. The main

objective was to identify the most preferred advertisement media and to understand the power of persuasion in advertisement. Random sampling method was used and it concluded that advertising acts as a motivator in purchasing products or services.

R.Surenderraj (2018) has analyzed the impact of Advertisement on buying behavior on consumers in Sivakasi. Findings reveal that there is no relationship between age of the respondents and level of impact of advertisement and there is no relationship between income and satisfaction with the product advertised at the time of using.

Vikram and Yogit (2018) have studied the impact of advertising on purchase of two wheelers in Panipet city. It was found that maximum number of respondent is affected by the advertisement and the word of mouth. Moreover it was found that maximum number of respondents are satisfied with after sales service provided by their company.

**Analysis and Interpretation**

Chi – square test

*Gender and advertising affect your buying behavior*

GENDER	ADVERTISING AFFTER YOUR BUYING BEHAVIOUR					
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STORNGLY DISAGREE	TOTAL
MALE	13	8	16	4	4	45
FEMALE	11	9	6	6	8	40
Total	24	17	22	10	12	85

Chi-Square Tests			
	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	6.232 <sup>a</sup>	4	.182
Likelihood Ratio	6.410	4	.171
Linear-by-Linear Association	.776	1	.378
N of Valid Cases	85		

Source: Primary Data Chi- square test from SPSS

**Null Hypothesis**

H<sub>0</sub>: There is No Significance difference between the Buying behavior affected by Advertising and the Gender.

**Alternatives Hypothesis**

H<sub>1</sub>: There is Significance difference between the Buying behavior affected by Advertising and the Gender.

**Inference:**

Therefore, critical value at 5% level of significance with 4 d.f., is 9.488. Since computed value of the test statistic is less than the critical value, we accept the null hypothesis. Hence, Advertising will affect the buying behavior on two-wheeler for both male and female respondents are same.

**Family Monthly Income and Advertising Affect Your Buying Behavior**

FAMILY MONTHLY INCOME	ADVERTISING AFFTER YOUR BUYING BEHAVIOR					
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STORNGLY DISAGREE	TOTAL
Rs.8000 - Rs.10000	10	3	4	2	5	24
Rs.10000 -Rs.20000	8	8	10	2	4	32
Rs.20000 - Rs.30000	4	5	7	5	1	22
ABOVE Rs.30000	2	1	1	1	2	7
Total	24	17	22	10	12	85

Chi-Square Tests			
	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	12.160 <sup>a</sup>	12	.433
Likelihood Ratio	12.202	12	.430
Linear-by-Linear Association	.640	1	.424
N of Valid Cases	85		

Source: Primary Data Chi- square test from SPSS

**Null Hypothesis**

H<sub>0</sub>: There is No Significance difference between the Buying behavior affected by Advertising and the Family monthly Income.

**Alternative Hypothesis**

H<sub>1</sub>: There is Significance difference between the Buying behavior affected by Advertising and the Family monthly Income.

**Inference:**

Therefore, critical value at 5% level of significance with 12 d.f., is 21.026. Since computed value of the test statistic is less than the critical value, we accept the null hypothesis. Hence Advertising will affect, the buying behavior on two-wheeler for different income Groups are same.

**Age and Advertising Affect Your Buying Behaviour**

AGE	ADVERTISING AFFTER YOUR BUYING BEHAVIOUR					
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STORNGLY DISAGREE	TOTAL
18 YRS - 21 YRS	14	4	9	3	3	33
21 YRS - 25 YRS	6	5	6	4	2	23
25 YRS - 50 YRS	3	4	6	1	6	20
50 YRS & ABOVE	1	4	1	2	1	9
Total	24	17	22	10	12	85

Chi-Square Tests			
	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	16.363 <sup>a</sup>	12	.175
Likelihood Ratio	15.522	12	.214
Linear-by-Linear Association	3.366	1	.067
N of Valid Cases	85		

Source: Primary Data Chi- square test from SPSS

**Null Hypothesis**

H<sub>0</sub>: There is No Significance difference between the Buying behavior affected by Advertising and Age.

**Alternative Hypothesis**

H<sub>1</sub>: There is Significance difference between the Buying behavior affected by Advertising and Age.

**Inference:**

Therefore, critical value at 5% level of significance with 12 d.f., is 21.026. Since computed value of the test statistic is less than the critical value, we accept the null hypothesis. Hence Advertising will affect the buying behavior on two wheeler for different Age Groups are same.

### Education Level and Advertising Affect Your Buying Behaviour

EDUCATION LEVEL	ADVERTISING AFFTER YOUR BUYING BEHAVIOUR					
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STORNGLY DISAGREE	TOTAL
BELO SSLC	3	4	3	1	1	11
SSLC	2	5	2	1	1	11
INTERMEDIATE	7	3	6	2	2	21
UG	4	4	8	6	6	24
PG	7	1	1	2	2	11
ABOVE PG	1	0	2	0	0	7
Total	24	17	22	10	12	85

Chi-Square Tests			
	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	35.810 <sup>a</sup>	20	.016
Likelihood Ratio	32.976	20	.034
Linear-by-Linear Association	1.270	1	.260
N of Valid Cases	85		

Source: Primary Data Chi- square test from SPSS

#### Null Hypothesis

H<sub>0</sub>: There is No Significance difference between the Buying behavior affected by Advertising and Education qualification.

#### Alternative Hypothesis

H<sub>1</sub>: There is Significance difference between the Buying behavior affected by Advertising and Education qualification.

#### Inference:

Therefore, critical value at 5% level of significance with 20 d.f., is 31.410. Since computed value of the test statistic is more than the critical value, we reject the null hypothesis. Hence Advertising will affect, the buying behavior on two wheeler for different Education qualification are not same.

**Occupation \* Advertising Affect Your Buying Behavior**

Occupation	ADVERTISING AFTER YOUR BUYING BEHAVIOR					
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STORNGLY DISAGREE	TOTAL
FAMER	9	4	6	2	1	22
BUSINESS	2	5	7	4	6	24
EMPLOYEE	7	5	3	0	3	18
PROFESSIONAL	5	1	3	3	2	14
OTHER	1	2	3	1	0	7
Total	24	17	22	10	12	85

Chi-Square Tests			
	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	18.102 <sup>a</sup>	16	.318
Likelihood Ratio	22.488	16	.128
Linear-by-Linear Association	.076	1	.783
N of Valid Cases	85		

Source: Primary Data Chi- square test from SPSS

**Null Hypothesis**

H<sub>0</sub>: There is No Significance difference between the Buying behavior affected by Advertising and Occupation.

**Alternative Hypothesis**

H<sub>1</sub>: There is Significance difference between the Buying behavior affected by Advertising and Occupation.

**Inference:**

Therefore, critical value at 5% level of significance with 16 d.f., is 26.296. Since computed value of the test statistic is less than the critical value, we accept the null hypothesis. Hence Advertising will affect, the buying behavior on two wheeler for different Occupation are same.

**Findings**

**Chi Square Test**

- Advertising will affect the buying behavior on two-wheeler for both male and female respondents are same.
- Advertising will affect, the buying behavior on two wheeler for different income Groups are same.
- Advertising will affect, the buying behavior on two wheeler for different Age Groups are same.
- Advertising will affect, the buying behavior on two wheeler for different Education qualification are not same
- Advertising will affect, the buying behavior on two wheeler for different Occupation are same.

## Conclusion

The study analysis the impact of Advertisement on Consumer Buying Behavior of two-wheeler in Tirupattur District. The study found that most of the respondents have Hero bike, they have two-wheeler to save time, millage is an importance element in buying decision and advertisement has their influencing factors for buying. The respondents strongly agree that advertisement will affect their buying behavior and it provide full information. Most of the respondents are influenced by TV advertisement and they have neutral opinion on Celebrities presence in advertisement. The study also reveals that, all of them are satisfied with their Two –wheeler, after sale service and technology & design of the two-wheeler. There is no significant difference between the Demographic factors and the buying behavior affected by advertisement. Therefore it is concluded that advertisement creates positive impact on buying behavior of two-wheeler irrespective of demographical factors.

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