

A STUDY ON EFFECT OF BROADCAST MEDIA ON TWO WHEELER BUYERS IN CHENNAI

Submitted in partial of the requirements for the award of
Bachelor of Business administration

By

Mageshwaran .S

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

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

**JEPPIAAR NAGAR, RAJIV GANDHI SALAI,
CHENNAI-600119**

April - 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this project report is the bonafide work of **MAGESHWARAN.S (38280059)** who have done the project work entitled “ **TO STUDY ON EFFECT OF CUSTOMERS ON TWO WHEELER BUYERS IN CHENNAI**” under my supervision from january 2021 to march 2021

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Submitted for viva voce examination held on _____

Internal examiner

External examiner

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MAGESHWARAN .S

DECLARATION

I **MAGESHWARAN. S (38280059)** hereby declare that the project report entitled "**TO STUDY ON EFFECT OF CUSTOMERS ON TWO WHEELER BUYERS IN CHENNAI**" done by me under the guidance of Ms. **M.JAYSEELY** is submitted in partial fulfilment of the requirements for the Bachelor of Business Administration Degree.

DATE:

PLACE: CHENNAI

MAGESHWARAN S

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ABSTRACT

Today, advertisement cover varied subjects like planning a family, getting a desired child, getting abortion, immunization, child care, pre-natal care, health care and so on. Advertisement has brought in its tentacles society, culture, national integration, economy, politics, music, history, art and many more areas. Advertising is communication used to influence individuals to purchase products or services. Advertising can be displaced on billboards, newspapers, T.V., websites, movies and more.

Information is an important aspect in our life. Information or knowledge about the product he intends to purchase is very important for a customer. Similarly, knowledge about the sources from where the customers are getting information is very vital for a marketer for channelizing his marketing communications in such a way that it will reach his target customers in the right way at minimal cost. In that context, the present study is intended to investigate and identify the information sources through which customers are gathering information on two-wheelers and the relative importance of these sources on their purchase decision.

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CHAPTER- 1

INTRODUCTION

1.1 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. India is the second largest producer of the two-wheelers. The two wheeler segments contribute the largest volume amongst all the segments in automobile industry. Advertisement means nothing but public promotion of some product or service. Advertising means “the business of drawing public attention to goods and services”.

The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media. Advertisement is a notice or announcement in a public medium promoting a product, service, or event. The main purpose of advertising is to sell product or services. Manufacturers advertise to try to persuade people to buy their product. Large business firms also use advertising to create a favourable image of their company. They want the company to be known and respected for their products the firm makes or the services it provides. Local businesses use advertising to gain new customers and increase sales. Advertising thus plays a major role in the competition among businesses for the consumer's money.

1.2 INDUSTRY PROFILE

- The Indian two wheeler industry made a small beginning in the early 1950's when Automobile Product of India (API) started manufacturing scooters in the country, until 1958, API and Enfield (motorcycles) were the sole producers.
- The two wheeler market was opened to foreign competition in the mid 1980's, catching the then market leaders Escorts and Enfield. The entry of Indo-Japanese joint venture ushered in a new era for the Indian two wheeler industry through the 100cc motorcycles.
- Among motorcycles, four stroke vehicle accounts for a major chunk of sales and this is not surprising since fuel efficiency ranks the first among all parameters.

- Automobile is one of the largest industries in global market. Being the leader in product and process technologies in the manufacturing sector, it has been recognized as one of the drivers of economic growth.
- During the last decade, well-directed efforts have been made to provide a new look to the automobile policy for realizing the sector's full potential for the economy. Steps like abolition of licensing, removal of quantitative restrictions and initiatives to bring the policy framework in consonance with WTO requirements have set the industry in a progressive track. Removal of the restrictive environment has helped restructuring, and enabled industry to absorb new technologies, aligning itself with the global development and also to realize its potential in the country. The liberalization policies have led to continuous increase in competition which has ultimately resulted in modernization in line with the global standards as well as in substantial cut in prices. Aggressive marketing by the auto finance companies have also played a significant role in boosting automobile demand, Especially from the population in the middle income group.

1.3 Need for the advertisement

The term 'advertising' is derived from the original Latin word which means 'to turn' the attention. Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are often businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser usually pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual. Advertising is communicated through various mass media, including old media such as newspapers, magazines, television, radio, outdoor advertising or mail, and new media such as search results, blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement or "ad". Commercial ads often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Non-commercial advertisers

who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also be used to reassure employees or shareholders that a company is viable or successful. Advertising has become an integral part of our society.

1.4 Advertisements

It is a well-known fact that Advertisements are the most effective source of imparting product knowledge to the customers. Advertising is the powerful instrument to choose the peoples' choice. Advertisements also have power like: the power to choose, the power to think for themselves, and the power to influence others. (Allen and Semenik, 2003). Now days all major Two-wheeler manufacturers are advertising their bikes and scooters in televisions, newspapers, internet etc.

1.5 Review Shows in Television

Automotive review shows in televisions have come a long way during the last ten years. There are at least 30 incredible automotive-themed television shows telecasting in various Indian television channels today. Some focus on road and track testing, some on adventures and some on the aesthetic as well as technical features of the vehicles. They take a long time to plan, film and edit and are also expensive to make. It will be a risky proposition to rate which of these shows is the best for the real automobile enthusiasts.

1.6 Need for the Study

- To study is limited to chennai only. Due to time constiant and the cost, study is restricted to only one area.
- To study of proper way of purchasing two wheelers in online.
- Easy to compare on a purchase two wheelers in chennai.
- Example: money, model, mileage, etc...,

- Two wheelers have become mandatory in this materialistic life especially for women in order to cater to their needs related to work life and personal .

1.7 Scope of the Study

The present research work is conducted within the district of Chennai. According to 2011 census, Chennai district have a population of 4,110,956. At a population growth rate of 13.39%, the district has a population density of 1,158 inhabitants per square kilometre. The census statistics also indicates a sex ratio of 1096 females for every 1000 males and a literacy rate of 93.55% in this district.

1.8 Objectives Of Study

Primary objective:

To study on the effect of broadcast media on two wheeler buyers in chennai.

Secondary Objectives Of The Study:

- To study awareness and attitudes of customers on Two-wheeler characteristics and advertisement.
- To identify the advertisement factors influencing buying motives, product recognition and buying decision of two-wheeler customers.
- To study the information enhancement of the product through advertisement.

CHAPTER-2

Review of literature

2.1 List of reviews

Dan Petrovici, SvetlaMarinova , Marin Marinov, Nick Lee (2007) find out the perceived socioeconomic effects of advertising, and consumer beliefs and attitudes toward advertising in Bulgaria and Romania. According to them A Study on Impact of Advertisement on Buying Behavior of Consumers in Chennai that advertising promotes undesirable values and messages.

Shahbaz Muhammad Shabbir, ShabanaKirmani, Hafiz Faiz-Ul-Hassan (2008) conducted a survey on children attitude towards T.V advertisement in Pakistan and found that a greater percentage of respondent children disagree to the claim that TV add tells the truth Similarly their results show that children feel the annoying qualities of advertisements and are agree that most TV advertisement are poor in taste and annoying.

Haneef et. al. (2006) has studied the consumer buyer behaviour of two wheelers in Chennai city. To know the behaviour a structured form of questionnaire was distributed to 100 respondents. The following findings are extracted from the analysis. Family members, friends and relatives are the important source of information and the respondents take the decision by themselves with a consultation with them. Fuel economy, price and maintenance expenses are the main factors influencing the buying decision of a particular two wheeler, followed by brand name style and after sales service and most of the two wheeler buyers select the models irrespective of their income and occupation.

Dubey & Patel (2004) All the products used by a customer are not necessarily those of advertisements they liked. The key lies not only in the attractiveness of the advertisements, but also the interest of the target.

Chandok(2005) The television medium is the most attractive and important place to advertise. Most of the young people remain glued to the television and enjoy what they see.

As a wide range of products and services are consumed or used by children, many companies tend to target.

Kavitha (2006) the advantage of television over the other mediums is that it is perceived as a combination of audio and video features; it provides products with instant validity and prominence and offers the greatest possibility for creative advertising.

Shashidhar&Adivi (2006)The teenagers have become a strong influencing group and even have the ability to influence the purchase decisions in the family from cakes to cars.

Selvaraj (2007)Rural consumers are fundamentally different from their urban counterparts socially.

Etzel et al (2008) the majority of the marketers use mass media for their marketing communications. The choice of media is dependent upon the nature of the message and the intended target audience.

kotwel et a(2008)While purchasing cosmetics, toiletries, stationary, gifts and cards, the girls give importance to informational input by the TV advertisements into their decision to buy It was also found that girls had positive attitude towards TV commercials.

Coicheto (2004) The advertisers find it more effective to use television rather than print media to reach consumers, partly due to low literacy rate.

Bhuvanesh Kumar and Kavitha (2015) undertook a study titled 'Customer Satisfaction towards Honda Activa with Special Reference to Chennai, with an aim to identify the factors influencing consumers and also to study the effect of advertisement on the purchase decision of the customers.

Chandu Ravi Kumar and N.D.N Swamy (2015) made an empirical study titled 'A Study on Consumer Satisfaction towards TVS Motors with Special Reference to Guntur City' to

measure the consumers buying behaviour towards the different models of TVS two-wheelers and to study the factors influencing the consumers to purchase the TVS two-wheelers. As per their television is the biggest source of information regarding two-wheelers followed by internet and hoardings

Sirajudeen M. and Leyakath Ali Khan U. (2015) made a study titled 'An Empirical Study on Brand Position among Two wheeler Motorcycles in Chennai District', to identify the brand position among two-wheelers in Chennai District and also to analyze the importance of various promotional tools in the purchase of two wheelers. 'Word of mouth' was pointed out to be the major factor that influence the purchase decision for two-wheelers followed by magazines, television, internet, newspaper, test ride, radio and exchange mela.

Ronald Mani and DebsisTripathy (2013) in their study "A Study on Consumer Buying Behaviour towards Two-Wheeler Bikes in context to Indian "Market" made an attempt to study the factors that influence the consumer buying behaviour in the two wheeler.

Fahmeeda Yasmeen (2015) made a study on 'Consumer Behaviour towards Brand Positioning of Two-Wheeler Bikes in Chennai City', to identify the factors influencing consumers in the selection and purchase of a particular brand of two wheeler. It was also found that the decision to buy a particular brand was mostly influenced by parents and friends. The television also plays an important role in influencing the customers to buy a particular brand of two-wheeler.

Basavaraj H. Huggi (2016) in his paper 'Recent Trends in Consumer Satisfaction towards TVS Motors with Special Reference to Ranebennur City' attempted to measure the 62 Information Sources for Two-wheeler Purchase.

TrinankurDey and Dr. L. S. Sharma (2015) in their study 'An Empirical Study of Buying Behavior of the Two Wheeler Consumers in Agartala City' attempted to enquire about the purchasing motives of the two wheeler customers in Agartala city. The analysis has also

shown that the customers are influenced by word of mouth by peer groups and, to some extent, by the salespersons at the point of purchase.

Velumani M. (2015), in his study titled 'A Study on Consumer Buying Behaviour and Satisfaction Level of Two-wheeler with Reference to Suzuki Motorcycle at Erode', indented the consumer buying behaviour and satisfaction level of Suzuki motorcycle.

Dibyojyoti (2007) found that most people think that packaging is important in increasing sale. Ladies in general want packaging to be hygienic, differentiable from fake products and the packets should be used for further use. Free samples do not attract the customers

2.2 Conclusion

Majority of the buyers in the Chennai reply on their own decision to purchase a two-wheeler followed by the decision of their own family members.

- Other social factors that influenced the purchase decision in the two-wheeler market in the Chennai are friends, relatives and neighbours.
- Majority of the two-wheeler buyers in the Chennai by the TV ads.
- 'Word of mouth 'was ranked 1st which influenced the purchase decision the most in the two-wheeler market in the Chennai followed by magazine, television, internet, newspaper, test ride, radio and exchange mela.

The two-wheeler manufacturers and dealers may conduct causal marketing like a 'wellness programme 'or a 'literacy campaign' for the people of a particular rural or urban area.

Most of the customers are dynamic in selecting the two wheelers with specific product characteristics and features.

CHAPTER-3

Research Methodology

3.1 Descriptive Research

Design descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 Sources Of Data

Data collection is the term used to describe a process of preparing and collecting data.

Primary data- questionnaire given to 100 respondents.

Secondary data – websites and online journals, published reports & review of literature from published articles.

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was the part contained the respondents' opinions about customer preference.

3.4 Sampling technique

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 Period of study

The duration of study is from January 2021 to April 2021 which is three months of study.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Percentage analysis

Table 4.1.1 Gender of the respondents

S.No	Particulars	No. Of Respondents	Percentage
1	MALE	55	56.70
2	FEMALE	42	43.30
TOTAL		97	100.00

Source : Primary Data

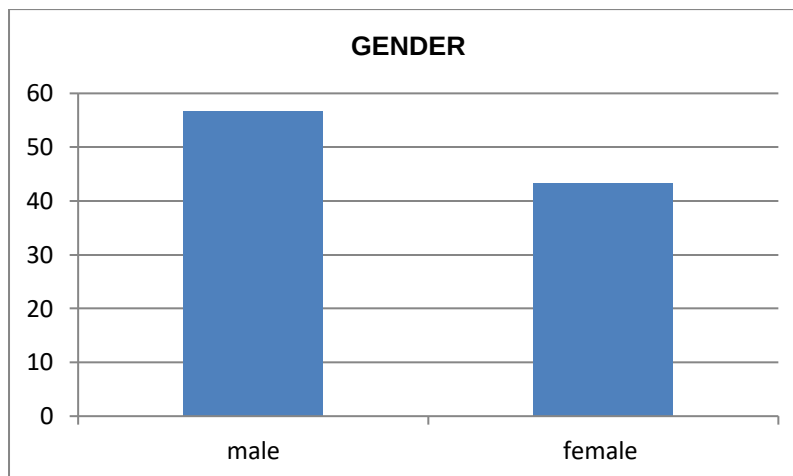


Chart4.1.1 Gender of respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 56.70% and female respondents is 43.30%

Inference

Majority (56.70%) of the respondents are male.

Table 4.1.2: Marital Status Of The Respondents

S.No	Particulars	No. of Respondents	Percentage
1	Unmarried	85	87.6
2	married	12	12.4
Total		97	100.00

Source: Primary data

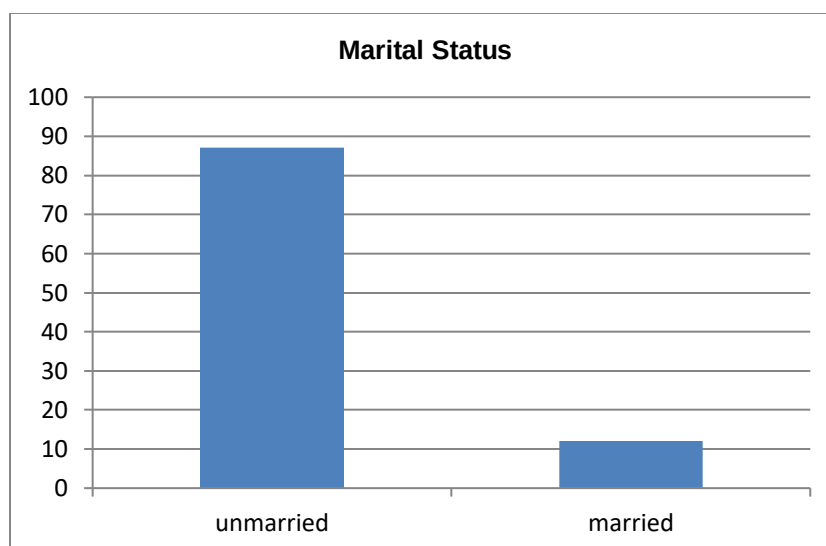


Chart 4.1.2: marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 87.06% in unmarried and 12.04% in married

Inference

Majority (87.06%) of the respondents are unmarried.

Table 4.1.3: Age of the respondents

S.no	Particulars	No.of Respondents	Percentage
1	18 to 28	90	92.78
2	28 to 38	5	5.15
3	38 to 48	1	1.03
4	48 and above	1	1.03
Total		97	100.00

Source: Primary data

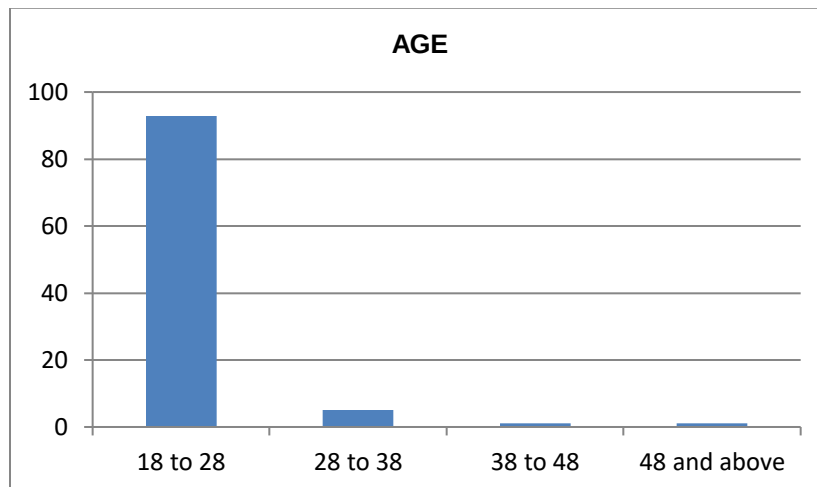


Chart 4.1.3: Age of the respondents

From the above table it is interpreted that the number of respondents between 12 to 28 age respondents are 92.78%, between 28 to 38 respondents are 5.15%, between 38 to 48 age respondents are 1.03%, 48 to above age respondents are 1.03%.

Inference

Majority (92.78%) of the respondents are age between 18 to 28 years

Table 4.1.4 Profession of the respondents

S.No	Particulars	No.Of Respondents	Percentage
1	Employees	11	11.34
2	Business	4	4.12
3	Students	71	73.20
4	Others	11	11.34
Total		97	100.00

Source: Primary data

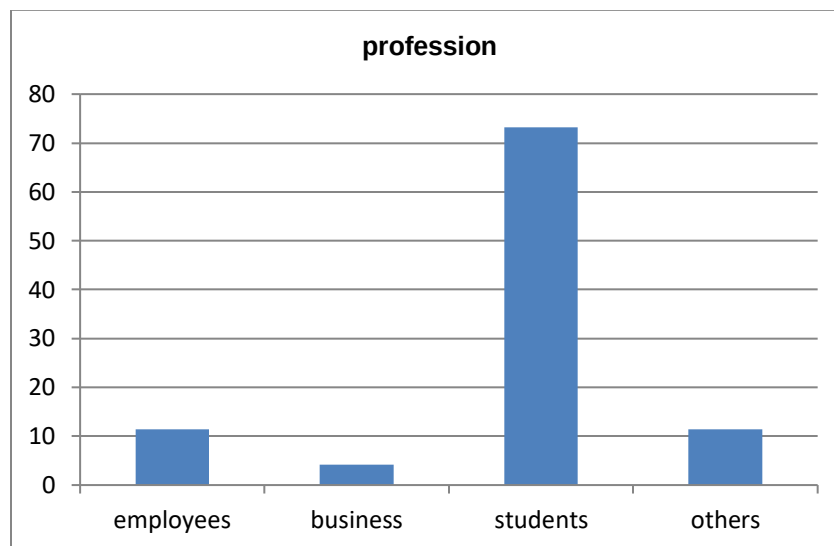


Chart 4.1.4: Profession of the respondents

Interpretation

From the able table it is interpreted that the number of respondents were 11.34% is employees, 4.12% is business, 73.20% is students, 11.34% is others.

Inference

Majority (73.20%) of the respondents are students.

Table 4.1.5: Preferred The Advertising Service

S.No	Particulars	No.OfRespondents	Percentage
1	Television	31	31.96
2	Radio	2	2.06
3	Online ads	46	47.42
4	others	18	18.56
Total		97	100.00

Source : Primary Data

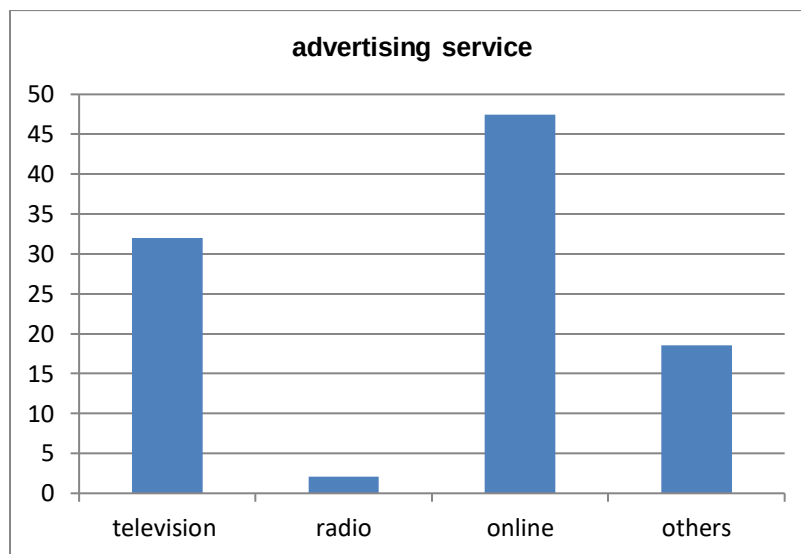


Chart 4.1.5 preferred for advertising service

Interpretation

From the above table it is interpreted that the number of respondents preferred in television 31.96%, in radio 2.06%, in online 47.42%, in others 18.56%.

Inference

Majority(47.42%) of the respondents are says online.

Table 4.1.6: That Ads Have Celebrity In Them Are More Effective Than Ones

S.No	Particulars	No.Of Respondents	Percentage
1	Strongly agree	17	17.53
2	Agree	41	42.27
3	Netural	22	22.68
4	Strongly disagree	17	17.53
5	disagree	17	17.53
Total		97	100.00

Source: Primary Data

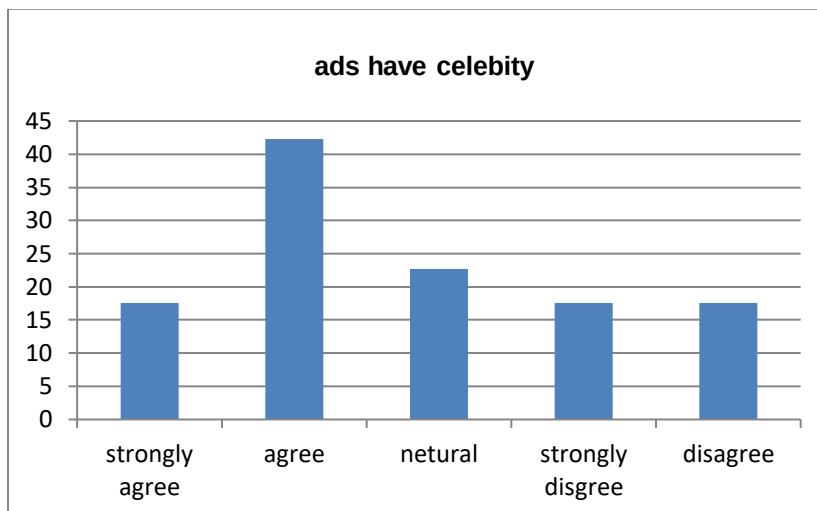


Chart 4.1.6: That Ads Have Celebrity In Them Are More Effective Than Ones

Interpretation

From the above table it is interpreted that the 17.53% of respondents says strongly agree, 42.27% says agree, 22.68% says netural, 17.53% says strongly disagree, 17.53% says disagree.

Inference

Majority (42.27%) of the respondents are says agree.

Table 4.1.7: Roads Shows Are More Effective To Influencing

S.No	Particulars	No.Of Respondents	Percentage
1	Strongly Agree	17	17.53
2	Agree	36	37.11
3	Netural	35	36.08
4	Disagree	7	7.22
5	Strongly Disagree	2	2.06
Total		97	100.00

Source :Primary Data

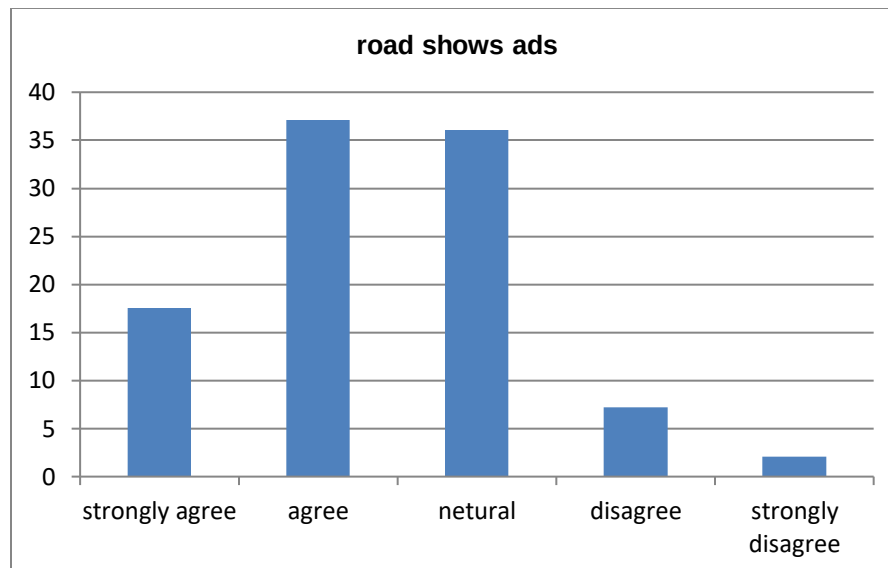


Chart 4.1.7: Road Shows Are More Effective To Influence Consumer

Interpretation

From the above table that the 17.53% respondents are says strongly agree, 37.11% says agree, 36.08% says netural, 7.22 % says disagree, 2.06%says strongly disagree.

Inference

Majority (37.11%) of the respondents are says stongly agree.

Table 4.1.8 That Commercial Ads Of Bikes On Tv Influence Your Buying Decision

S.No	Particulars	No.Of Respondents	Percentage
1	Strongly agree	20	20.62
2	Agree	40	41.24
3	Netural	26	26.80
4	Strongly disagree	1	1.03
5	disagree	10	10.31
Total		97	100.00

Source : Primary Data

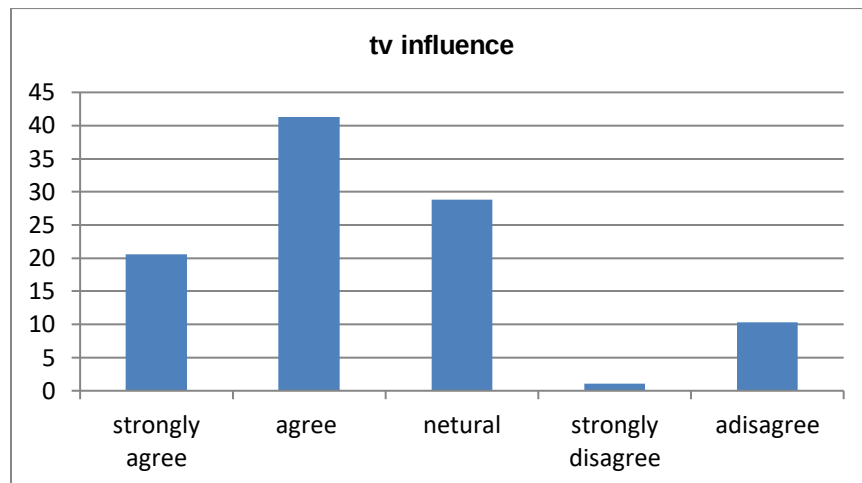


Chart 4.1.8: That Commercial Ads Of Bikes On Tv Influence Your Buying Decision

Interpretation

From the above table it is interpreted that the 20.62% says strongly agree, 41.24% says agree, 26.80% says netural , 1.03% says strongly disagree, 10.31% says disagree.

Inference

Majority (41.24%)of the respondents say agree.

Table 4.1.9: Preferred For Taking Trail Of Bikes “Because Of Saw In The Commercial TV Ads

S .No	Particulars	No.Of Respondents	Percentage
1	Strongly Agree	24	24.74
2	Agree	36	37.11
3	Netural	26	26.80
4	Strongly disagree	4	4.12
5	Disagree	7	7.22
Total		97	100.00

Source : Primary Data

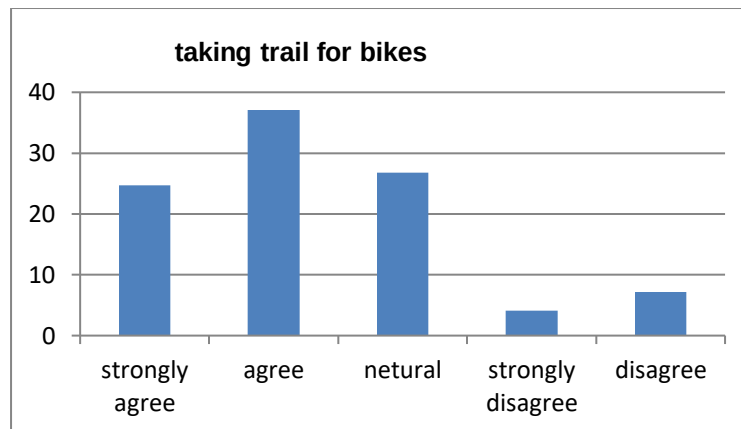


Chart 4.1.9: Preferred For Taking Trail Of Bikes “Because Of Saw In The Commercial TV Ads

Interpretation

From the above table it is interpreted that the 24.74% respondents says strongly agree, 37.11% says agree, 26.80% are says in netural, 4.12% are says strongly disagree, 7.22% are says disagree.

Inference

Majority (37.11%) of the respondents are says agree.

Table 4.1.10: Preferred For Online Websites

S.No	Particulars	No.Of Respondents	Percentage
1	Bikewale	30	30.93
2	Zigwheels	8	8.25
3	Bikedekho	6	6.19
4	Olx	15	15.46
5	others	38	39.18
Total		97	100.00

Source : Primary Data

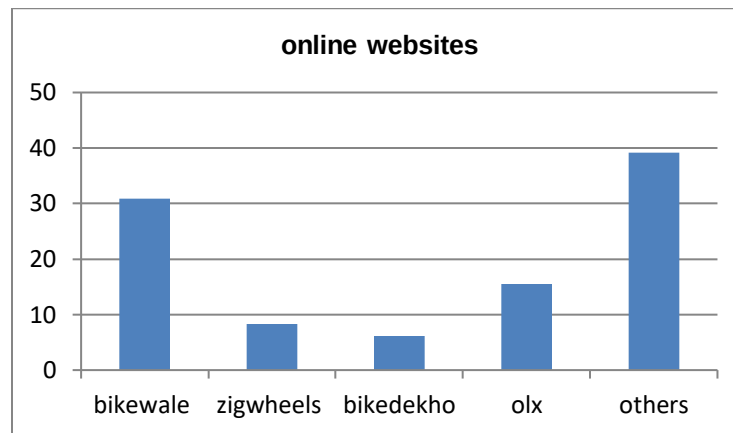


Chart 4.1.10: Preferred For Online Websites

Interpretation

From the above table it is interpreted that the number of respondents were online websites 30.93% in bikewale, 8.25% in zigwheels, 6.19% in bikedekho, 15.46% in olx, 39.18% in others.

Inference

Majority (39.18%) of the respondents are in others.

Table 4.1. 11 Automobile Magazines Ads Are Are More Effective Then Other Ads

S.no	Particulars	No. of respondents	Percentage
1	Strongly Agree	18	18.56
2	Agree	36	37.11
3	Netural	36	37.11
4	Strongly disagree	3	3.09
5	Disagree	4	4.12
Total		97	100.00

Source: Primary Data

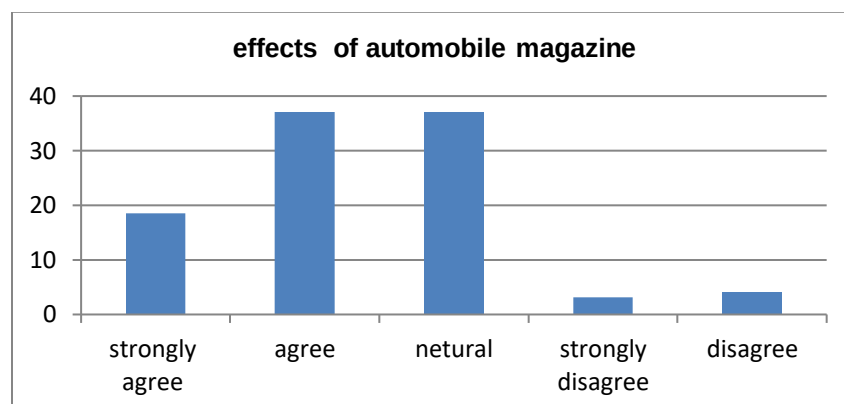


Chart 4.1.11:automobile magazines ads are are more effective then other ads

Interpretation

From the above table it is interpreted in 18.56%in strongly adgree, 37.11% in agree, 37.11%in netural, 3.09% in strongly disagree, 4.12% in disagree.

Inference

Majority (37.11%) of the respondents in agree and netural.

Table 4.1.12 Brouchers And Pamplets Are Effective Way

S.No	Particulars	No.Of Respondents	Percentage
1	Strongly agree	22	22.68
2	Agree	41	42.27
3	Netural	25	25.77
4	Strongly disgaree	4	4.12
5	disagree	5	5.15
Total		97	100.00

Source :Primary Data

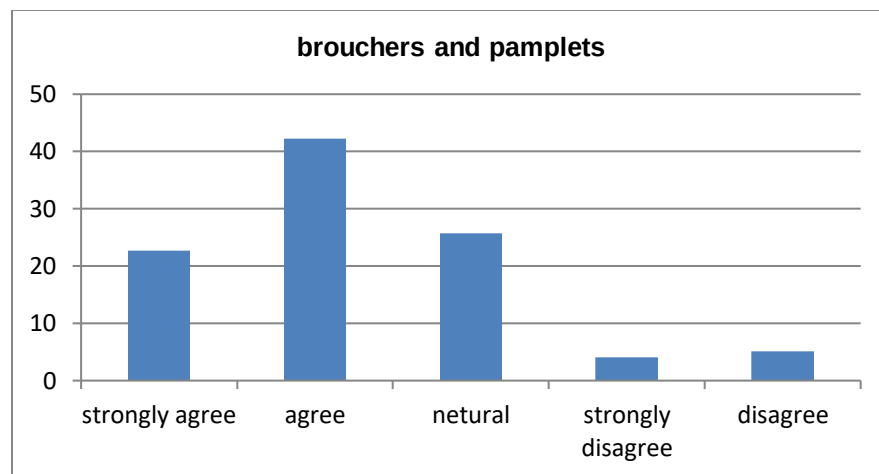


Chart 4.1.12: brouchers and pamplets are effective way

Interpretation

From the above table it is interpreted in 22.68%in strongly adgree, 42.27% in agree, 25.77%in netural, 4.12% in strongly disagree, 5.15% in disagree.

Inference

Majority (42.27%) of the respondents in agree.

Table 4.1.13 Satisfied Level Of In-Store Ads

S.No	Particulars	No.Of Respondents	Percentage
1	Highly satisfied	28	28.87
2	Satisfied	26	26.80
3	Netural	28	28.87
4	Dissatisfied	8	8.25
5	Highly dissatisfied	6	6.19
Total		97	100.00

Source : Primary Data

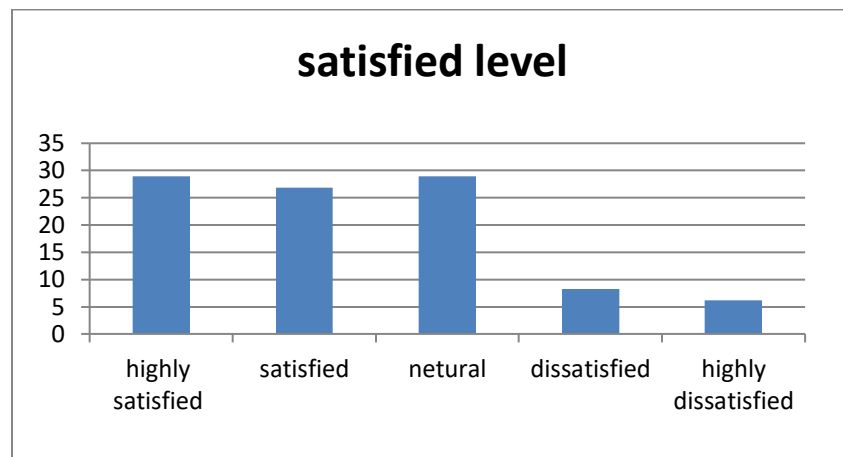


Chart 4.1.13 Satisfied Level Of In-Store Ads

Interpretation

From the above table it is interpreted that the 28.87% are says highly satisfied, 26.80% says satisfied, 28.87% are says netural, 8.25% are says dissatisfied, 6.19% are says highly dissatisfied.

Inference

majority (28.87%) of the respondents are says highly satisfied and netural.

Table 4.1.14: Satisfied Level Effects Of Online Ads

S.No	Particulars	No.Of Respondents	Percentage
1	Highly Satisfied	28	28.87
2	Satisfied	26	26.80
3	Netural	20	20.62
4	Dissatisfied	15	15.46
5	Highly dissatisfied	8	8.25
Total		97	100.00

Source : Primary Data

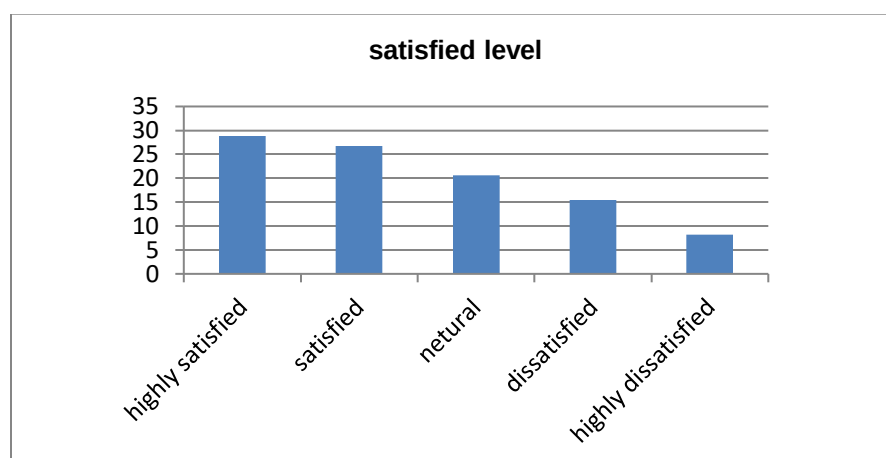


Chart 4.1.14: Satisfied Level Effects Of Online Ads

Interpretation

From the above table it is interpreted that the 28.87% are says highly satisfied, 26.80% says satisfied, 20.62% are says netural, 15.46% are says dissatisfied, 8.25% are says highly dissatisfied.

Inference

majority (28.87%) of the respondents are says highly satisfied.

Table 4.1.15:Satisfied Level Online Ads For Searching Bikes

S.No	Particulars	No.Of Respondents	Percentage
1	Highly satisfied	35	36.08
2	Satisfied	21	21.65
3	Netural	26	26.80
4	Dissatisfied	5	5.15
5	Highly dissatisfied	10	10.31
Total		97	100.00

Source : Primary Data

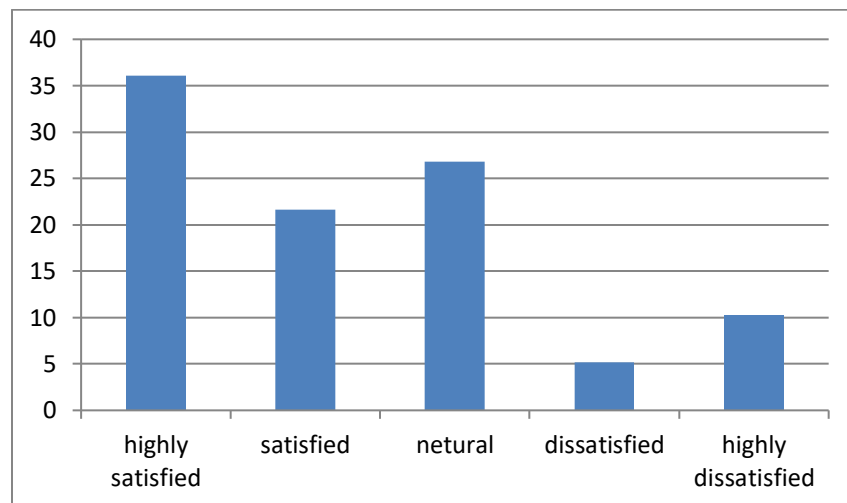


Chart 4.1.15: Satisfied level online ads for searching bikes

Interpretation

From the above table it is interpreted that the 36.08% are says highly satisfied, 21.65% says satisfied, 26.80% are says netural, 5.15% are says dissatisfied, 10.31% are says highly dissatisfied.

Inference

majority (36.08%) of the respondents are says highly satisfied.

Table 4.1.16 Satisfied Level Of Online Comparing

S.No	Particulars	No.Of Respondents	Percentage
1	Highly Satisfied	32	32.99
2	Satisfied	22	22.68
3	Netural	27	27.84
4	Dissatisfied	9	9.28
5	Highly Dissatisfied	7	7.22
Total		97	100.00

Source:Primary Data

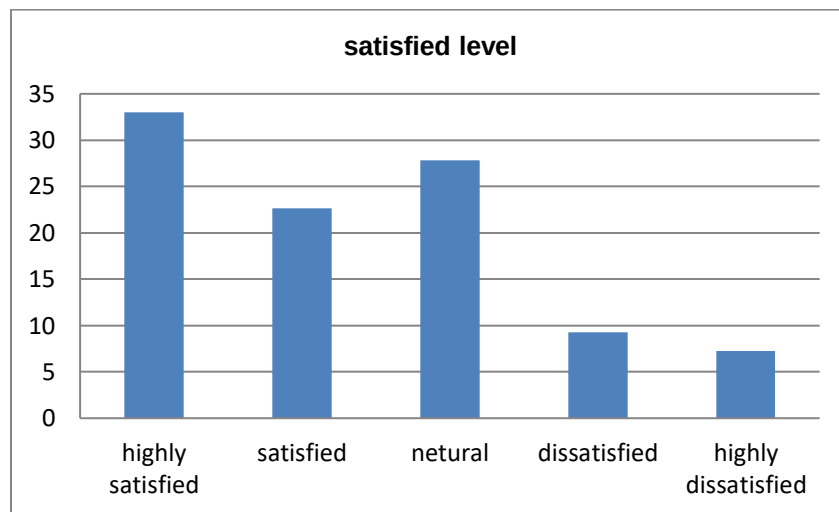


Chart 4.1.16 Satisfied Level Of Online Comparing

Interpretation

From the above table it is interpreted that the 32.99% are says highly satisfied, 22.68% says satisfied, 24.84% are says netural, 9.28% are says dissatisfied, 7.22% are says highly dissatisfied.

Inference

majority (32.99%) of the respondents are says highly Satisfied.

Chapter 5

5.1 FINDINGS

1. Majority (56.70%) of the respondents are male.
2. Majority (87.06%) of the respondents are unmarried.
3. Majority (92.78%) of the respondents are age between 18 to 28 years.
4. Majority (73.20%) of the respondents are students.
5. Majority (47.42%) of the respondents are says online.
6. Majority (42.27%) of the respondents are says agree.
7. Majority (37.11%) of the respondents are says strongly agree.
8. Majority (41.24%) of the respondents say agree.
9. Majority (37.11%) of the respondents are says agree.
10. Majority (39.18%) of the respondents are in others.
11. Majority (37.11%) of the respondents in agree and neutral.
12. Majority (42.27%) of the respondents in agree.
13. majority (28.87%) of the respondents are says highly satisfied and neutral.
14. majority (28.87%) of the respondents are says highly satisfied.
15. majority (36.08%) of the respondents are says highly satisfied.
16. majority (32.99%) of the respondents are says highly Satisfied.

5.3 SUGGESTIONS

- The marketers can focus television based advertisements on all age groups, because presently the entire family involves itself in the purchase decision process and this is backed by peer influence.
- The manufacturers and advertisers should focus more on enhancing brand identity and provide for a wider range of products that will suit the needs and expectations of the consumers.

- Television Advertisement being the most influencing media. Advertisements in television should attribute to highlighting more on the product utility through authenticated endorsements given by popular celebrities as they can be more appealing and convincing.

5.3 CONCLUSIONS

The study concluded, the two wheeler customers are highly aware of advertisements pertaining to characteristic features and product attributes of two wheelers. An advertisement creates considerable impact and it paves the way for the customers to perceive the quality and other features of the product. The attitude towards two wheeler advertisement is positive and optimistic.

They are significantly motivated to materialize the purchase of the product. In particular, the customers have their agreeableness towards the catching effects of advertisement to generate the publicity of the product.

It is concluded that product recognition and brand recall are achieved significantly through the specific advertisements.

The perception of the customers differently significantly towards the influence of advertisement on product recognition. It is found that some customers are unmoved by the advertisement and some of them mechanically purchase of two wheelers without any ambition towards the two wheeler. Most of the customers are dynamic in selecting the two wheelers with specific product characteristics and features.

APPENDIX (Questionarie)

Personal details

1. Gender:

- (A) Male
- (B) Female

2. Marital status:

- (A) Married
- (B) Unmarried

3. Age:

- (A) 18 – 28
- (B) 28 - 38
- (C) 38 – 40
- (D) 48 & above

4. Profession:

- (A) Employees
- (B) Business
- (C) Students
- (D) Others

5. Which kind of advertising service is help full for you to buy a bike.

- (A) Television
- (B) Radio
- (C) Online
- (D) Others

6. Do you feel that ads that have celebrity in them are more effective than the ones without celebrity of bikes.

- (A) strongly agree
- (B) agree
- (C) neutral
- (D) disagree
- (E) strongly disagree

7. Do you feel that road shows are more effective to influence consumer buying behaviour than others bikes.

- (A) strongly agree
- (B) agree
- (C) neutral
- (D) disagree
- (E) strongly disagree

8. Do you feel commercial ads of bikes on TV influence your buying decision.

- (A) strongly agree
- (B) agree
- (C) neutral
- (D) disagree
- (E) strongly disagree

9. Did you ever feel like taking a trial of bikes because of you saw in the commercial TVADS.

- (A) strongly agree
- (B) agree
- (C) neutral
- (D) disagree
- (E) strongly disagree

10. Which kind of online websites is good for you to use when there is a new launch of bike.

- (A) Bike wale
- (B) Zigwheels
- (C) Bikedekho
- (D) olx
- (E) others

11. That automobile magazines ads are more effective than other ads for buying decision of bikes.

- (A) strongly agree
- (B) agree
- (C) neutral
- (D) disagree
- (E) strongly disagree

12. You feel that brochures and pamphlets are an effective way of advertising for bikes.

- (A) strongly agree
- (B) agree
- (C) neutral
- (D) disagree
- (E) strongly disagree

13. You feel that in-store ads are more effective than other buying decision of bikes.

- (A) 1 satisfied
- (B) 2
- (C) 3
- (D) 4
- (E) 5 highly satisfied

14. Do you feel that online ads are more effective than other ads for buying decision of bikes.

- (A) 1 satisfied
- (B) 2
- (C) 3
- (D) 4
- (E) 5 highly satisfied

15. Online ads it is helpful for searching good bikes.

- (A) 1 satisfied
- (B) 2
- (C) 3
- (D) 4
- (E) 5 highly satisfied

16. Online comparing is done very soon and satisfied.

- (A) 1 satisfied

- (B) 2
- (C) 3
- (D) 4
- (E) 5 highly satisfied

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