

A Study On Impact Of Advertisement On Buying Behaviour Of Consumers In Tamil Nadu

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ABSTRACT

The Indian automotive industry is extremely important to the Indian economy, especially the two-wheeler industry, which has seen tremendous growth in recent years, putting it in third place behind China and Japan in terms of sales and output. Two-wheeler segment in India is so competitive; advertising plays an important role in influencing and attracting consumers. The primary goal of advertising is to raise public awareness of the company's commodity. The commodity is created primarily to fulfill and accommodate the desires of consumers. Advertising has a significant impact on transforming customer behavior and introducing emerging habits for buying and consuming products and services. Many people get their knowledge from advertisements posted on banners, hoardings, journals, television, blogs, movies, magazines, and other places. While all two-wheeler companies advertise, only a few of them succeed in the industry. In light of this, the current study proposes to investigate the effect of advertising on consumer purchasing behavior, with a focus on two-wheelers in the Chennai district. 50 samples were taken for the final analysis purpose using purposive sampling method analyzing the relationship between demographic variables and advertisement factors which influencing buying motives, product recognition and buying decision of two wheelers customers. This study concludes that advertisement plays a vital role in consumer behavior of marketing two wheelers and there is more scope for extensive research in this area.

Keywords: Consumer, Decision Making, Advertisement, Two Wheeler, buying behavior

INTRODUCTION

Advertising analysis is important for assessing an advertisement's popularity in every nation or territory. Economies of scale are achieved by being able to recognize which elements and/or moments of an advertisement contribute to its performance. If you've figured out what works in advertising, you can take those strategies and apply them to some other industry. Since the metrics are dependent on the visual, not the verbal, elements of the commercial, market analysis measures such as Flow of Attention, Flow of Emotion, and branding moments give insight into what is working with an ad in every nation or area. With bachelors, masters, and doctorate degrees now available in the field, advertising education has become very common. The strong role advertisement plays in societal and technical developments, such as the advancement in online social networking, is mostly due to a surge of advertising attention. The student-run advertisement agency, where advertising students develop ads for actual businesses, is a groundbreaking paradigm for teaching advertising.

Each person's behavior is unique. Each person acts in a specific way based on his or her inner motivation. Before launching a commercial advertising, the advertiser must first determine the motivations that drive consumer behavior. It aids in the development of an advertisement campaign. The advertiser of the advertising agency will decide on the medium of marketing appeal to be produced, the business segment where to advertise, and the form of advertisement through studying customer behavior.

REVIEW OF LITERATURE

Ramana and Viswanath (2005) try to figure out what factors influence the behavior of specific edible oil buyers. Primary data was obtained from 168 respondents using an interview schedule in order to determine conduct. Employees, businessmen, and laborers are the three groups of consumer respondents. The study's findings reveal the following information: Family members, colleagues, and relatives are good sources of knowledge regarding the abundance of edible oils on the market. For workers and businessmen, television and magazines have become powerful sources of intelligence, while for laborers, family members, acquaintances, relatives, and neighbors have become sources of knowledge. Employees and businessmen choose the same brand because of its taste and consistency, as well as its ease of distribution, whereas laborers choose it because of its low price. When it comes to motivation variables that influence purchasing choices, the head of the household and family members' recommendations was considered to be the most influential.

According to Sanjeev Verma (2009), "No correspondence is full without input or reaction." Advertising's goal is to convince customers to buy and rebuy a commodity over and over again, but do consumers react to any of the marketers' communications? Consumers have a natural propensity to absorb the most valuable and enticing knowledge first since the human brain has a small processing power. Advertisers utilize a variety of appeals and demonstrations to draw and hold consumers, but a study of the literature reveals that there has been relatively little research on measuring the effect of different forms of appeals on consumer purchasing decisions. The impact of different advertisement appeals on customer purchasing decisions is empirically tested in this study."

Dalvi (2005) investigates the big brands of baby food on the market as well as the reasons that motivate people to purchase baby food. Cerlac is ranked first, followed by Farex, Nestogen, and Lactogen, and most parents purchase baby health food based on advertisements and recommendations from family members. It was also discovered that consistency is the most important criterion for purchasing the substance.

O'Guinn, Allen, and Semenik, (2003) Advertising was discovered to be described as a paying, mass-mediated effort to convince.

NEED FOR THE STUDY

This research identifies the variables in advertising that influence purchasing motivations, product awareness, purchasing decisions, and product knowledge enhancement. It also investigates the connection between the impact of ads and consumer behavior. It also assesses consumer perception of

advertisements and perceptions toward two-wheeler characteristics. It examines the relationship between demographic variables and advertising factors that influence two-wheeler customers' purchasing motivations, product identification, and purchase decisions.

OBJECTIVES OF THE STUDY

1. To study awareness and attitudes of customers on Two-wheeler advertisement.
2. To identify the advertisement factors influencing buying motives, and buying decision of two-wheeler customers.
3. To analyze the relationship between demographic variables and advertisement factors influencing buying motives, and buying decision of two wheelers customers.

RESEARCH METHODOLOGY

In this consistent research, to test the impact of advertisement on buying behaviour of consumers in Tamil Nadu (with special reference to two wheeler customers in Chennai city, total 53 samples were collected out of which only 50 samples were taken for the final analysis purpose using purposive sampling method due to incomplete responses 3 responses were removed. A study of 50 consumers purchase decision is influenced of advertisement. Later, the 50-sample size data were collected through questionnaire processed using SPSS version 25 software is used as a part of study for main study. For analysis, descriptive statistics, and non-parametric Cronbach's Alpha test, Friedman's test for k-related samples, Chi-square tests, Factor analysis, Multiple Regression Analysis were used under this study.

HYPOTHESES:

The Null Hypotheses for the study are:

- There is no significant influence between Advertisement buying decision with the brand of two wheelers like
- There is no significant influence between Advertisement buying decision with Age of two wheelers customers
- There is no significant influence between Advertisement buying decision with Monthly income of customers
- There is no significant influence between Advertisement buying decision with Educational Qualification of customers

Reliability and Scale Statistics:

Table-1

Item-Total Statistics		
Influencing factors		Cronbach's Alpha if Item Deleted
Attributes While Purchase	AP1	.814
	AP2	.813
	AP 3	.823
	AP 4	.808
	AP 5	.806
	AP 6	.811
	AP 7	.811
	AP 8	.816
	AP 9	.812
	AP 10	.811
	AP 11	.806
Awareness through Media	AM 1	.809
	AM 2	.815
	AM 3	.812
	AM 4	.809
	AM 5	.812
	AM 6	.813
	AM 7	.816
Advertisement Sales Promotion	ASP1	.815
	ASP 2	.819
	ASP 3	.811
	ASP 4	.814
	ASP 5	.814
	ASP 6	.816
	ASP 7	.812
	ASP 8	.810

Advertisement Influence Buying Motivation	AIBM 1	.809
	AIBM 2	.805
	AIBM 3	.805
	AIBM 4	.807
	AIBM 5	.806
	AIBM 6	.812
	AIBM 7	.808
Advertisement Information Search	AIS 1	.805
	AIS 2	.807
	AIS 3	.806
	AIS 4	.801
	AIS 5	.797
Advertisement Buying Decision	ABD 1	.813
	ABD 2	.808
	ABD 3	.811
	ABD 4	.819
	ABD 5	.815

The cronbach’s Alpha value of the Influencing factors is 0.814 for 43 items, which is more than 0.7. Hence, the reliability of the questions is proved (i.e.), the questionnaire is reliable for the purpose of data collection.

Validity (Person correlation)

Table-2

Sl. No	Influencing Variables	Cronbach’s Alpha	Person Product Movement Value
1.	Attributes while Purchase	.436**	0.354
		.481**	0.354
		.328*	0.273
		.311*	0.273
		.288*	0.273
		.344*	0.273
		.485**	0.354
2.	Awareness through Media	.412**	0.354
		.286*	0.273
		.406**	0.354
3.	Advertisement Sales Promotion	.334*	0.273
		.293*	0.273
		.376**	0.354
4.	Advertisement Influence Buying Motivation	.410**	0.354
		.515**	0.354
		.507**	0.354
		.448**	0.354
		.480**	0.354
		.292*	0.273
		.419**	0.354
5.	Advertisement Information Search	.547**	0.354
		.467**	0.354
		.499**	0.354
		.602**	0.354
		.703**	0.354
6.	Advertisement Buying Decision	.430**	0.354
		.335*	0.273

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Pearson correlation value between of the variables with a total score (rxy) are 0.436, 0.481,0.485, 0.412,0.406,0.376, 0.410, 0.515, 0.507, 0.448, 0.419, 0.547, 0.467, 0.499, 0.602, 0.703, and 0.403, which are more than 0.354 of r table product movement at 1%. The total score (rxy) are 0.328, 0.311, 0.288, 0.344, 0.286,0.334, 0.293,0.292, and 0.335, which are more than 0.273 of r table product movement at 5% level of significance. Hence, it can be concluded that all variables in Advertisement influencing buying decision was valid.

FACTOR ANALYSIS:

Factor analysis is a simple technique of data reduction;Factors influencedof advertisement on buying behavior of consumers in Chennai city have been identified. Customer’s buying behavior is measures by twenty fivevariables. Based on the arrangement given by the nominated respondents, factor analysis with principal component method (PCM) using vari-max rotation was applied to group the variables in to factors. In this study the researcher loaded twenty six variables which were reduced in to nine factors which were presented through table-1 below.

Table-3

	Total Variance Explained				
	Statemen ts	Factor	Eigenvalu e	% of Variance	Cumulative %
Attribute while purchase	AP1	.753	2.923	11.244	11.244
	AP2	.721			
	AP3	.713			
	AP4	.622			
	AP5	.559			
Awareness through Media	AM1	.880	2.882	11.086	22.330
	AM2	.860			
	AM3	.754			
Advertiseme nt Sales Promotion	ASP1	.755	2.526	9.715	32.046
	ASP2	.733			
	ASP3	.704			
Advertiseme nt Information Buying Motivation	AIBM1	.851	2.281	8.772	40.817
	AIBM2	.848			
	AIBM3	.772			
Advertiseme nt Information Search	AIS1	.854	2.192	8.432	49.250
	AIS2	.786			
Advertiseme nt Buying Decision	ABD1	.869	2.003	7.704	56.954
	ABD2	.832			
	ABD3	.810			
Advertiseme nt Helps to Purchase	AHP1	.690	1.893	7.282	64.236
	AHP2	.608			
Advertiseme nt Price Offers	APO1	.874	1.749	6.725	70.961
	APO2	.552			
Advertiseme nt Recommend	AR1	.818	1.711	6.582	77.544
	AR2	.600			
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

a. Rotation converged in 11 iterations.

Factor-1 Attribute while purchase is measured with five statements with Eigenvalue is 2.923 and Cumulative value is 11.244. Factor-2 Awareness through Media is measured with three statements with Eigen value is 2.882 and Cumulative value is 22.330. Factor-3 Advertisement Sales Promotion is measured with three statements with Eigen value is 2.526 and Cumulative value is 32.046. Factor-4 Advertisement Information Buying Motivation with three statements with Eigen value is 2.281 and cumulative value is 40.817. Factor-5 Advertisement Information Search with two statements with Eigen value is 2.192 and Cumulative value is 49.250. Factor-6 Advertisement Buying Decision with three statements with Eigen value is 2.003 and Cumulative value is 56.954. Factor-7 Advertisement Helps to Purchase with two statements with Eigen value is 1.893 and Cumulative value is 64.236. Factor-8 Advertisement Price Offers with two statements with Eigen value is 1.749 and Cumulative value is 70.961. Factor-9 Advertisement Recommend with two statements with Eigen value is 1.711 and Cumulative value is 77.544. Hence the four factors, which have an Eigen value of 1 or more than 1.

The result of the KMO measures of samples adequacy and Bartlett's test of sphericity indicates that application of factors analysis is appropriate for the data. The KMO measures of sampling adequacy was 0.500 and it was significant ($p < .000$). Twenty five variables are reduced into nine factors by analyzing correlation between variable (impact of advertisement on buying behavior of consumers). In this case, twenty five variables are reduced to nine factors.

Friedman's test for k-related samples:

Rank correlation test was applied to test the significant Ad's influence between all the name of the company products have equal influence of advertisement on product buying behavior of two wheeler customers in Chennai (e.g. Hero, TVS, Bajaj, Yamaha, Suzuki, Honda), are tested with Friedman's test for k-related samples the test result and discussions were presented below.

Null Hypothesis: There is no significant Ad's influence between all the name of the company products have equal influence of advertisement on product buying behavior of two wheeler customers in Chennai

Alternate Hypothesis: There is significant Ad's influence between all the name of the company products have equal influence of advertisement on product buying behavior of two wheeler customers in Chennai

Table-4

Influencer of Ad's of company Product	Mean Rank	Ranks	Chi-Square
Hero	2.70	6	21.275 ($P < .001$)
TVS	3.74	3	
Bajaj	3.40	4	
Yamaha	3.16	5	
Suzuki	3.82	2	
Honda	4.18	1	

Selected two wheeler customers influenced by ad's in Chennai have ranked, to test the significance of various factors influencing Ad's of company Product purchase decisions; Friedman's test for k-related samples was applied to study the relationship between various reasons for to test the significant Ad's influence between all the name of the company products have equal influence of advertisement on product buying behavior of two wheeler customers in Chennai. The results of the Friedman's test showing that the null hypothesis is rejected at 1% level. Not all the company products have equal influence of advertisement on product buying behavior of two wheeler customers in Chennai.

CHI-SQUARE TEST RELATING TO ADVERTISEMENT BUYING BEHAVIOR OF TWO WHEELERS CUSTOMERS WITH DEMOGRAPHIC AND NAME OF THE COMPANY BUYING BEHAVIOUR:

- There is no major influence between with Age of customers.
- There is no major influence between Advertisement Buying Behavior of two wheelers customers with Monthly income of customers.
- There is no major influence between Advertisement Buying Behavior of two wheelers customers with Educational Qualification of customers.
- There is no major influence between Advertisement Buying Behavior of two wheelers customers with Name of the company product buying behavior of customers.

To testing the advertisement buying behavior of two wheelers customers with demographic factors of the respondents the scales used are "Strongly Agree, Agree, Disagree, and Strongly Disagree." The hypothesis structures to spot out the impact on customers Advertisement Buying Behavior "There is no significant impact between the Advertisement Buying Behavior with Gender, Monthly Income, Qualification, Name of the company of Chennai customers". Chi-square test was utilized to recognize the crash between factors. The consolidated results of the chi-square test are shown in table-4.

Table-5

CONSOLIDATED RESULTS OF CHI-SQUARE TEST

Sl. No	frequencies of buying products with	Table Value	d.f	Calculated Value	Level of Significance	Result
1	Age	21.026	12	13.601	5	Not Significant
2	Monthly Income	21.026	12	24.635	5	Significant*

3	Educational Qualification	21.026	12	23.018	5	Significant*
4	Name of the company product buying behavior	31.410	20	22.350	5	Not Significant

The results of the study between “frequencies of buying products with demographic factors” are obtainable in the table 5. “H₀: There is no significant impact between frequencies of buying products with demographic factors”.

On the differing, the calculated value of Monthly income, Qualification variables is more than the table value at 5% level of significance. Age, and Name of the company product buying behavior is less than the table value at 5% level of significance hence, the null hypothesis is rejected and concluded that frequencies of buying products with are significantly influenced with demographic factors of Chennai.

MULTIPLE LINEAR REGRESSION ANALYSIS WITH LINEAR

To research the effect of advertising on the purchasing behavior of two-wheeler consumers in depth, an analytical model is needed. The effect isn't a one-of-a-kind occurrence. However, it is made up of different facets of customer behavior, such as demographic characteristics, commodity characteristics, knowledge quest and marketing, purchasing motivations, purchasing decision, and post-purchase behavior. The current research project focuses on two intertwined goals: advertising and customer behavior.

H₀: There is no major influence between Attribute while purchase (AP), Awareness through Media (AM), Advertisement Information Buying Motivation (AIBM), Advertisement Information Search (AIS), Advertisement Buying Decision (ABD), Advertisement Helps to Purchase (AHP), Advertisement Price Offers (APO), and Advertisement Recommend (AR).with Total of Advertisements Influencers

Table-6

ANOVA ^a								R	R ²
Model		Sum of Squares	df	Mean Square	F Calculated Value	F Tabulated Value	Sig.		
1	Regression	8816.097	9	979.566	370.885	6.42	.000 ^b	.9	.1
	Residual	103.005	39	2.641					
	Total	8919.102	48						
a. Dependent Variable: Total of Advertisements Influencers DV									
b. Predictors: (Constant), Attribute while purchase (AP), Awareness through Media (AM), Advertisement Information Buying Motivation (AIBM), Advertisement Information Search (AIS), Advertisement Buying Decision (ABD), Advertisement Helps to Purchase (AHP), Advertisement Price Offers (APO), and Advertisement Recommend (AR).									

In the above Table the F, calculated (370.885) is greater than F tabulated (6.42). Therefore: The null hypothesis is rejected, with significant value=.000<0.005. There is positive impact between the independent variables Attribute while purchase (AP), Awareness through Media (AM), Advertisement Information Buying Motivation (AIBM), Advertisement Information Search (AIS), Advertisement Buying Decision (ABD), Advertisement Helps to Purchase (AHP), Advertisement Price Offers (APO), and Advertisement Recommend (AR) as predictor variable and dependent variable Total value of Advertisements Influencing customers of two wheelers R value =(0.9), Which refers to coefficient of correlation of the independent variable are highly impacted with dependent variables.

Table-7

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.995 ^a	.990	.986	1.89236
a. Predictors: (Constant), Attribute while purchase (AP), Awareness through Media (AM), Advertisement Information Buying Motivation (AIBM), Advertisement Information Search (AIS), Advertisement Buying Decision (ABD), Advertisement Helps to Purchase (AHP), Advertisement Price Offers (APO), and Advertisement Recommend (AR).				
b. Dependent Variable: Total of Advertisements Influencers DV				

The above table shows the model summary of Attribute while purchase (AP), Awareness through Media (AM), Advertisement Information Buying Motivation (AIBM), Advertisement Information Search (AIS), Advertisement Buying Decision (ABD), Advertisement Helps to Purchase (AHP), Advertisement Price Offers (APO), and Advertisement Recommend (AR) (predictor) with Total of Advertisements Influencers and it explains the 99.5 % of Chennai customers impacted ($R^2=0.990$).

Discussion and conclusion:

Based on the current reports, two-wheeler consumers are well informed of ads relating to two-wheeler characteristics and product attributes. A well-designed advertising has a significant effect on consumers' perceptions of the product's functionality and other attributes. The public's perception of two-wheeler advertising is upbeat and hopeful. They are highly inspired to make the commodity purchase a reality. The KMO measures of sampling adequacy was 0.500 and it was significant ($p<.000$). Customers, in fact, have shown a willingness to accept the enticing impact of advertising in order to increase product awareness. It is concluded that unique ads are successful in achieving product identification and brand recall. Customers' perceptions of the impact of advertising on product identification vary greatly. The results of the Friedman's test showing that the null hypothesis is rejected at 1% level. Not all the company products have equal influence of advertisement on product buying behavior of two wheeler customers in Chennai with chi-square value of 21.275 ($P<.001$). It has been discovered that certain consumers are put off by the ads, while others mechanically buy two-wheelers without any need to own one. The calculated value of Monthly income (24.635) Qualification variables (23.018) is more than the table value; hence, the null hypothesis is rejected in chi-square. The majority of consumers are flexible when it comes to choosing two-wheelers with unique model specifications and functions. The two-wheeler commercial has an effect on purchasing decisions and knowledge searches. Age, experience, profession, gender, and income are all personal variables that affect the factors of advertising relating to purchasing motives and decisions. The model summary of Attribute while purchase (AP), Awareness through Media (AM), Advertisement Information Buying Motivation (AIBM), Advertisement Information Search (AIS), Advertisement Buying Decision (ABD), Advertisement Helps to Purchase (AHP), Advertisement Price Offers (APO), and Advertisement Recommend (AR) (predictor) with Total of Advertisements Influencers and it explains the 99.5 % of Chennai customers impacted ($R^2=0.990$). Customers are diligent about double-checking the product specifications mentioned in the commercial after they make an order. It has been concluded that amazing ads have detrimental impacts on the advertisement, and while they are useful for recalling commodity brands, they are not useful for actualizing two-wheeler purchases.

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