

A Study on the Impact of Advertising on Purchase of Two Wheelers by Women in Panipat City

Vikram Singh¹, Yogita Sharma², Pooja Sharma³

¹ Assistant Professor, RPIIT Technical Campus Karnal.

² Assistant Professor, RPIIT Technical Campus Karnal.

³ Assistant Professor, RPIIT Technical Campus Karnal.

Abstract-Moped industry council is founded in 1971. It is the national, non profit, trade association that represent the responsible interest of the major two wheeler distributor, the manufacturer and retail outlet of two wheeler related products and services. A study on the impact of advertising on purchase of two wheelers by women in Panipat city" found this things the two wheeler is widely used by the population the people like to purchase their own two wheeler and advertisement have a great impact on the purchase desire of the two wheeler. In this research the sample size is taken 30. The area of the research was Panipat city. The technique used for research a % method. After data analysis it was found that maximum number of respondent have their own moped and maximum number of respondent was affected by the advertisement and the word of mouth. And maximum number of respondent were satisfied with the after sales services which were provided by their company two wheeler.

Keywords:-Women, Two wheeler, advertisement, purchase.

I. Introduction

Advertisement has been defined differently by different persons. A few definitions are being reproduced below: According to Wood, "Advertising is causing to know to remember, to do." According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy." According to Richard Buskirk, "Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor." According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."The above definitions clearly reveal the nature of advertisement. This is a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume. Moped industry council is founded in 1971. It is the national, non profit, trade association that represent the responsible interest of the major two wheeler distributor, the manufacturer and retail outlet of two wheeler related products and services. The member of MIC account for more than 90% of all the new moped two wheeler sold in India There are four category of membership in MIC:MEMBERS- the manufacturer and distributor of moped.

II. Review of Literature

- **Gopal R., Saha D., (2015)** This study focuses on adopters and users of a new product category – synthetic lubricants for two-wheelers. It provides an overview of the market for two-wheeler lubricants in India. An in-depth review of literature on adoption and diffusion of new innovative products is carried out. It attempts to identify and create a set of psychographic constructs of such adopters and establishes that they are significantly distinct from non-adopters. **Balakrishnan H., Devaki V., (2015)** The Automobile Company gain market leadership only if it understands the consumer taste and preferences for final solution that delights consumer through superior value, quality and service, consumer preference is a vital factors in

marketing. To analyze the need for purchasing the particular type of two-wheeler in Coimbatore city, Tamilnadu, India. Consumer preference and consumer behaviour are similar, attributed in broad prospective. Large number of fancy two wheeler should be introduced by the company. A survey is done among the customers of Hero and the Hero Honda to study their preference of brand after the split. Customer opinions are recorded about their choice of the brand. It is concluded from the study that the Hero Honda motor company gaining market share in Two Wheeler Industry and what happen after split the Honda. **Nixon S. (2015)** The advertising Industry in India grew from 43,491 crores in 2014 to 48,976 crores in 2015 which registers an overall growth of 12.6%. Advertising has becomes a potent tool of marketing to influence the audiences by informing or reminding them about the existence of the product in the market and persuade them to make the buying decision. Considering two-wheelers, the top players in the market are the brands which incurred the highest advertising expenses. The study focuses on finding out the effects of advertising among the college youth for buying two-wheelers. The study has found that advertising has positive effects among the youth and even influence them to make the buying decision. Moreover, television is considered to be the most preferred media for advertising two-wheelers. **Shah P., Gupta A., (2014)** Market research was conducted within Ahmedabad, Vadodara, Surat and Rajkot to check the awareness level of social media, existing usage of it in marketing of two-wheelers, consumer preferences towards different forms of social media etc. Various statistical tools were used to analyze the media habits and to check the consumer preference for two wheeler customers. Findings show poor presence of social media in two wheeler segment. More popularity was found among the young generation for social media preference. **Sharma N. & Sharma R., (2014)** Lovely Group is one of the biggest business houses in Jalandhar city since 1990. After then, Lovely group is growing consistently. So there is a need to find out the reasons of its development. To fulfill this purpose current research paper is going to study the reasons for its growth. For this purpose, data has been collected through secondary sources from Market Research Division, Lovely Group for the period of 1991-2014. Regression Analysis has been applied on the collected data by taking amount spent on advertising and sales promotion as independent variable and amount of sales as dependent variable. Results depicted that amount spent on advertising and sales promotion is the major variables affecting the sales of Lovely autos. **Mahalakshmi G, (2014)** This research analyses the satisfaction of the customer towards two wheelers. The study was restricted only to Theni city. A total of 240 consumers of departmental stores were personally surveyed with a structured questionnaire. Statistical analysis such as percentage analysis, Chi square was carried out. India is the second largest manufacturer and producer of two-wheelers in the world. **Jha, M., & Sirohi R., (2014)** The present study too takes the initiative to understand the close relationship of advertising and the consumer behavior with a special reference to two-wheeler. Authors have tried to analyze the impact advertising can have on the buying behaviour of consumers in Two-Wheelers segment. **Rajesh M., & Kumar A., (2014)** The buying decisions and information search are also influenced by the two wheeler advertisement. The personal factors age, education, occupation, gender and income influence the factors of advertisement pertaining to buying motives, buying decision and post purchase behaviour. The customers are meticulous in verifying the product characteristics displayed in the advertisement after their purchase. It is concluded that incredible advertisements creates negative effects on the advertisement and it is useful to recall the brand of the product but is not useful to materialize their purchase of two wheelers. **Tamilmozhi, L. Satheeskumar, (2013)** The marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. **Murugan M.Sakthivel, & R.M.Shanthi** The study aims to examine the influence of regions on women consumers on their preference, attitude, decision making and satisfaction. A survey was conducted and 400 completed questionnaires were used in data analysis; 100 in each four metro cities. The finding reveals that the perception of women consumers towards the two wheeler purchase decision differ widely. The researcher finds that “region” effect is an in substantial factor in two wheeler users’ evaluation. **Hemanth K.V, Premchand P,** The study based on clear-cut objectives had been progressed with proper collection of relevant data and analysed with tables & graphs, the data are also tested with appropriate tools and techniques to arrive at reliable results. The market players in the two wheeler segment that focuses on the female customers as their target, if considers the given findings and suggestions accordingly and implement it based on the feasibility that suits to their firm, its for sure that they can create effective and appealing advertisements and attract the potential customers and widen their market base in future.

III. Objectives of the study

- To analyse consumer behaviour for purchase of two wheeler bike. To study the impact of media and advertisement on two wheeler purchase. To identify the factor that influence on consumer decision. To analyse level of satisfaction towards the products and the service provided. So as to identify the possible areas of improvement.

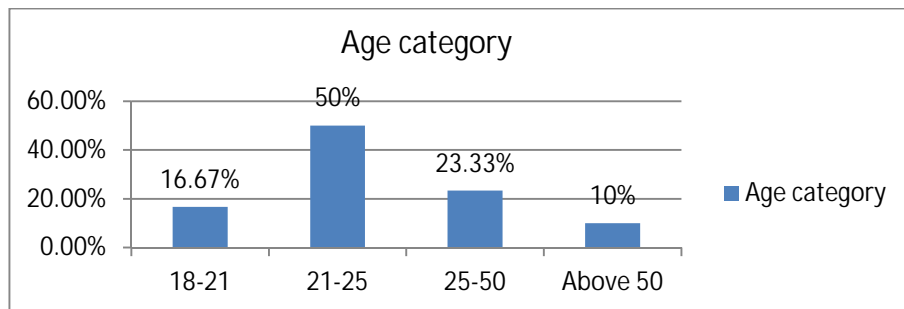
IV. Research Methodology

SAMPLING DESIGN: **a. Sampling Unit:** It deals with the people to be surveyed the researcher must define the target. **b. Sampling Size:** The sample size of the specific study is 30 as this is a particular sector of company. **c. Sampling Procedure:** Simple random sampling technique is employed for selection of 30 respondents from the total population pool. **d. Simple Random Sampling:** The personal judgment method will employed for the selection of sampling, the simple random sampling is the simplest form of probability sampling to collect the information from customer. **e. Statistical Tools Used:** Percentage method will use for analysis of data. The result of the research will present through tables.

V. Data analysis

- What is your age?**

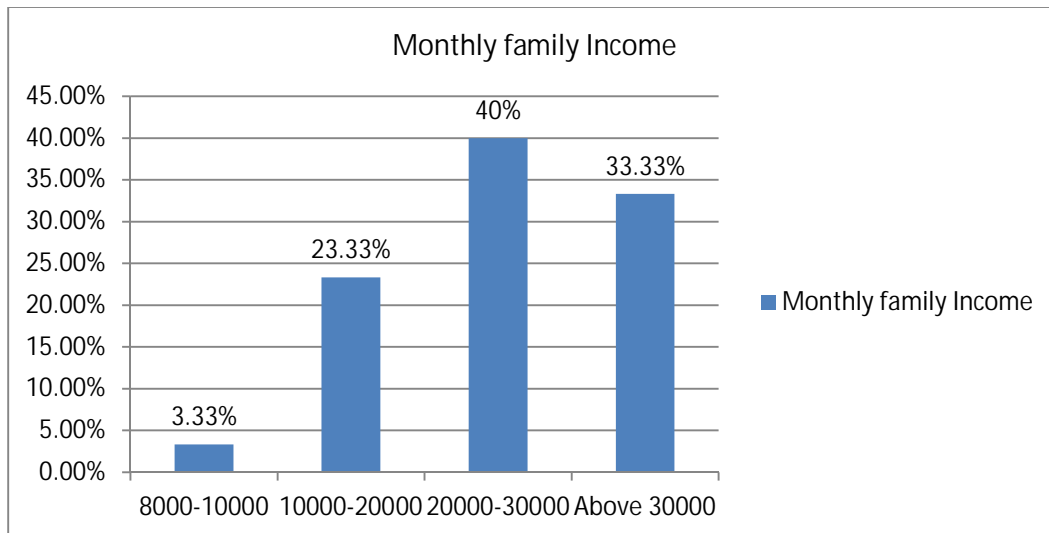
S. No.	Age category	No of people	in %
1	18-21	5	16.67%
2	21-25	15	50%
3	25-50	7	23.33%
4	Above 50	3	10%
5	Total	30	100%



Interpretation: 16.67% of age category between 18-21, 50% of respondent lies in 21-25 age category, 23.33% of respondent lies in 25-50 age category and 10% of respondent lies in above 50 age category.

- What is your family monthly income?**

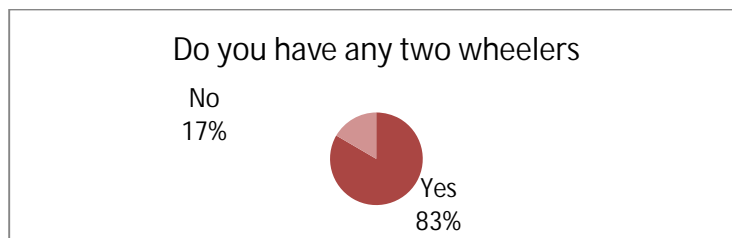
S. No	Monthly family Income	No of People	in %
1	8000-10000	1	3.33%
2	10000-20000	7	23.33%
3	20000-30000	12	40%
4	Above 30000	10	33.33%
5	Total	30	100%



Interpretation: 40% of the income of the respondent lies in between 20000-30000, 33.33% of the income of the respondent lies between above 30000. 23.33% of the income of the respondent lies between 10000-20000 and 3.33% of the income of the respondent lies in between the 8000-10000.

• **Do you have any two wheelers?**

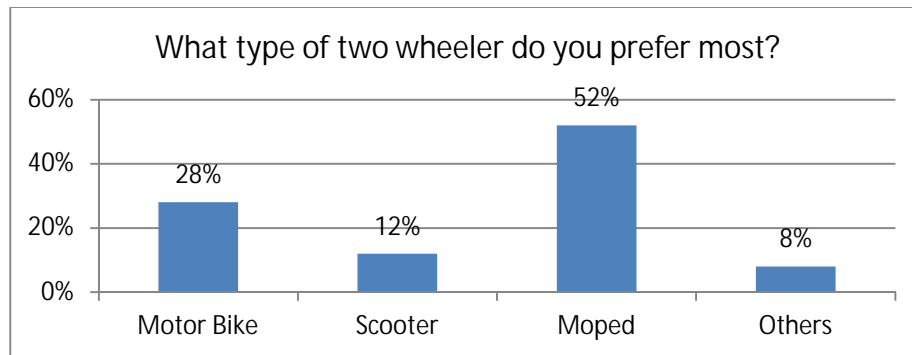
S. No	Do you have 2 Wheeler	No of People	in %
1	Yes	25	83.33%
2	No	5	16.67%
3	Total	30	100%



Interpretation: 83.33% of the respondents have two wheelers and 16.67% don't have two wheelers because they are having a four wheeler.

• **What type of two wheeler do you prefer most?**

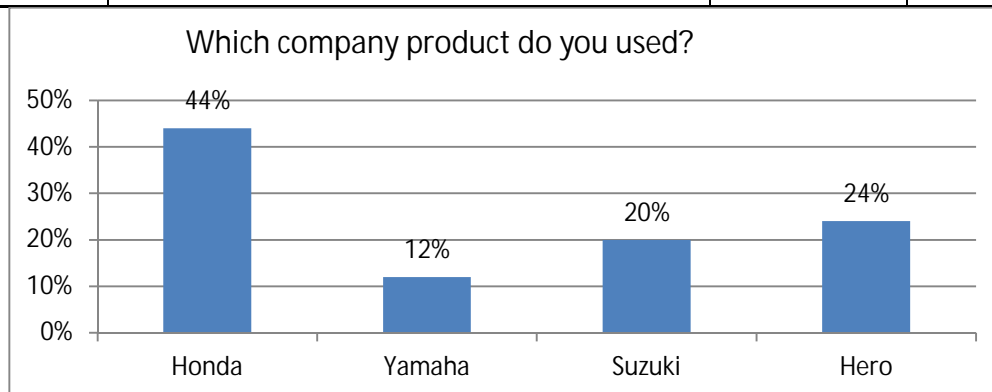
S. No.	Type of 2 Wheeler people prefer	No of people(25)	in %
1	Motor Bike	7	28%
2	Scooter	3	12%
3	Moped	13	52%
4	Others	2	8%
5	Total	25	100%



Interpretation: 52% respondents prefer moped because they are good in mileage and easy to ride, 28% prefer motor bikes, 12% prefer scooter and 8% respondent prefer other type of two wheelers.

- **Which company product do you used?**

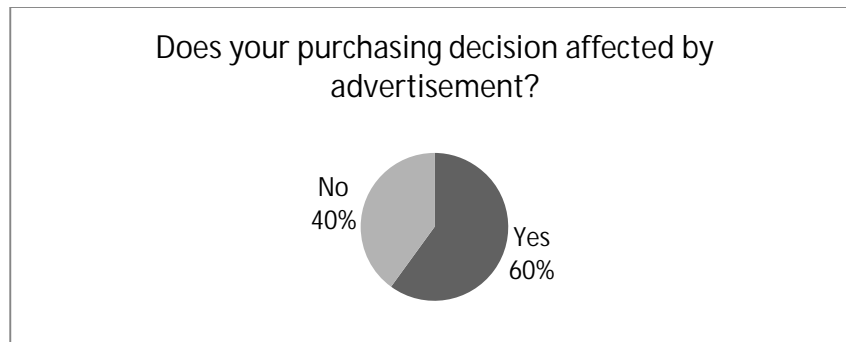
S. No.	Which company wheeler people are using	No of people	in %
1	Honda	11	44%
2	Yamaha	3	12%
3	Suzuki	5	20%
4	Hero	6	24%
5	Total	25	100%



Interpretation: 44% population use the Honda two wheeler because their brand image is too good in market and their after sales service is also good while 12% prefer Yamaha, 20% prefer Suzuki and 24% respondent prefer Hero two wheelers.

- **Does your purchasing decision affected by advertisement?**

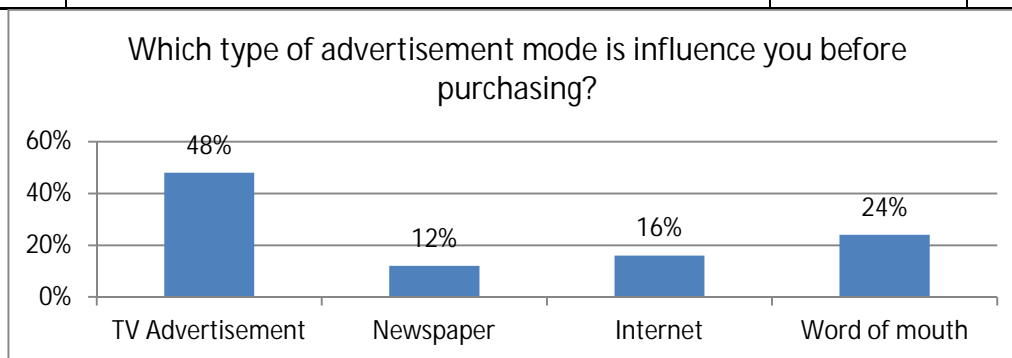
S. No	Does your purchasing decision affected by Advertisement	No of People	in %
1	Yes	15	60%
2	No	10	40%
3	Total	25	100%



Interpretation: 60% people believe that their purchasing decision is affected by advertisement because with the help of the advertisement consumer come to know what is prevailing in the market while 40% don't believe.

- Which type of advertisement mode is influence you before purchasing?

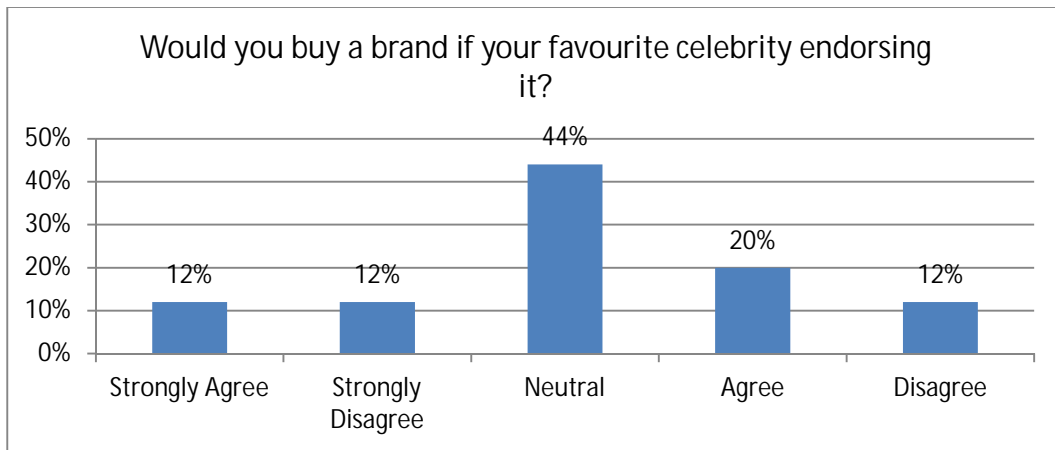
S. No.	Which type of Advertise influence people to buy	No of people	in %
1	TV Advertisement	12	48%
2	Newspaper	3	12%
3	Internet	4	16%
4	Word of mouth	6	24%
5	Total	25	100%



Interpretation: 48% of people influence by television advertisement and 24% influenced by word of mouth because these two modes of advertisement is best modes of advertisement and create a good impact in the mind of the consumer while 12% go for newspaper and 16% go for internet.

- Would you buy a brand if your favourite celebrity endorsing it?

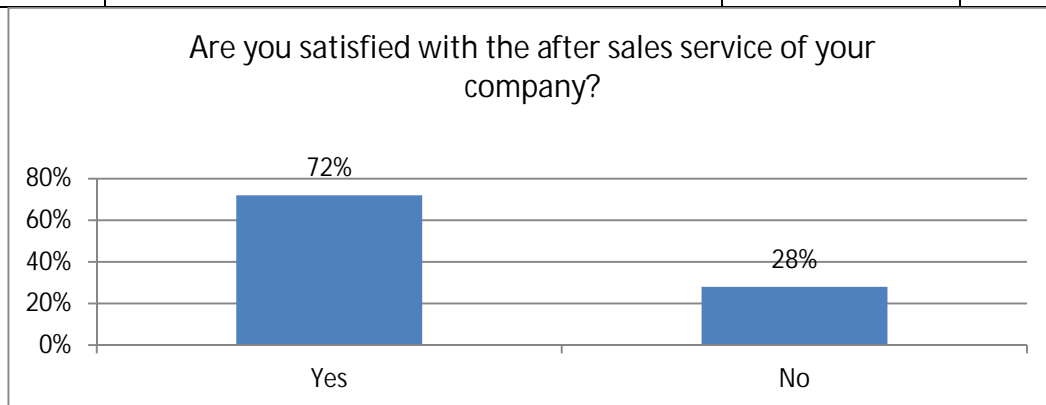
S. No.	Would you buy a brand if your favourite celebrity endorses you through advertisement?	No of People	in %
1	Strongly Agree	3	12%
2	Strongly Disagree	3	12%
3	Neutral	11	44%
4	Agree	5	20%
5	Disagree	3	12%
6	Total	25	100%



Interpretation: 44% of the respondent doesn't affect whether their favourite celebrity endorse their product or not because they want a good product rather than a celebrity endorse while 12% strongly agree, 12% strongly disagree, 20% are agree and 12% are disagree.

• Are you satisfied with the after sales service of your company?

S. No.	Are you satisfied with the after sale service of your company?	No of People	In %
1	Yes	18	72%
2	No	7	28%
3	Total	25	100%

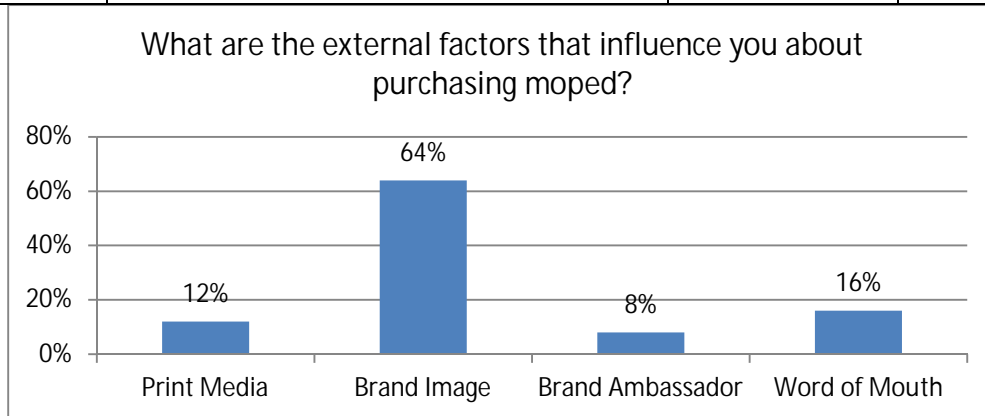


Interpretation: 72% respondent satisfied with after sales services and 28% population dissatisfied with after sale services.

• What are the external factors that influence you about purchasing moped?

S. No.	External factor that influence people about purchasing moped	No of People	In %
1	Print Media	3	12%
2	Brand Image	16	64%

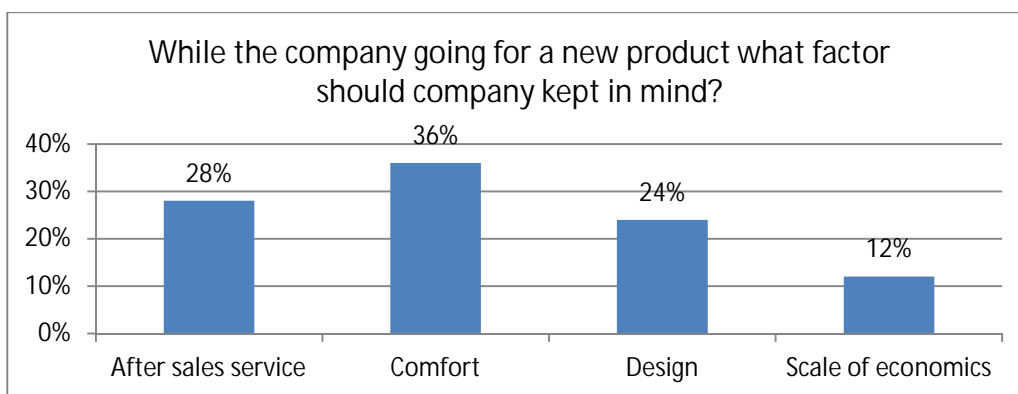
3	Brand Ambassador	2	8%
4	Word of Mouth	4	16%
5	Total	25	100%



Interpretation: 64% purchasing decision of the respondent influence by brand image and 16% influenced by word of mouth because these two are good mode of advertisement and create a good impact in the mind of the consumer while 12% influence by print media and 8% influence by brand ambassador.

- **While the company going for a new product what factor should company kept in mind?**

S. No.	While the company going for a new product what factor should company kept in mind?	No of People	In %
1	After sales service	7	28%
2	Comfort	9	36%
3	Design	6	24%
4	Scale of economics	3	12%
5	Total	25	100%



Interpretation: 36% company considered comfort at the time of introducing new product in the market for consumers because most of the respondents face the problem of comfort ability while 28% consider acceptability of customer, 24% consider design and 12% go for scale of economics.

VI. Conclusion

The research entitled “A study on the impact of advertising on purchase of two wheelers by women in Panipat city” found this things the two wheeler is widely used by the population the people like to purchase their own two wheeler and advertisement have a great impact on the purchase desire of the two wheeler. In this

research the sample size is taken 30. The area of the research is Panipat city. The technique used for research is a % method. After data analysis i found that maximum number of respondent have their own moped and maximum number of respondent is affected by the advertisement and the word of mouth. And maximum number of respondent is satisfied with the after sales services which are provided by their company two wheeler. The main objectives of research is the to analysis consumer behaviour for purchase of two wheeler and to identify the factor that influence on consumer decision. 52% of respondent is having a moped because this is a good in shape. 44% of respondent is having a Honda moped because they provided a good after sales services and they having a good goodwill in the market. Maximum number of respondent doesn't affected whether their favourite celebrity endorse it. But many of the respondent feel the problem of the comfortably so the company should take decision regarding the comfortably.

References

Journals

- Devaki v., Balakrishnan h., (2015) A study on customer satisfaction level of moped. volume -16, issue 5.pp 66-84.
- Jha, Manish,and Sirohi, Rajeev,may 2011 journal of market & communication impact of advertisement on consumer buying behaviour in two wheeler segment. pp 24-33.
- Kumar Hemanth.v, Babu Premchand.p, international journal of advanced research in management and social sciences impact of advertising on purchase of two-wheeler - a study with reference to women in Chennai. Pp 178-190.
- Mahalakshmi g, november 2014 international research journal of management and commerce volume-1, issue-8 customer satisfaction on two wheelers a special reference with tvs xl in theni district
- Murugan m.Sakthivel, r.m.Shanthi, perception of women consumers towards the purchase decisions in india- A study with reference to metropolitan cities, international research journal of business and management (2014) volume no. II pp 25-35.
- Nixon s., (2015) A study on impact of advertisement on buying behaviour of consumers. volume-20.
- P. Tamilmozhi, l. Satheeskumar, september 2013,asia pacific journal of research , volume: i, issue: ix consumers behaviour towards two-wheeler. pp 75-84.
- Rajesh.m ,Kumar a.Senthil, october 2014, asia pacific journal of research vol: i issue xvii a study on impact of advertisement on buying behaviour of consumers, pp 10-14.
- Singh b., & Saha d.,(2015) international journal of research & development in technology and management science –kailash volume - 21| issue 6, pp. 1-17.

Websites

- http://www.hondatwowheeler.com/our_company/profile.htm#ple_gdvY_AK
Access on 3th march 2016
- https://en.wikipedia.org/wiki/Two_wheeler_in_india
Access on 7th march 2016
- <https://www.google.com/search?q=tvS+jupiter&ie=twx-9&oe=ftw-8>
Access on 10th march 2016