



Impact of Advertising on Two Wheeler Purchase

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ABSTRACT-

Consumer behavior is an investigation of customers purchasing behavior it examines why a person purchase or do not purchase goods. It aims to comprehend consumer decision-making processes, both individually and collectively. It aims to understand how the reference groups of family and friends and society at large affect customers. The survey primarily examines consumer purchasing patterns and the factors that influence two-wheeler bike purchases. The purpose of this study is to identify the characteristics that influence consumer preference for one brand or model over another. It also seeks to identify the elements that influence consumer satisfaction levels.

Key words- consumer behavior, e-bike, advertising, Purchasing behavior.

Introduction

Consumer buying behavior is the study of how people choose, purchase, use, and discard products, services, ideas, or experiences to fulfil their needs and preferences. Consumer behavior research examines how people choose how to spend their available resources. Spending (efforts, money, and time) on things for consumption. It comprises an analysis of what people purchase, why and when they do so, where they purchase it, how frequently they do so, and how frequently they utilize it. India is the world's second-largest two wheeler producer. In India's vehicle sectors, the two-wheeler segment contributes the most money overall. In terms of production and sales, the nation ranks third behind China and Japan.

The industrial sector is expanding extremely quickly. The majority of Indians, particularly the younger generation, preferred two-wheelers. Bicycles and scooters make up a sizable portion of the two-wheeler market. Mopeds, which are utilized by both men and women, are thought to be the preferred mode of transportation for the younger generation since they make commuting simple, look good, have good gas mileage, and are aesthetically pleasing. The psychology of marketing is what drives consumer behavior in a marketing context. When monitoring and attempting to understand consumer behavior, several important psychological disciplines are at play. The first is cognitive psychology, which is the study of all mental behavior that is related to knowledge. The different facets of purchasing include attention, perception, and decision-making. There are many factors that influence the consumer buying behavior of the two wheeler. A consumer making a purchase decision will be affected by following factors:

- ❖ Cultural factors
 - ❖ Social factors
 - ❖ Personal factors
 - ❖ Psychological factors
 - ❖ Promotional & Marketing factors
 - ❖ Situational factors
- 1) **Cultural factors:** It has the biggest influence on consumer purchasing behavior. A buyer's culture, subculture, and socioeconomic status always have an impact.
 - 2) **Social Factors:** Social factors including status, role, and role models have a significant impact on consumer purchasing behavior.
 - 3) **Personal Factors:** A consumer's age, profession, lifestyle, and personality are all elements that influence his or her purchasing decisions.
 - 4) **Psychological aspects:** Motivation, perception, learning, beliefs, and attitudes are a few psychological aspects that can affect a consumer's decision to purchase anything.

- 5) Marketing aspects: Marketing aspects like product design, price, promotion, positioning, and distribution have a significant impact on consumer purchasing decisions. As an illustration, scooty pep is marketed as a girls' vehicle whereas the different bike brands are marketed as masculine bikes whereas most of the without gear scooters are positioned as a family vehicle.

Objectives:

- To study the role of advertising on customer buying two wheelers.
- To check the brand preference of consumer towards two wheeler brands
- To check satisfaction level of the respondents towards their preferred brand of two wheeler

Literature Review :

Nixon S. (2015): This study was done to determine how advertising for two-wheelers affects college students' decisions to purchase them. When it comes to two-wheelers, the leading companies are also the ones that spent the most on advertising. According to the study, advertising has a beneficial impact on young people and can even affect their decision to purchase something.

Najeemudeen K., Panchanatham N. (2016): This study reveals that Customers frequently use the internet and social media to gather information about the newest models of two-wheelers, read online reviews, check customer feedback, compare brands and models, and other tasks before making a final decision, and this process appears to have an impact on their choice.

Bhuvnesh Kumar and kavita (2015) The study's objective was to identify the elements affecting consumers' decisions to buy two-wheelers. This study showed that advertisements are crucial in influencing customers' buying decisions, hence their frequency needs to be increased in order to make an immediate and lasting impression.

Chauhan V.S. (2015): The study covers the various social media platforms as well as sales advertising and how this may influence people's and organizations' purchasing decisions. This study shows that social media significantly affects two-wheeler sales and sales marketing.

Data Collection :

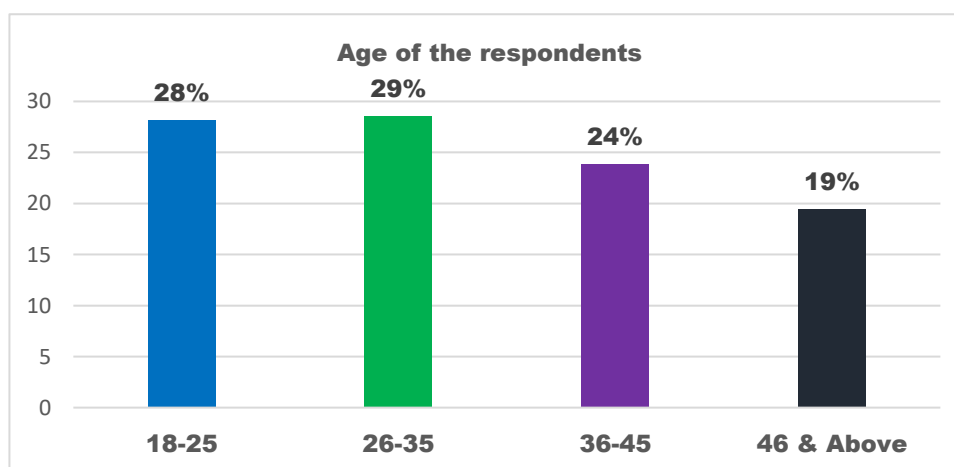
Primary data: A questionnaire was used to obtain the primary data from respondents belonging to Nagpur city. Prior to administration, the questionnaire was pre-designed and pretested. Questionnaire was sent to 300 respondents.

Secondary data: research journal papers, websites, and newspapers were used to gather secondary data.

Design of the sample: A structured google forms was used to send the questionnaire after it had been created. To reach a larger customer base, snowball sampling was employed.

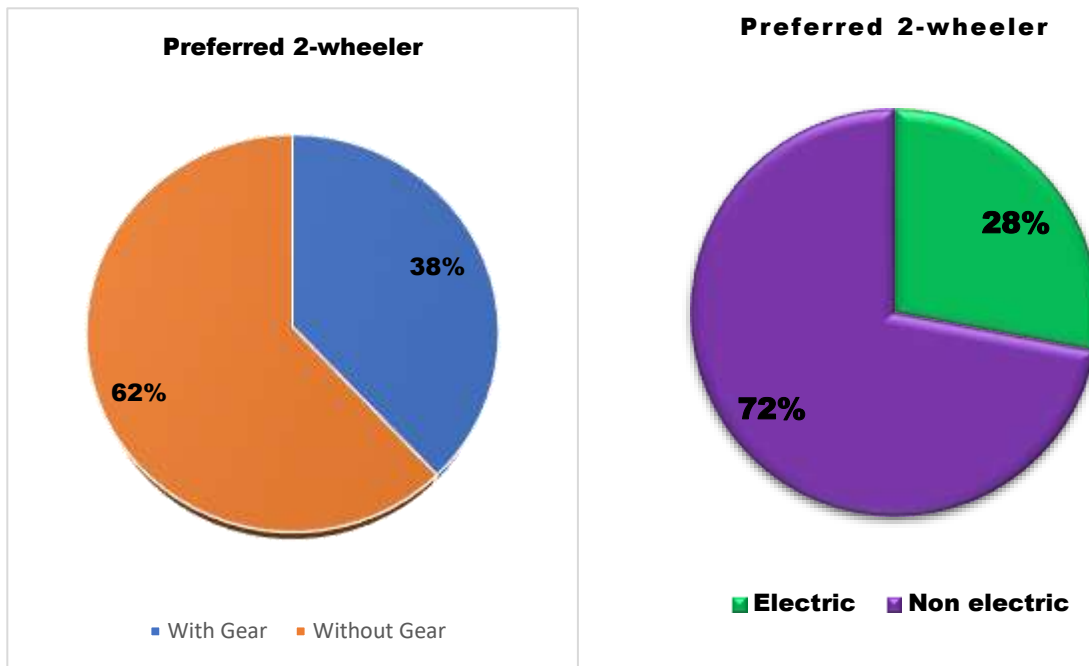
Analysis and Data Interpretation :

1. What is your Age?



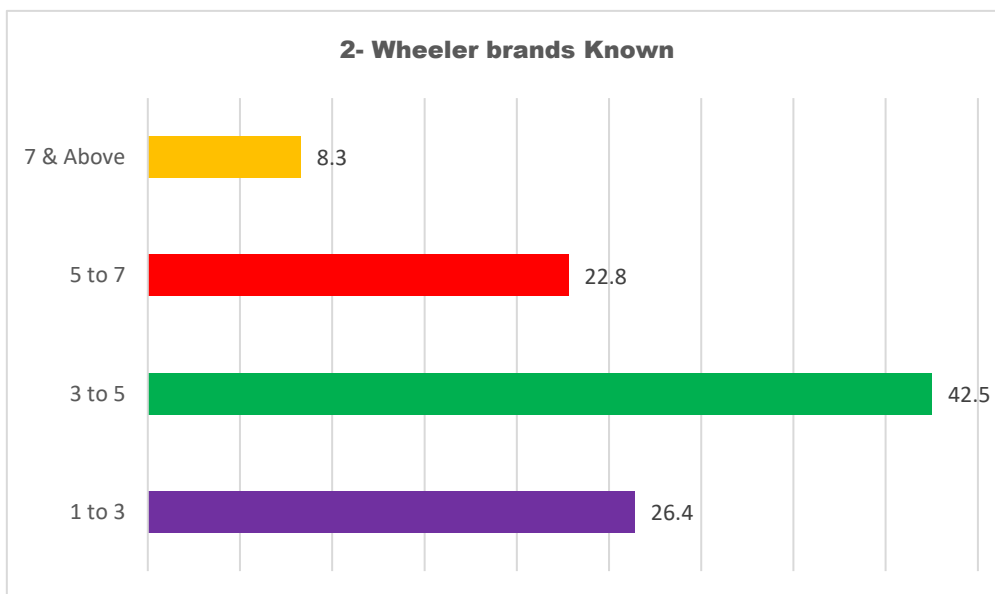
Question was asked related to age of the respondents in order to include respondents from all age groups the age was considered and classified as one of the following ranges: a. 18–25 b. 26–35 c. 36–45 d. 46 and above. There were 277 responders in all 28% of those were between the age of 18–25. 29 percent was in the age range of 26-35. 24% were between the ages of 36-45 and the remaining were 46 and older.

2. What Type of two wheelers you prefer?



When question about type of preferred two wheelers was asked 62% agreed that they prefer with gear bikes as compared to without gear 2-wheelers. Also majority respondents preferred non electric (Fuel run) vehicles as compared to electric vehicles.

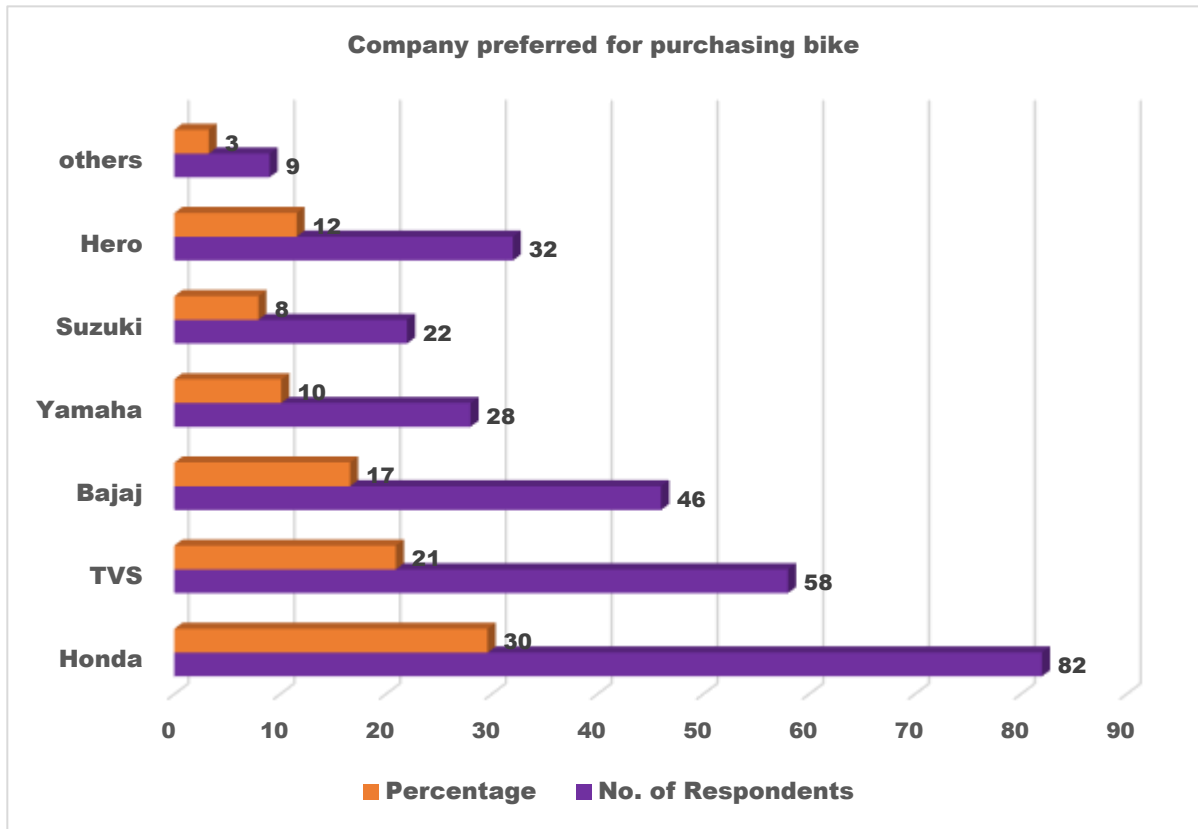
3. How many brands of two wheelers do you know:



Interpretation:

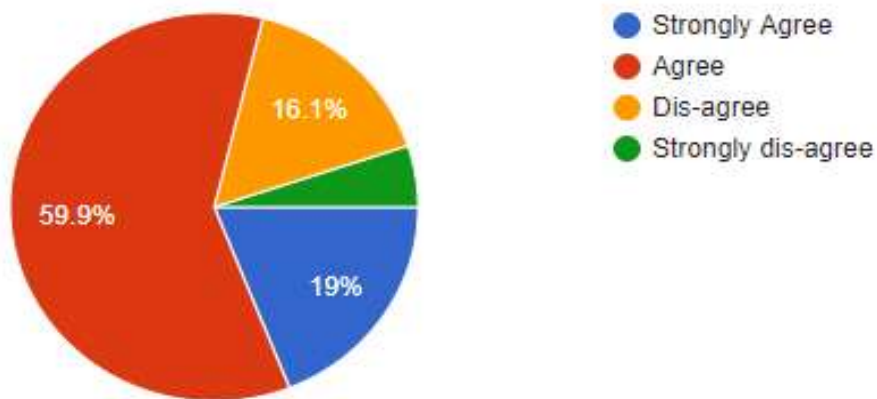
Awareness plays a major role while deciding upon brand, higher the brand awareness h better sales prospect. When asked about brand awareness majority consented that they are well aware (42.5%) about the major brands of 2 wheelers which are at offer.

4. Which of the following companies two wheeler you would like to purchase?



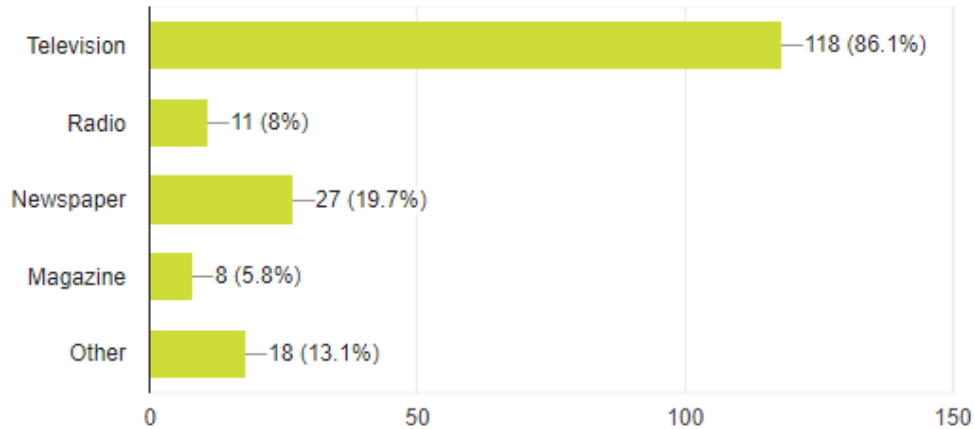
As per the above graph, it can be observed that while purchasing two wheeler Honda is the first choice of majority of the respondents followed by CompanyTVS and Bajaj.

5. While purchasing two-wheeler does advertisement plays any role?

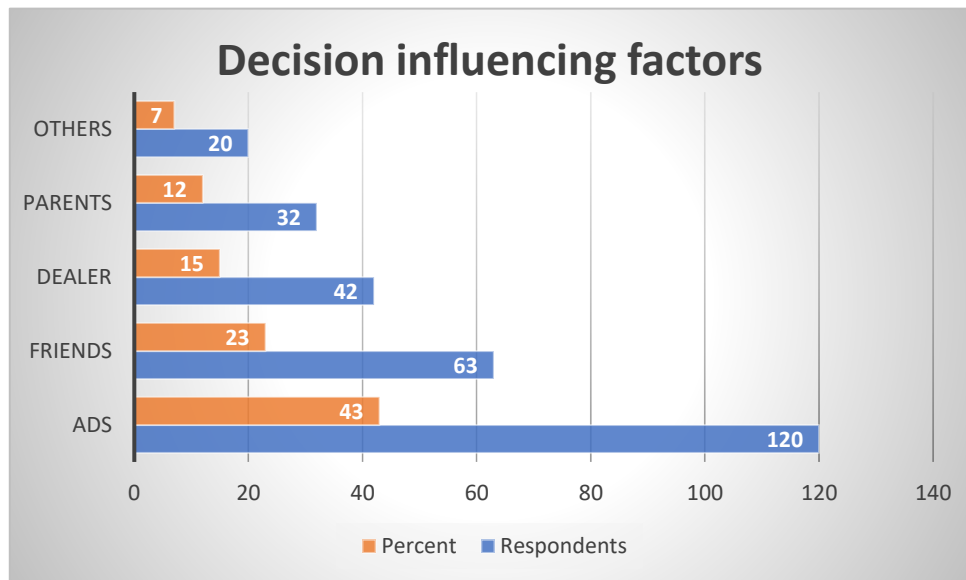


Majority (around 70%) agreed that advertisement plays a major role in influencing purchasing decision of two wheelers .Promotions and advertising through various channels of media does have an impact on most of the buyers mind

6. From where do you get information about the two wheelers?



7. Who influence your decision most while purchasing bike?



Advertising plays a major role along with other Influencers and reference groups are other influencing factors which play a role while deciding on the brand attributes as well as making purchase decision.

Conclusion :

The impact of advertising and promotion on customer buying behavior for two-wheelers is just one of major aspects other than social and individual characteristics. These variables control how each person thinks, makes decisions about purchases, and interacts with various social groupings, including friends, family, and coworkers. Brand choice is influenced by advertising and promotional strategies. When analyzing and deciding whether to buy a particular brand, the extra features and accessories that are supplied also matter.

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