

A STUDY ON THE INFLUENCE OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR OF ROYAL ENFIELD

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC |

Approved by AICTE

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CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **V.VIDHYA(40740389)** who carried out the Project Training at **"Royal Enfield- Aunit of Eicher motors pvt ltd"** under our supervision for a period of 3 months from January 2023 to March 2023.

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ABSTRACT

The project examined **“A study on the influences of advertisement on consumer buying behavior”**. A motorcycle may be defined as a self-propelled, engine-powered, two-wheeled vehicle. A steam velocipede built by inventor Sylvester H. Roper may be the earliest known motorcycle. In the present era, customer is the center point of all the marketing activities. The objectives of the marketers have shifted from “maximization of profits” to “maximization of customer satisfaction”. Business firms not only retain their current customers, but also increased their market share by satisfying customers through high quality after sales service. Globalization, individualizations, digitalization and increasing competition are pressing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments by the Two wheeler industry have also contributed to the changes ahead. Size is no longer a guarantee of success. Only those companies that find new ways to create value will prosper in the future. The Automobile industry in India happens to be the ninth largest in the world. Following Japan, South Korea and Thailand, in 2013, India emerged as the fourth largest exporter of Automobiles. Several Indian Automobile manufacturers have spread their operations globally MNC’ are making more investment in the Indian automobile sector.

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LIST OF ABBREVIATIONS

S.NO.	PARTICULARS	PAGE NO.
1	MNC - Multinational Corporation	I
2	TVS - Thirukkrungudi vengaram sundaram	12
3	UK -United Kingdom	14
4	NVT - Norton Villiers Triumph	15
5	TV - Television	18

CHAPTER 1

INTRODUCTION

1.1 INFLUENCES OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR:

Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses (Ryans, 1996). Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages (Ahmed & Ashfaq, 2013).

Marketers have always adapted to changing business demands when it comes to creating new advertisements. The use of advertisements has significantly increased in the 20th Century as industrialization expanded the supply of manufactured products. However, not many businesses practiced advertising at the time. During the late 80s advertisements were fairly limited to television, radio, billboards and newspapers. In the modern times, businesses are leaning towards Digital Advertising. Companies are so focused in social media and mobile advertisements that they may take over Television advertisement very soon. In Bangladesh, the trend of Digital Marketing is just on the bloom. Most large local and multinational giant companies are now practicing digital marketing in full swing.

The major aim of advertising is to impact on buying behaviour; however, this impact about brand is changed or strengthened frequently through people's memories. Memories about the brand are formed by associations that are related to brand name in consumer mind (Khan, Siddiqui, Shah & Hunjra, 2012). These brands continuously influence consideration, evaluation and finally purchases (Romaniuk & Sharp, 2004). Consumers buying behaviour has always been given so much importance and space in the literature study of impact of advertising regarding its effectiveness (Ajzen, 2002). Most of the time consumers buying behaviour depends on liking or disliking of consumer towards the advertisement of the product advertised (Smith et al., 2006). A good quality advertisement is likely to influence consumers into buying that product while a poor quality advertisement will do the opposite.

Previous studies have been conducted on effectiveness of advertisement and on advertisement's impact on consumer buying behaviour which depicted positive relationships. However, in this paper we have introduced a combination of different variables and attempted to examine their influence on consumer behaviour. This paper aims to determine which of these variables carries the most importance in terms of effecting consumer behaviour and which of these variables carries less significant impact. This will help marketers to focus on the right factors and achieve maximum benefit from their advertisement.

We believe that the study will offer useful insights for both advertising scholars and executives to understand the ins and outs of advertising and to assist marketers in introducing better approaches to advertising.

ADVERTISEMENT

DEFINITION:

Advertising is the practice and techniques employed to bring attention to a product or service. Advertising aims to put a product or service in the spotlight in hopes of drawing it attention from consumers. It is typically used to promote a specific good or service, but there are wide range of uses, the most common being the commercial advertisement.

MEANING:

An advertisement, otherwise known as an advert or ad, is generally considered a public communication that promotes a product, service, brand or event. To some the definition can be even broader than that, extending to any paid communication designed to inform or influence.

OBJECTIVE: -

Advertising has three primary objectives:

- ✓ To inform
- ✓ To persuade
- ✓ To remind.



Fig 1.1.1 Objectives of advertisement

NEED FOR ADVERTISEMENT:-

Advertising is at the front of delivering the proper message to customers and prospective customers. The purpose of advertising is to inform the consumers about their product and convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, reinforce the salespeople's individual messages, draw customers to the business, and to hold existing customers.

IMPORTANCE OF ADVERTISEMENT

INCREASE SALES

Advertising's main goal is to increase the number of people who buy your product. You can achieve this by using advertisements to persuade customers that your product is high-quality, useful or desirable. An effective advertisement can convince customers to purchase your product, which may dramatically improve your overall sales.

INFORM CUSTOMERS

Creating an advertisement is a simple way to inform potential customers of your product and any advantages or features it may have. You can include important information such as the function of a product, where you can buy it, price and unique qualities in a short period of time. Advertising also allows you to tell your audience about promotions such as sales, special services for new customers or special events.

HELPS INTRODUCE PRODUCT

When your company introduces a new product or service, you can create an ad to inform your customers about it. This allows you to show the new product to a large number of people and create an interest for the release. Telling a larger amount of people about your product release may increase the number of people who want to buy it.

INFORMS YOU ABOUT YOUR COMPETITION

You can use advertisements to monitor your competition and learn about any developments they make. When a competitor releases a new product or feature, they may create an advertisement to inform their customers. This gives you the opportunity to develop something new of your own or create a new advertisement detailing the features of an existing product that addresses the same challenges.

RETAINS CUSTOMERS

Using advertising can help remind your customers about your brand and may encourage them to continue buying your product. A customer who once used your product may see an advertisement and remember their positive experience. This can motivate them to purchase that product again or try other services from your company.

INCREASES EMPLOYEE MORALE

An effective advertisement may improve the morale of coworkers who see or hear about it. People may find it easier to talk to potential customers about new products or services if the customer is already slightly aware of them. A quality advertisement may also increase a person's pride in their workplace.

DIFFERTIATES YOUR BRAND

Because most products and services have multiple companies competing for customers, your company may need to find ways to distinguish itself from competitors. Advertising elements such as logos, color schemes, fonts and taglines are ways to establish a brand identity and create a difference between your product and other companies. If a customer recognizes or likes your brand design, that may increase the chances of them purchasing your product.

INCREASES CUSTOMER TRUST

Advertisements can increase familiarity and trust between a company and its customers. If a potential customer sees multiple ads about your product, they may consider you a trusted brand. You can also use advertising to address any concerns, which further builds trust between your company and your customers.

REACHES TARGET CUSTOMERS

Using advertising can help you easily identify or market toward a particular target audience. After researching a target audience, you can release an ad that may appeal to them at locations they usually frequent. If you have more than one target audience, you can create separate ads and market to both audiences in different areas.

EXPLAINS COMPANY VALUES

A company with powerful, visible values can resonate with customers and may encourage brand loyalty. Advertisement allows you to describe your company's core traits or values to a wide audience and may encourage them to try your product. Having clear company values can also increase customer trust and may strengthen a brand's identity.

TYPES OF ADVERTISEMENT:

Companies can use various advertisements to reach their target consumers or to inform the public. Here are 10 types of advertising and examples:

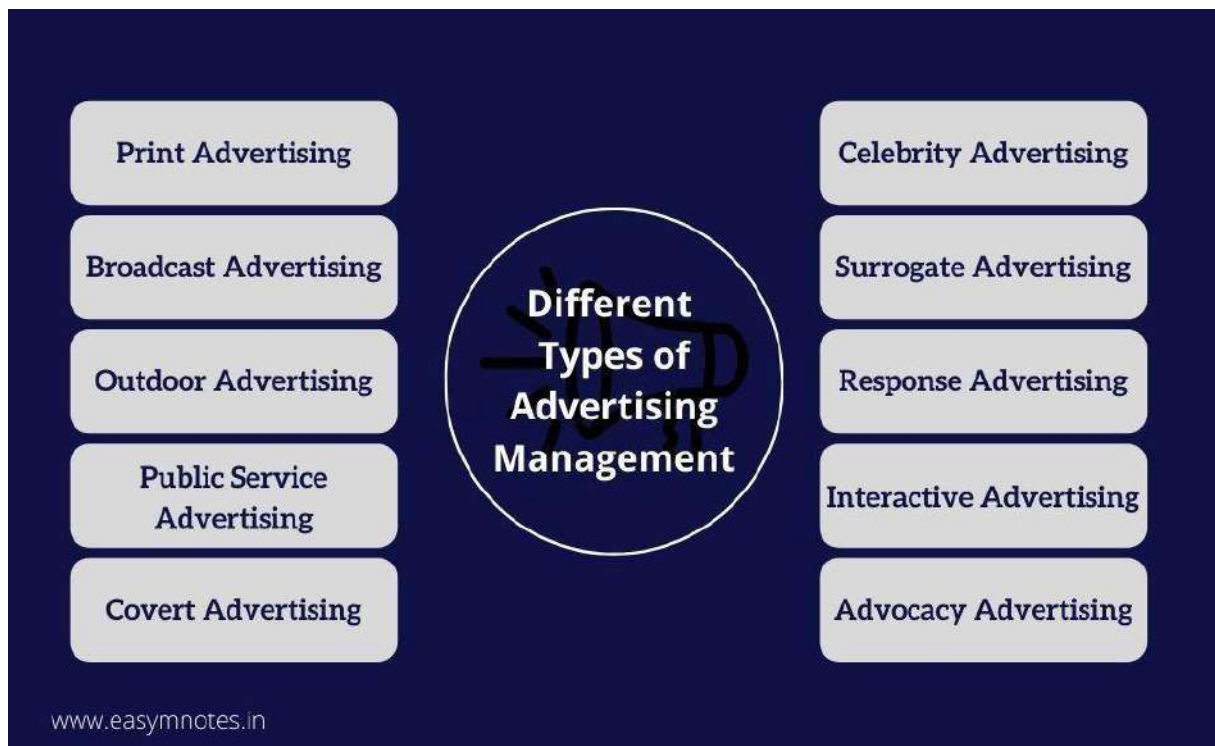


Fig 1.1.2 Types of advertisement

1.PRINT ADVERTISEMENT

Print advertisement refers to printed advertisements, often seen in newspapers and magazines. However, this category also includes other printed materials, such as brochures, directories and flyers. Companies can place advertisements in local newspapers—whether throughout the paper or within the classifieds section—to target consumers within a geographic location.

2. DIRECT MAIL ADVERTISEMENT

Direct mail is a type of print advertising that sends advertisements to customers through the mail. Examples include brochures, catalogs, newsletters and flyers. This approach enables companies to identify an even more targeted market than other print advertising formats because it distributes ads via a direct mailing list.

3. TELEVISION ADVERTISEMENT

Television advertising is a type of broadcast advertising where companies advertise their products or services through 20-, 30- or 60-second TV commercials. It can be costly but enables companies to repeat their advertisements regularly.

4. RADIO ADVERTISEMENT

Radio is another form of broadcast advertising that plays ads during programming breaks. Customers can listen to radio advertisements while conducting other activities, such as driving or doing household chores. Like television, radio enables the repetition of advertisements, which can give companies more recognition with consumers.

Companies can research what radio stations are popular with their target customers. They can also learn what times of day these customers listen to the radio most. For example, they may try to advertise during a morning time slot when they know many of their customers will be driving to work.

5 .PODCAST ADVERTISEMENT

In podcast advertising, companies can sponsor podcasts or have advertisements for their products or services played during the episodes. Typically, podcasts play ads at the beginning, middle and end of episodes. Similar to radio advertising, companies can research which podcasts are most popular with their target audience.

6.MOBILE ADVERTISEMENT

Mobile advertising reaches consumers through any mobile device with internet connectivity, such as a cellphone or tablet. These advertisements may appear to consumers through social media, on web pages or within apps. For example, a customer playing a mobile game may receive ads for similar games between gameplay rounds. The benefit is that these advertisements can reach each consumer matter where they are. If individuals enable location settings, companies may even be able to target them via geographic location.

7.SOCIAL MEDIA ADVERTISEMENT

Companies use social media advertising to promote their products or services on various platforms. Social media advertising, like other digital advertising, enables companies to target specific audiences. They may focus on reaching customers based on their geographic location, age group or buying habits. They can either pay for the platforms to promote their advertisements, or they can use more organic

8. PAID SEARCH ADVERTISEMENT

Paid search is a type of online advertising, sometimes referred to as Pay per advertising. Companies that use PPC advertising only pay a fee when users click on their ad. They bid on specific keywords, usually related to their business, along with the placement of their ad on the search engine.

9. NATIVE ADVERTISEMENT

Native advertising is a type of digital advertising in which ads look similar to the rest of the page content. Pay-per-click advertisements can serve as a form of native advertising because the advertised product often blends in with the other results.

10. DISPLAY ADVERTISEMENT

Digital advertising is a type of digital advertising that uses identifiable ads. These may include banner ads at the tops or sides of web pages and pop-up ads. Another example would be the video ads that appear before or during streaming video content. Display advertising encourages users to click on them to move to the company's website, often to make a purchase. These advertisements are very prevalent online, though sometimes that can make them easy for consumers to ignore

CONSUMER BUYING BEHAVIOR

DEFINITION OF CONSUMER BUYING BEHAVIOR:

Consumer buying behaviour refers to the methods involved when individuals or groups choose, buy, utilize or dispose of products, services, concepts or experiences to suit their needs and desires (Solomon, 1995). A behaviour that consumers display in searching for, paying for, using, evaluating and disposing of products and services that they think will satisfy their needs (Schiffman & Kanuk, 2007).

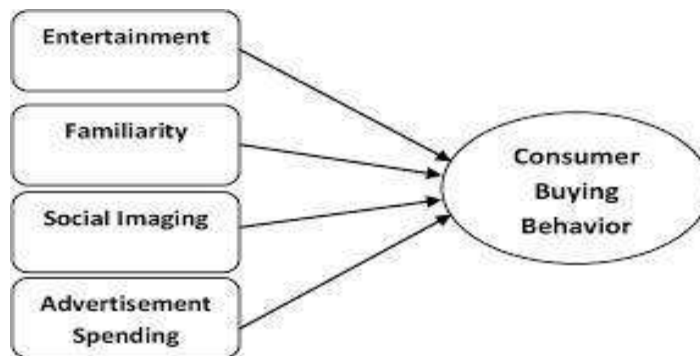


Fig 1.1.3 Consumer buying behavior

Entertainment:

Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising.

Familiarity:

Alba & Hutchison (1987) defined familiarity as the number of product-related or service-related experiences that have been gathered by the consumer. These related experiences include direct and indirect experiences such as exposure to advertisements, interactions with salespersons, word of mouth contact, trial and consumption.

Social Imaging:

Advertisements generally have influence on how we perceive things around us. Through various types of advertisements, especially TVC's portray how a user of a certain product is or should be. It sometimes shows the social class the user of a product belong to, their lifestyle and attitudes.

Spending:

Advertising spending can have an effect in the buying behaviour of people in a sense that the more money spent can be linked with the quality of advertisement and the frequency of advertisement. It may result in creating a lasting impression in consumer's mind. Advertising is an important extrinsic cue signalling product quality (Milgrom & Roberts, 1986).

1.2 INDUSTRY PROFILE

About Automotive Industry:

Royal Enfield is an Indian multinational motorcycle manufacturing company headquartered in Chennai, Tamil Nadu, India. The Royal Enfield brand, including its original English heritage, is the oldest global motorcycle brand in continuous production. The company operates manufacturing plants in Chennai in India.



Fig 1.2.1 Industry profile logo

India became the fourth largest auto market in 2018 with sales increasing 8.3 per cent year-on-year to 3.99 million units. It was the seventh largest manufacturer of commercial vehicles in 2018. The Two Wheelers segment dominates the market in terms of volume owing to a growing middle class and a young population.

The first Royal Enfield motorcycle was built in 1901 by The Enfield Cycle Company of Redditch, Worcestershire, England, which was responsible for the design and original production of the Royal Enfield Bullet, the longest-lived motorcycle design in history. Licensed from the original English Royal Enfield by the indigenous Indian Madras Motors, the company is now a subsidiary of Eicher Motors, an Indian automaker.

ROYAL ENFIELD	
Type	Public
Industry	Automotive
Founded	1955; 68 years ago (as Enfield Motors)
Headquarters	Chennai, India
Areas served	Worldwide
Key people	B Govindarajan (CEO)
Products	Royal Enfield Bullet, Royal Enfield Classic, Royal Enfield Thunderbird, Royal Enfield Meteor 350, Royal Enfield Himalayan Scram 411, Royal Enfield Hunter.
Production output	▲ 846,000 units (2018) ▲ ₹8,965.00 crore (US\$1.1 billion) (2018)
Operating income	▲ ₹2,808.00 crore (US\$350 million) (2018)
Net income	▲ ₹1,960 crore (US\$250 million) (2018)
Parent	Eicher Motors
Subsidiaries	Royal Enfield America Royal Enfield UK Royal Enfield Brazil
Website	www.royalenfield.com

Fig 1.2.2 Royal enfield information

1.3 COMPANY PROFILE

About Royal Enfield:



Fig 1.3.1 Company profile logo

Royal Enfield is an Indian motorcycle company which has created a huge impact in the automobile industry. Royal Enfield has been able to create an image in the market such that by its name only every consumer creates an image of a luxurious, strong motorcycle. Royal Enfield have been manufacturing the classic automobiles like Bullet, Electra, and Thunderbird series from 1909. Royal Enfield is also distinctive in its logo with a cannon and a tagline of “Made like a gun”. This logo shows the heritage of the Enfield Company. Vehicles manufactured under Royal Enfield are prevalent for tough looks, incomparable dependability and enormous power.

INTRODUCTION (GLOBAL)

Royal Enfield was the name under which the Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines. The legacy of weapons manufacture is reflected in the logo, a cannon, and their motto "Made like a gun, goes like a bullet". Use of the brand name Royal Enfield was licensed by The Crown in 1890. The original Redditch, Worcestershire based company was sold to Norton Villiers-Triumph (NVT) in 1968.

Royal Enfield produced bicycles at its Redditch factory until it closed in early 1967. The company's last new bicycle was the 'Revelation' small wheeler, which was released in 1965. Production of motorcycles ceased in 1970 and the company was dissolved in 1971. In 1956 Enfield of India started assembling Bullet motorcycles under licence from UK components, and by 1962 were manufacturing complete bikes. Enfield of India bought the rights to use the Royal Enfield name in 1995. Royal Enfield production, based in Tiruvottiyur, Chennai, continues and Royal Enfield is now the oldest motorcycle brand in the world still in production with the Bullet model enjoying the longest motorcycle production run of all time. In May 2013 a new assembly facility was started at Oragadam, Chennai.

INTRODUCTION (INDIA)

Royal Enfield is a motorcycle manufacturing company based in Chennai, India. Originally, a confluence of the British Motorcycle company, Royal Enfield and indigenous *Madras Motors*, it is now a subsidiary of Eicher Motors Limited, an Indian automaker. Along with its flagship motorcycle Royal Enfield Bullet, the enterprise is notable for its Mid-premium motorcycles with the characteristic thumping engine sounds and high capacity engines.

HISTORY (INDIA)

Royal Enfield motorcycles made in England were being sold in India from 1949. In 1955, the Indian government looked for a suitable motorcycle for its police and army, for patrolling the country's border. The Bullet was chosen as the most suitable bike for the job. The Indian government ordered 800 350 cc model Bullets. In 1955, the Redditch company partnered with *Madras Motors* in India to form 'Enfield India' to assemble, under licence, the 350 cc Royal Enfield *Bullet* motorcycle in Madras (now called Chennai). The first machines were assembled entirely from components shipped from England. In 1957,

the tooling was sold to Enfield India so that they could manufacture components. By 1962, all components were made in India. The Indian Enfield uses the 1960 engine (with metric bearing sizes), in the pre-1956 design frame. An independent manufacturer since the demise of Royal Enfield in England, Enfield India still makes an essentially similar bike in 350 cc and 500 cc forms today, along with several different models for different market segments. In 1986, a British civil servant, Raja Narayan, returned to India and organised an export arm for the company to market the Bullet in England. Starting with a Bullet 350 in 1986, he was soon giving feedback that led to improvements. By 1989, the Enfield Bullet appeared in UK motorcycle shows. In 1994, Eicher Group bought into Enfield India. In late 1995, the Enfield India firm acquired the rights to the name Royal Enfield. Royal Enfield of India now sells motorcycles in over twenty countries.

MARKETING MIX OF ROYAL ENFIELD:

Royal Enfield is an Indian company of British origins. It is a public company that deals in two-wheelers and is associated with the automotive industry. Vehicles related to this brand are popular for rugged looks, matchless stability and sheer power. The brand has been a favourite amongst Police and Army personnel. Royal Enfield was founded in the year 1909 and merged with Madras Motors in the year 1955. Currently, it is a subsidiary of its Indian parent company Eicher Motors Limited. Some of its competitors are as follows:

- Ducati Superbike
- Yamaha
- Harley Davidson
- Suzuki
- TVS

1.4 STATEMENT OF THE PROBLEM

Advertising has been a subject for debate either on one pretext or another for decades at the beginning of the 19th Century. People showed little interest but it later became a fertile topic for research at the turn of the 19th Century (Sharma, 2009). The reason people lost interest was the fact that the role of advertisements was falling apart due to the fact that most increase in product and sales, especially; cosmetics products had been attributed to other factors like taste, longterm use of products and users unwillingness to switch products (Sundarsan, 2007).

The falling role raised numerous questions which became the problem of this study. The researcher therefore intended to get answers as to how and why bike companies do advertise their products while they know the increase in product and sales is attributed to other factors and no longer advertisements.

Bike products were considered because they satisfy the conditions of commodities on which they are effective to advertise. There are a lot of cosmetics products which are differentiated but serve same purpose. Therefore, this study aimed to find out the role of advertising in the consumer buying behavior of bike products specifically Forever Living bike products with emphasis to its users.

1.5 NEED FOR THE STUDY

- To prepare ground for new product.
- To create of enhancing goodwill.
- To create demand for facing the competition.
- To inform the changes to the consumers.
- Increasing the sales of the products or services.
- Creating and maintaining brand identify or brand image.
- Increasing the buzz value of brand or the company.
- Increasing the number or quality of outlet.
- Communicating a change in the existing product line.

1.6 OBJECTIVES OF THE STUDY

General Objective of the Study:

The general objective of this study was to establish the influence of advertising on consumer buying behavior by focusing on Forever Living bike products.

Specific Objectives of the Study:

The study was guided by the following specific objectives:

- (i.) To identify media of advertising used to advertise Forever Living Products
- (ii.) To determine ways in which advertisement influence purchasing behavior
- (iii.) To establish how different advertisements influence consumers behavior

1.7 SCOPE FOR THE STUDY

The scope of advertising is to communicate a message to current customers or potentially target new customers.

It helps a company get a message or a piece of information across to their customer base regarding a new product or special deal.

The scope of consumer behaviour may describe the decision process and individual engagement in evaluating, acquiring, and using goods and services.

1.8 LIMITATIONS OF THE STUDY

This study shows that there is positive impact of all the variables on consumer buying behaviour.

This means that advertisement does in fact affect the buying behaviour of consumers. Among the four independent variables however, we can see that Familiarity and Entertainment have the most significant impact.

So, we can see that the psychological impact that Familiarity has on consumers does in fact lead to positive buying behaviour. In this case, most consumers have also taken Entertainment as a positive indicator towards a brand rather than negative

CHAPTER 2

REVIEW OF LITERATURE

(Mandan, Hossein & Furuzandeh, 2023) Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous.

According to (Proctor et al, 2022), the principle aim of consumer buying behavior analysis is to explain why consumers act in a particular way under certain circumstances. Other author argues that, it's important to marketers to recognize why and how individuals make their purchase decision. With this information, marketers are able to determine better strategic marketing decisions.

Roberts,J (2021)Advertising had been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as important as it seems now. According to (Roberts, J. 1987) The reason been that, in the 19th century, economist were busy trying to develop the theory of perfect competitive markets, this theory assumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were homogenous in nature.

(Alfred Marshall 2021,2022). In his works, "Principles of Economics" and "Industry and Trade". He marks out two roles played by advertising. To him, advertising might be useful in providing information to consumers which will help them satisfy their wants.

(Chamberlin, 2023) In this market, believes that advertising may provide consumers with information about their wants but also adds that, it can be persuasive and alter one's demand for another.

(Bagwell, 2019) Advertising when informative makes consumers responsive to price changes and thus increases the demand elasticity for the product but a persuasive advert will create brand loyalty making the demand for a good inelastic.

After this insight by **(Comanor and Wilson 2020)** there came into existence three views of advertising; persuasive, informative and complementary. The persuasive view developed by Robinson and later advanced by (Braithwaite, 1928), and empirically supported by (Bain, 1956) .

(Bain 2020) This view adds that, advertising makes demand for a product inelastic and thus ensures increase in the price of the product and this effect might lessen as a result of scale economies.

The informative view of advertising, propagated by **(Ozga, 2020)** holds that, advertising serve to inform consumers about a product. They add that, advertising increases the demand elasticity for a product and this happens because, it is believed by these scholars that, as information of a product is given, it is assumed the product is of high quality and this can even increase the demand for products.

There is the complementary view of advertising which is developed by **(Stigler and Becker, 2019)**, this view believes that, advertising influences consumers by attaching a "complementary influence in the consumer's utility function".

(Ryans, 2018) Advertising is a way of communication to encourage an audience for making purchase decision about a product or service and conveying information to viewers. It is considered as a vital and essential element for the economic growth of the marketers and businesses.

(Ahmed & Ashfaq, 2018)Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages

Maheshwari, Seth & Gupta (2019) In their article "An empirical approach to consumer buying behaviour in Indian automobile sector" has concluded that advertisement effectiveness positively influences consumer buying behaviour.

John, Swinder & Muthaly (2021), In their research paper "The effects of advertising spending on brand loyalty in services" have discovered that advertising spending has impact on consumer's perceived quality of the product, consumer's loyalty and satisfaction level.

Kumar & Raju (2023) In their paper "The Role of Advertising in Consumer Decision Making" have found that advertisements are able to change the consumer's opinion about a particular product.

Prateek Maheshwari, Nitin Seth & Anoop Kumar Gupta (2020) in their article "An empirical approach to consumer buying behavior in Indian automobile sector" have concluded that advertisement effectiveness positively influences consumer buying behavior.

John Swinder & Janda Siva Muthaly (2021). In their research paper "The effects of advertising spending on brand loyalty in services" have advertising spending has impact on consumer's perceived quality of the product,consumer's loyalty and satisfaction level.

VenkateswaraRaju (2023). In their paper "The Role of Advertising in Consumer Decision Making" have found that advertisements are able to change the consumer's opinion about a particular product.

(Kumar & Raju, 2023). Advertising has always known to be one of the key factors that affect consumer's decision making process. In this paper, we have attempted to combine different sets of variables from these previous studies to test and analyze how they impact consumer's buying intention.

(Milgrom & Roberts, 2022). Advertising spending can have an effect in the buying behaviour of people in a sense that the more money spent can be linked with the quality of advertisement and the frequency of advertisement. It may result in creating a lasting impression in consumer's mind. Advertising is an important extrinsic cue signalling product quality.

(Smith & Neijens, 2022) The influence of advertisement and how advertisements work is a question that most marketers and managers try to find an answer to. The primary objective of advertisement is usually to impact the consumer's buying behaviour. Most of the time consumer buying behaviour is influenced by liking or disliking of consumer towards the advertisement of the product.

K. Reenareicha et al (2019), In their article about "A Study On Consumer Buying Behavior in Royal Enfield Bike " stated that The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards Royal Enfield. The study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield.

(Maghsoudi et al., 2017) advertising has been identified as a prominent tool having an enduring impact on the subject's mind, because of its broader exposure. Some of the purposes of advertising include; to inform customers about a product, increase sales, acquire market value, and gain reputation and name in the industry.

In the work of **Nabi et al. (2016)**, it was revealed that advertising is influential on the consumer at five levels; awareness; perception; evaluation; inquiry; and purchase decision.

Nabi et al. (2016) also consider advertising as a major and important element for the economic growth of marketers and different companies in competition. Besides, the revenue that advertising generates is of interest to various stakeholders such as government and the private sectors. This revenue being keenly contested for arises from the impact of advertising on consumer behaviour.

(Akoh and Jagun, 2022) debated that advertising takes place through various traditional media such as television, commercial radio advertisement, outdoor advertising, newspaper, magazine mail or modern media such as blogs, websites and text messages.

(Hooper, 2012; Plummer et al., 2020) Advertising reaches the audience to influence their behaviour through various media, such as television, radio, print and internet advertising.

(Alharthey, 2022) Advertising is essential for creating, building and sustaining brands in the market. Among other things, advertisement plays an important role in urging, enlightening and reminding both existing and potential consumers to make a purchase decision. There is continuous exposure of consumers to various forms of advertisement on a daily basis.

Kotwal et al. (2021) explored the impact of television advertisement on the buying pattern of adolescent girls. The results showed that advertisements were influential in the introduction of a new product in the family, and it helped to make better choices during purchase. It also revealed that television advertisements were more influential in the purchase of items such as food, stationery and etc.,

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. It is a blue print that is followed in completing a study. A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the problem research. A research design is a framework that has been created to find answers to research questions.

DESCRIPTIVE RESEARCH DESIGN:

Research design used for this study is descriptive research design. Descriptive research design is called explanatory design. This describes the demographic characteristics of candidates who are seeking the job. Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, occupation, experience etc, a descriptive study is necessary.

3.2 SOURCES OF DATA

Primary source of data

Primary data is obtained directly from first-hand sources by means of surveys, observation or experimentation. For the purpose of this study, the primary data is collected through survey using questionnaire method. The questionnaire was given to the executive level employees in the organization. The responses were collected and used for analysis.

Secondary source of data

Sources from the organization, organization literature, books and journals are served as the secondary data for the study. Secondary data are those, which are not collected specifically for solving the problem currently being investigated. In this research, the secondary data is collected through internal sources such as company records, company policies and websites. External sources such as literatures, books and websites were also used.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about candidates and employees. The second part contained suggestions and opinions about recruitment and selection process in Royal Enfield.

3.4 SAMPLE SIZE

A subset of the universe that the best represents the same is sample. The number of units from the sample is referred to as the sample size. Sample size for the present study is 152 employees.

3.5 SAMPLING TECHNIQUE

The sampling technique that was chosen is Convenience sampling method, in which the researcher selected the accessible population members from which to get information and the items selected were easy to approach and measure. Convenience sampling is a non- probability sampling method.

3.6 PERIOD OF STUDY

The period of study is January 2023 through March 2023.

3.7 ANALYTICAL TOOLS

Percentage Analysis

Percentage analysis:

Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data, Percentage are used to describe relationship. It can be used to compare the relative terms, the distribution of two or more series of data.

$$\text{Percentage of Respondents} = (\text{No. of respondents} / \text{Total}) * 100$$

CHAPTER 4

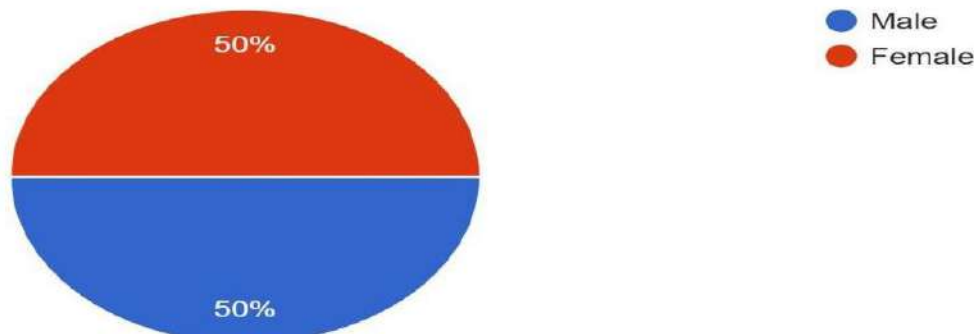
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1: Table showing Gender wise classification of the respondents

Gender	No. of Respondents	Percentage
Male	76	50
Female	76	50
Total	152	100

Source: Primary data



4.1.1: Gender wise classification of the respondents

Interpretation

From the above table it is interpreted that 50% of the respondents are male and 50% of the respondents are female.

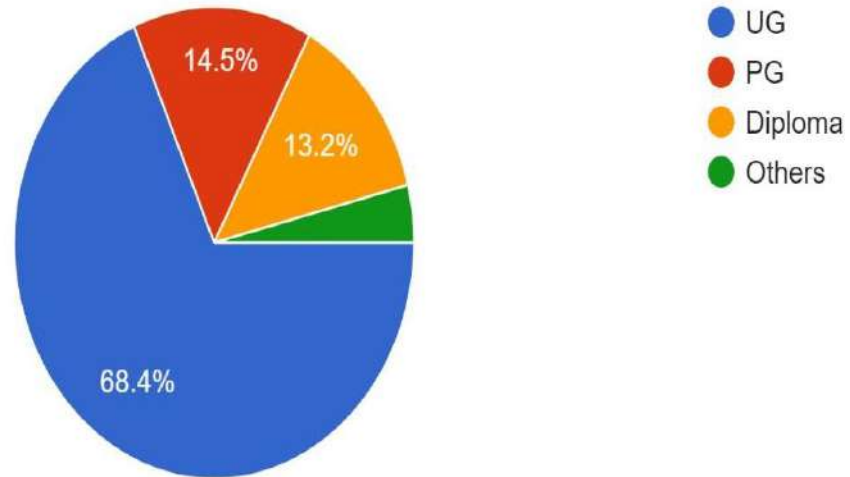
Inference

Majority of the respondents (50%) are male and female.

4.1.2. Table showing distribution of respondents based on educational status

Educational status	Percentage
Diploma	13.2
Others	3.9
Under graduate	68.4
Post graduate	14.5

Source: Primary data



4.1.2 Distribution of respondents based on educational status Interpretation

From the above table it is interpreted that 68.4% of the respondents are undergraduates, 14.5% of the respondents are post graduates and 13.2% of the respondents are Diploma and 3.9% have completed Others.

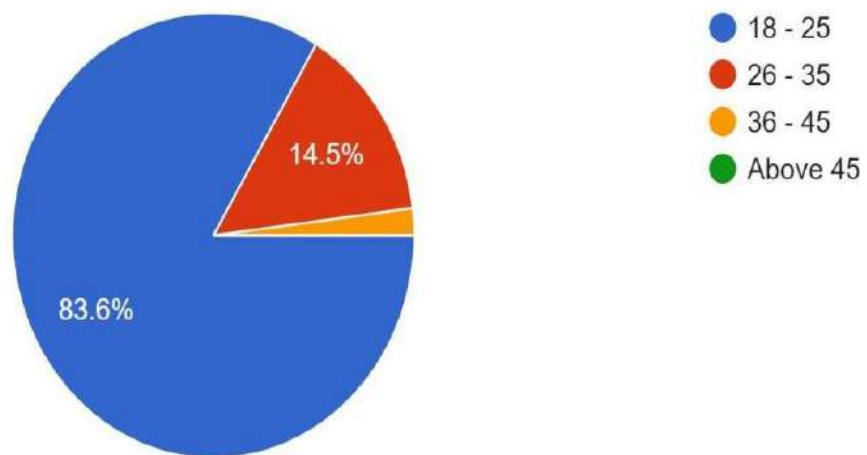
Inference

Majority (68.4%) of the respondents have completed under graduates.

4.1.3 Table showing distribution of respondents based on Age

Age group	Percentage
18-25	83.6%
26-35	14.5%
36-45	1.9%
Above 50	0%

Source: Primary data



4.1.3 Distribution of respondents based on Age

Interpretation

From the above table it is interpreted that 83.6% of the respondents are 18-25 years, 14.5% of the respondents are 26-35 years, 9.1% of the respondents are 36-45 years,.

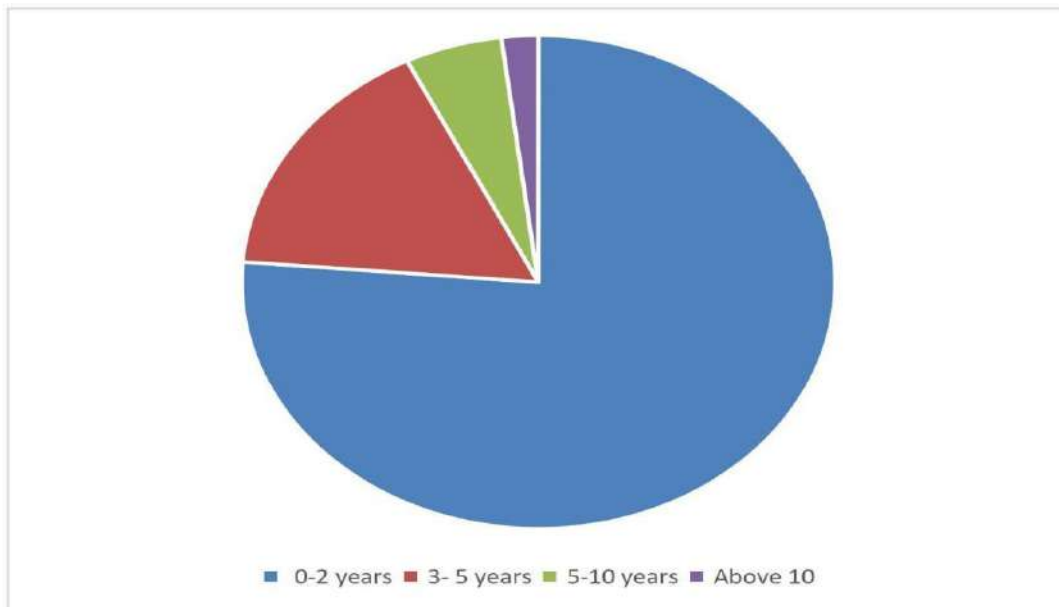
Inference

Majority (83.6%) of the respondents are 18-25 years old.

4.1.4 Table showing that percentage of job Experience

Particulars	No. of respondents	Percentage
0-2	116	76.3
3-5	25	16.4
5-10	8	5.3
Above 10	3	2

Source: Primary data



4.1.4 Percentage of job Experience

Interpretation

From the above table it is estimated that 76.3% of the respondents are 0-2 years experience, 16.4% of the respondents are employee 3-5 years experience 5.3% of the respondents are 5-10 years experience and 2% of the respondents are Above 10.

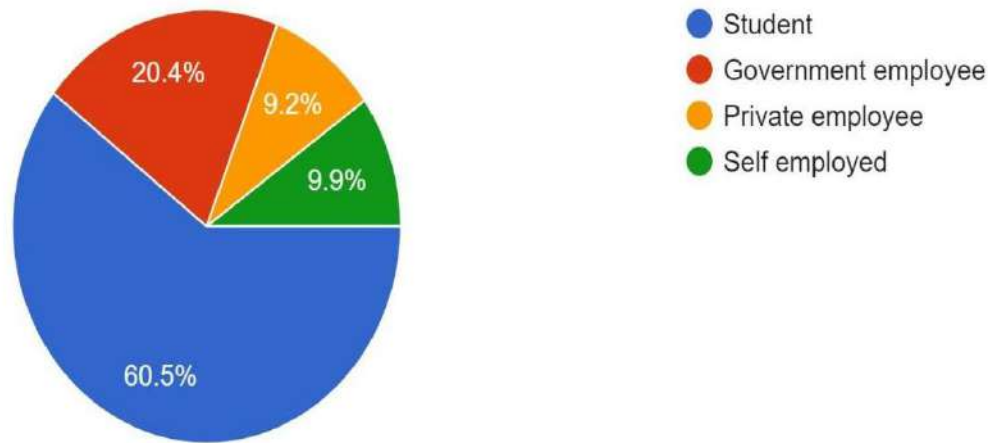
Inference

Majority (76.3%) of the candidates are 0-2 years experience.

4.1.5 Table showing that percentage of employee towards the occupation status

Particulars	No. of respondents	Percentage
Student	92	60.5
Govt. Employee	31	20.4
Pvt. Employee	14	9.2
Self Employee	15	9.9

Source: Primary data



4.1.5 Percentage of employee towards the occupation status

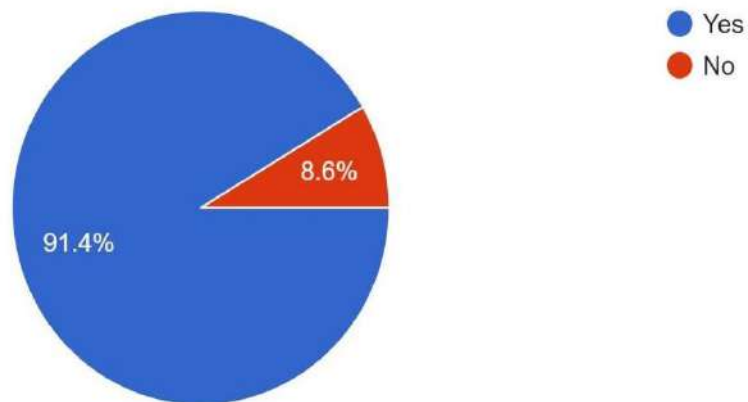
Interpretation

From the above table it is observed that majority 60.5% of the respondents have students, 20.4% of the respondents are Govt. Employees, 9.2% of the respondents are private employee and 9.9% of the respondents are Self employed with the statement.

4.1.6 Table showing that Buying the royal enfield bike?

Particulars	No. of respondents	Percentage
Yes	139	91.4
No	13	8.6

Source: Primary data.



4.1.6 Buying the royal enfield bike

Interpretation

From the above table it was found that 91.4% of the responses are yes, 8.6% of the responses are no with the statement.

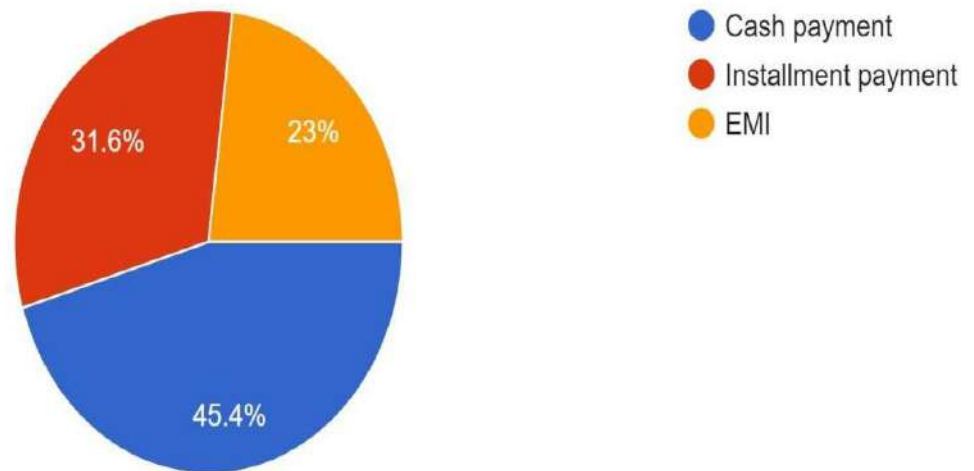
Inference

Majority of the respondents 91.4% are yes to the statement.

4.1.7 Table showing that purchase the bike

Particulars	No. of respondents	Percentage
Cash Payment	69	45.4
Installment payment	48	31.6
EMI	35	23

Source: Primary data.



4.1.7 Ppurchase the bike

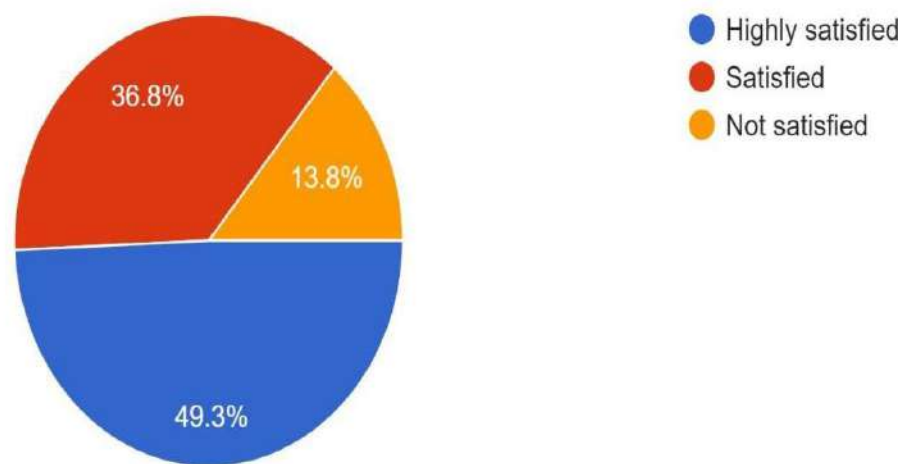
Interpretation

From the above table it is observed and figured that 45.4% of the respondents are cash payment, 31.6% of the respondents are Installment payment and 23% of the respondents are EMI with the statement.

4.1.8 Table showing that design, look and style

Particulars	No. of respondents	Percentage
Highly Satisfied	75	49.3
Satisfied	56	36.8
Not satisfied	21	13.8

Source: Primary data.



4.1.8 Design, look and style

Interpretation

From the above table it is inferred that 49.3% belongs to Highly satisfied, 36.8% belongs to Satisfied, 13.8% belongs to Not satisfied.

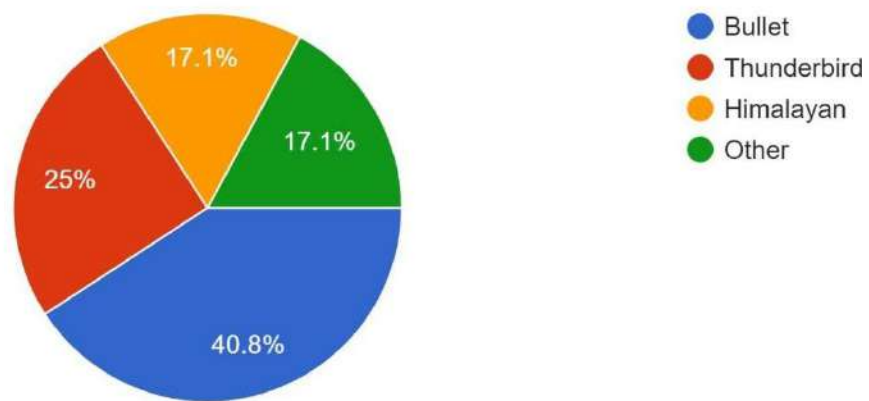
Inference

It was found that majority (49.3%) of the candidates are Highly satisfied.

4.1.9 Table showing that model bike currently owned

Particulars	No. of respondents	Percentage
Bullet	62	40.8
Thunuderbird	38	25
Himalayan	26	17.1
Others	26	17.1

Source: Primary data



4.1.9 Model bike currently owned

Interpretation

From the above table it is estimated that 40.8% belongs to Bullet, 25% belongs to Thunderbird, 17.1% belongs to Himalayan, 17.1% belongs to others.

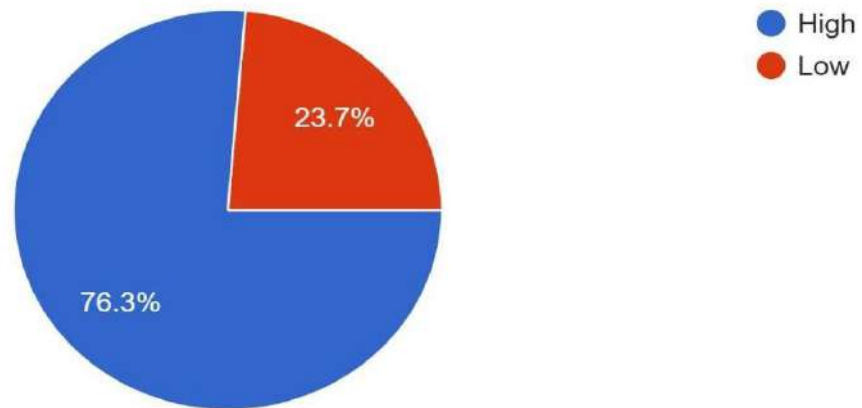
Inference

It was found that majority (40.8%) of the candidates are selected bullet model bike.

4.1.10 Table showing that Producer's advertisement influenced for making purchase

Particulars	No. of respondents	Percentage
High	116	76.3
Low	36	23.7

Source: Primary data



4.1.10 Producer's advertisement influenced for making purchase

Interpretation

From the above table it is observed that 76.3% of the respondents are High and 23.7% of the respondents are low with the statement.

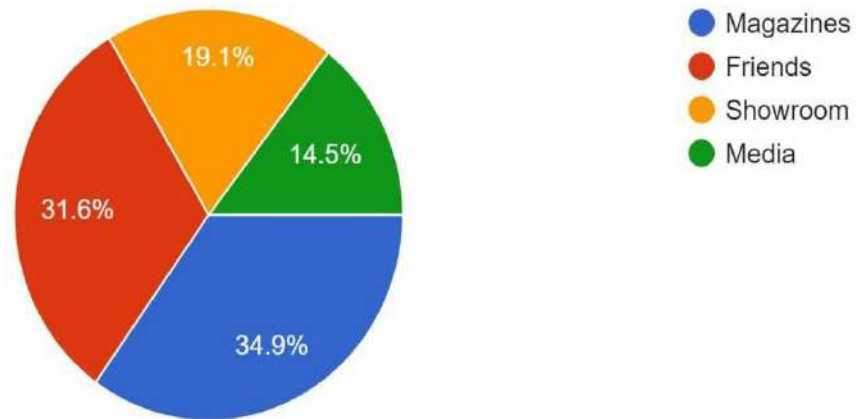
Inference

Majority (76.3%) of the respondents are high to making purchase.

4.1.11 Table showing that purchase royal enfield bike

Particulars	No. of respondents	Percentage
Magazines	53	34.9
Friends	48	14.5
Showroom	29	19.1
Media	22	14.5

Source: Primary data



4.1.11 Company purchase royal enfield bike

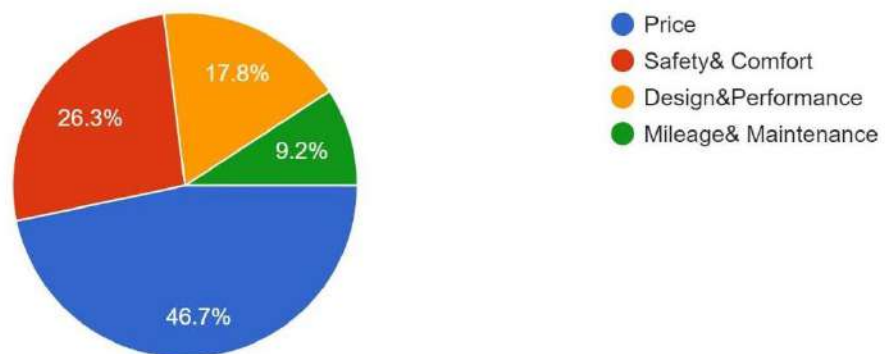
Interpretation

From the above table it was found that 34.9% of the respondents have Magazines, 14.5% of the respondents are Friends, 19.1% of the respondents are Showroom and 14.5% of the respondents are media with this statement.

4.1.12 Table showing that purchasing particular model of royal enfield

Particulars	No. of respondents	Percentage
Price	71	46.7
Safety&Comfort	40	26.3
Design&Performance	27	17.8
Mileage&Maintenance	14	9.2

Source: Primary data



4.1.12 Purchasing particular model of royal enfield

Interpretation

From the above table it is figured that 46.7% belongs to Price, 26.3% belongs to Safety&Comfort, 17.8% belongs to Design&Performance and 9.2% belongs to Mileage&Maintenance with the particular model bike.

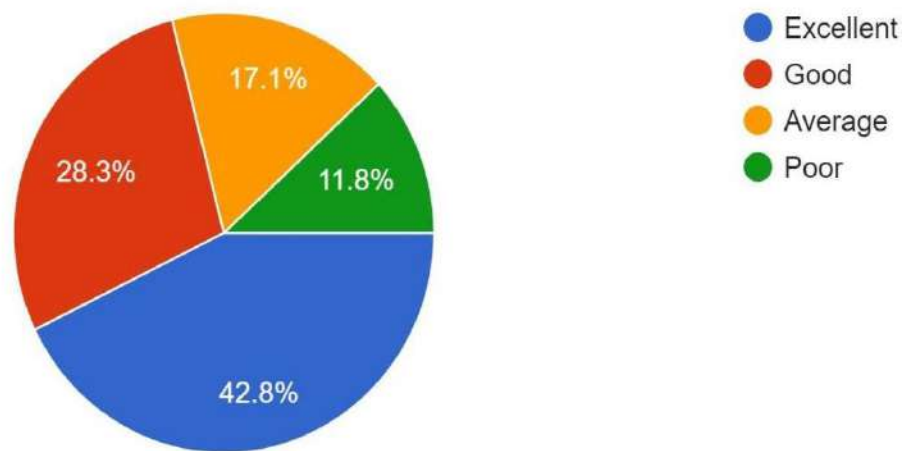
Inference

Majority of the respondents are (46.7%) are price to the statement.

4.1.13 Table showing that power and pick up of your bike

Particulars	No. of respondents	Percentage
Excellent	65	42.8
Good	43	28.3
Average	26	17.1
Poor	18	11.8

Source: Primary data



4.1.13 Power and pick up of your bike

Interpretation

From the table it is estimated that 42.8% belongs to Excellent, 28.3% belongs to Good, 17.1% belongs to Average and 11.8% belongs to Poor respondents.

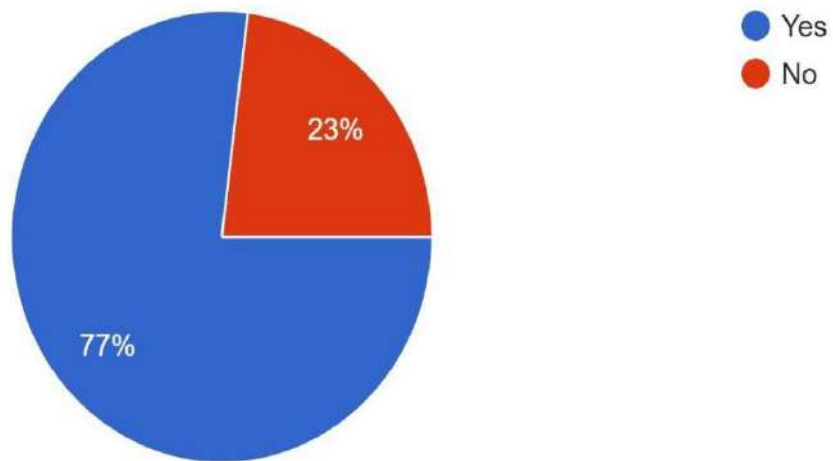
Inference

Majority (42.8%) of the respondents have answered that power and pick up of your bike .

4.1.14 Table showing that Company's grievances and redressal system

Particulars	No. of respondents	Percentage
Yes	117	77
No	35	23

Source: Primary data



4.1.14 Company's grievances and redressal system

Interpretation

From the table it is observed that 77% belongs to Yes, 23% belongs to no with the statement.

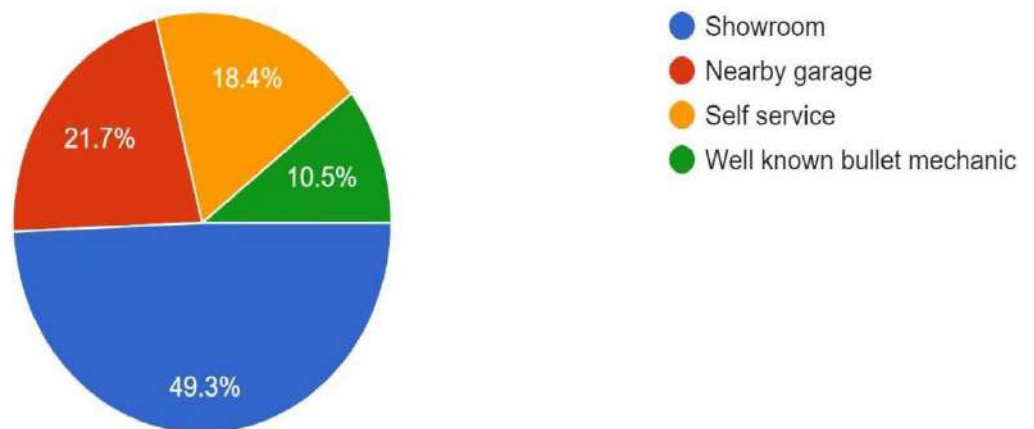
Inference

Majority (77%) of the responses are Yes. Therefore, the company has company's grievance and redressal system process.

4.1.15 Table showing that percentage mostly prefer for the service of your bike

Particulars	No. of respondents	Percentage
Showroom	75	49.3
Nearby Garage	33	21.7
Self Service	28	18.4
Well known bullet mechanic	16	10.5

Source: Primary data



4.1.15 Percentage mostly prefer for the service of your bike

Interpretation

From the table it is observed that 49.3% of the responses are Showroom, 21.7% responses are Nearby garage, 18.4% of the responses are Self service and 10.5% of the responses are Well known bullet mechanic.

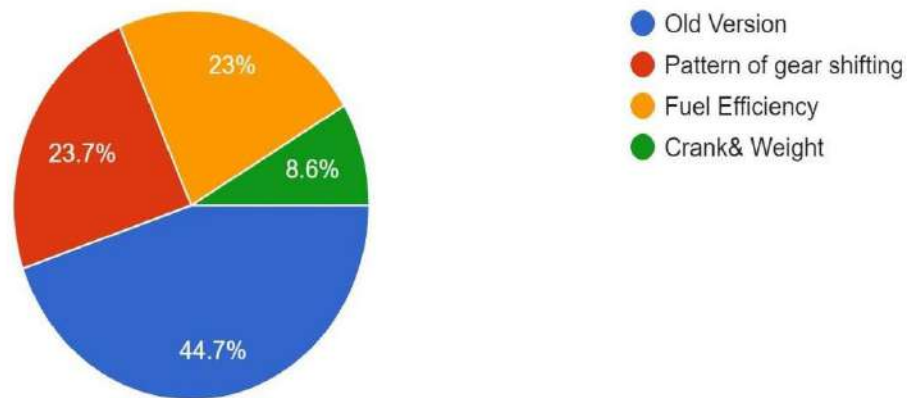
Inference

Majority of the respondents (49.3%) are showroom service of bike.

4.1.16 Table showing that Version of royal enfield products are better

Particulars	No. of respondents	Percentage
Old Version	68	44.7
Pattern of gear shifting	36	23.7
Fuel efficiency	35	23
Crank&weight	13	8.6

Source: Primary data



4.1.16 Version of royal enfield products are better

Interpretation

From the above table it is figured that 44.7% of the respondents are Old version, 23.7% of the respondents are Pattern of gear shifting, 23% of the respondents are Fuel efficiency and 8.6% of respondents are Crank & weight.

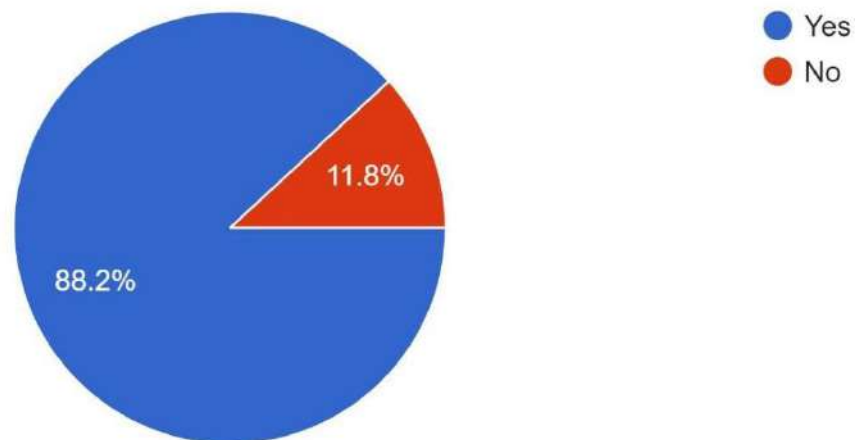
Inference

Majority of the respondents (44.7%) are Old version of royal enfield products.

4.1.17 Table showing that percentage of advertisement influences of shopping trend

Particulars	No. of respondents	Percentage
Yes	134	88.2
No	18	11.8

Source: Primary data



4.1.17 Percentage of advertisement influences of shopping trend

Interpretation

From the table it was found that 88.2% of the respondents are Yes and 11.8% of the respondents are no with the shopping trend.

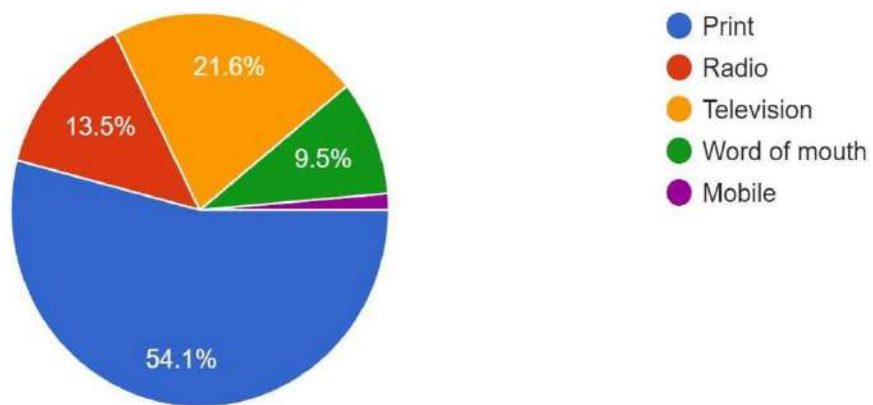
Inference

Majority (88.2%) of the respondents are Yes to the statement.

4.1.18 Table showing that Media gets your intention

Particulars	No. of respondents	Percentage
Print	84	54.1
Radio	20	13.5
Television	32	21.6
Word of mouth	14	9.5
Mobile	2	1.4

Source: Primary data



4.1.18 Media gets your intention

Interpretation

From the table it is observed that 54.1% of the respondents are print, 13.5% of the respondents are radio, 21.6% of the respondents are television and 9.5% of the respondents are word of mouth and 1.4% of the respondents are mobile.

Inference

Majority of the respondents (54.1%) are print to the statement.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority of the respondents (50%) are male and female.
- Majority (68.4%) of the respondents have completed under graduates.
- Majority (83.6%) of the respondents are 18-25 years old.
- Majority (76.3%) of the candidates are 0-2 years experience.
- Majority of the respondents 91.4% are yes to the statement.
- It was found that majority (49.3%) of the candidates are Highly satisfied.
- It was found that majority (40.8%) of the candidates are selected bullet model bike.
- Majority (76.3%) of the respondents are high to making purchase.
- Majority of the respondents are (46.7%) are price to the statement.
- Majority (42.8%) of the respondents have answered that power, pick up of your bike.
- Majority (77%) of the responses are Yes. Therefore, the company has company's grievance and redressal system process.
- Majority of the respondents (49.3%) are showroom service of bike.
- Majority of the respondents (44.7%) are Old version of royal enfield products.
- Majority (88.2%) of the respondents are Yes to the statement.
- Majority of the respondents (54.1%) are print to the statement.

5.2 SUGGESTIONS

The findings showed that advertising influence consumers buying behavior by providing consumers with information about the products and the consumers use that information in purchasing decisions. Information analyzed and have showed direct relationships were products benefits, price, quantity, quality, ingredients, packaging, product name, color and product consumption testimonials. It is suggested that promotional schemes should be often given, as consumers are ready to move on to other brands. More product information should be given in the website regarding the product. Since physical feel of the product is not available. The country is experiencing much possession of various cosmetics products users and this brings stiff competition under this circumstance, it is essential to investigate what motivates consumers to buy forever living products. This research has shown that advertisement as part of the promotional mix should be given the highest priority by the Organization preceding pricing and distribution of forever living product.

5.3 CONCLUSION

This research was a study on the impact of advertisement on consumer buying behaviour. For this purpose four independent variables, Entertainment in Advertisement, Familiarity of Advertisement, Social Imaging in Advertisement and Advertisement Spending were considered. Based on the analysis it can be concluded that advertisement has significant impact on consumer buying behaviour. This study can be helpful for marketers to understand what triggers a consumer's intention to purchase. They can determine which element in advertising is most effective and which has comparatively lower impact. Although this research can make significant contribution to literature but for future study qualitative data can be used. Qualitative data will provide further insight into the relationship among these variables. As shown in the table above, the findings from the study show that the most influential element of advertising with regard to consumer buying behavior is product benefit which represents the benefits that the consumer is getting by using the product. Other elements of advertising which influence consumer buying behavior include (by order of significance); products ingredients (materials of which the product is made of), product quality, product quantity, product price, models used in the advertisements, product testimonial (testimonials given by other consumers who have previously used the product), product packaging (the materials, texture, design and shape of the package of the product), product name and product colour.

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ANNEXURE – I (Questionnaire)

1.Gender

- i. Male
- ii. Female

2.Qualification

- i. U.g
- ii. P.g
- iii. Diaploma
- iv. Others

3.Age group

- i. 18-25
- ii. 26-35
- iii. 36-45
- iv. Above 45

4.Experience

- i. 0-2 years
- ii. 3-5 years
- iii. 5-10 years
- iv. Above 10

5.Occupation status

- i. Student
- ii. Government employee
- iii. Private employee
- iv. Self employee

6. Table showing that buying the royal enfield bike?

- i. Yes
- ii. No

7. How did you purchase the bike?

- i. Cash payment
- ii. Installment payment
- iii. EMI

8. Are you satisfied on design, look and style?

- i. Highly satisfied
- ii. Satisfied
- iii. Not satisfied

9. Which model currently you owned?

- i. Bullet
- ii. Thunderbird
- iii. Himalayan
- iv. Others

10. Does the producer's advertisement influenced you making purchase?

- i. High
- ii. Low

11.Which of the following influenced you to purchase your royal enfield bike?

- i. Magazines
- ii. Friends
- iii. Showroom
- iv. Media

12.What are the factors that you considered while purchasing particular model of royal enfield?

- i. Price
- ii. Safety&comfort
- iii. Design&performance
- iv. Mileage &maintenance

13.Are you satisfied with the power and pick up your bike?

- i. Excellent
- ii. Good
- iii. Average
- iv. Poor

14.Are you satisfied with company's grievance and redressal system?

- i. Yes
- ii. No

15. Where do you mostly prefer for the service of your bike?

- i. Showroom
- ii. Nearby garage
- iii. Self service
- iv. Well known mechanic

16. In your opinion which version of royal enfield products are better?

- i. Old version
- ii. Pattern of gear shifting
- iii. Fuel efficiency
- iv. Cranks & weight

17. Does these advertisement influences of shopping trend?

- i. Yes
- ii. No

18. Which media gets your attention?

- i. Print
- ii. Radio
- iii. Television
- iv. Word of mouth