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A Study on Impact of Advertisement on Buying Behavior of Consumers towards Two-Wheelers

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ABSTRACT

This research article presents a study on the impact of advertisement on the buying behavior of consumers towards two-wheelers in India, one of the largest and most competitive automobile segments in the country. The two-wheeler industry, led by companies such as Hero MotoCorp, Honda Motorcycle & Scooter India, Bajaj Auto, and TVS Motor Company, relies heavily on advertising across television, print, hoardings, and digital platforms to build brand awareness and drive purchase decisions.

The findings reveal that advertisements exert a strong influence on consumer buying decisions, with social media and television emerging as the most effective media, and fuel efficiency and brand image as the most attractive advertisement factors. The article concludes with practical suggestions for two-wheeler companies to strengthen their advertising strategy, while acknowledging limitations such as geographic scope and sample size.

Keywords: Advertisement, Consumer Buying Behavior, Two-Wheelers, Brand Awareness, Digital Marketing, AIDA Model.

INTRODUCTION

The two-wheeler industry plays a vital role in the Indian economy, providing affordable and convenient transportation to millions of people. In a developing country like India, motorcycles and scooters are widely preferred due to their cost-effectiveness, fuel efficiency, and suitability for daily commuting. Major companies such as Hero MotoCorp, Honda Motorcycle & Scooter India, Bajaj Auto, and TVS Motor Company compete intensely in this growing market.

Advertising has become a powerful marketing tool used by these companies to attract customers, create brand awareness, and influence purchasing decisions. Through television commercials, social media campaigns, print media, celebrity endorsements, and digital advertisements, companies aim to shape consumer attitudes and preferences toward their brands.

Consumer buying behavior refers to the decision-making process that individuals undergo before purchasing a product. This process is influenced by factors such as price, income level, brand image, quality, peer influence, and promotional activity. Among these, advertisement plays a significant role in creating product awareness and persuading consumers to act.

NEED OF THE STUDY

Understanding how advertisement shapes two-wheeler purchase decisions is of practical relevance to marketing students, automobile companies, and advertising professionals alike. The need for this study arises from several converging factors in the contemporary two-wheeler market:

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Increasing Competition

The two-wheeler market is highly competitive, with brands such as Hero MotoCorp, Honda Motorcycle & Scooter India, and Bajaj Auto investing heavily in advertising. The study helps in understanding how these advertisements influence consumer decisions relative to one another.

Growing Advertising Expenditure

Companies spend large amounts on television, digital media, and social media promotions. It is necessary to evaluate whether this spending effectively translates into influence over buying behavior.

Understanding Consumer Preferences

The study helps identify how advertisements shape consumer attitudes, brand awareness, and purchase intentions across different demographic segments.

Changing Consumer Behavior

With the rise of online platforms and social media marketing, consumer behavior is evolving rapidly. The study examines the impact of modern, digitally-led advertising methods on purchasing decisions.

SCOPE OF THE STUDY

- **Industry Focus:** The study is confined to the two-wheeler sector, including motorcycles and scooters offered by companies such as Hero MotoCorp, Honda Motorcycle & Scooter India, Bajaj Auto, and TVS Motor Company.
- **Thematic Scope:** It examines how different advertising media — television, newspapers, hoardings, social media, and online platforms — influence consumer buying behavior at each stage of the decision-making process.
- **Respondent Scope:** The research focuses on consumers who currently own or intend to purchase two-wheelers, covering a range of age groups and occupational backgrounds.
- **Geographical Scope:** The study is confined to the specific area selected for the research and does not claim to represent the entire national market.
- **Analytical Scope:** The study employs percentage analysis, frequency distribution, and descriptive analysis, supported by tables and charts, as its principal analytical tools.

OBJECTIVES OF THE STUDY

Primary Objective

To examine the impact of advertisement on the buying behavior of consumers towards two-wheelers, and to understand the theoretical foundations that explain how advertisements influence the consumer decision-making process.

Secondary Objectives

- To examine the relevance of the AIDA Model in explaining how advertisements attract attention, create interest, develop desire, and lead to purchase action.

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- To understand the Hierarchy of Effects Theory in relation to awareness, interest, preference, and purchase decision.
- To study Consumer Buying Behavior Theory and identify how psychological, social, and personal factors influence purchase decisions.
- To study Maslow's Hierarchy of Needs and explain how two-wheeler advertisements appeal to consumer needs such as safety, esteem, and status.
- To identify the media channels and advertisement factors that most strongly influence consumer purchase decisions in the two-wheeler segment.

REVIEW OF LITERATURE

Advertising and Consumer Buying Behavior

Hussainy, Riaz, Kazi and Herani (2008) examined the relationship between advertising and consumer buying behavior and concluded that advertising significantly influences consumer awareness, brand preference, and purchase decisions. Their research highlighted that emotional appeals and repetitive advertisements improve brand recall and positively affect buying intention, and that advertising has both direct and indirect effects on buying behavior in industries such as automobiles and two-wheelers.

Advertising and Brand Equity

Buil, de Chernatony and Martinez (2013) analyzed how advertising investment contributes to building brand equity, finding that advertising enhances brand awareness and perceived quality, which in turn influence brand preference and purchase intention. Their findings suggest that companies in competitive industries, including the two-wheeler sector, can achieve sustainable growth by investing strategically in advertising campaigns focused on long-term brand value rather than short-term sales.

Television Advertising and Purchase Decisions

Saleem and Abideen (2011) focused on the impact of television advertising on consumer buying behavior, examining how visual appeal, music, celebrity endorsement, and message repetition influence consumer attitudes. They concluded that persuasive television advertisements create emotional connections with consumers and are particularly influential in industries such as automobiles, where product features and brand image play an important role in consumer choice.

Consumer Behavior in the Automobile Sector

Karthikeyan (2016) explored the factors affecting consumer buying behavior in the automobile industry, including two-wheelers, examining advertisement alongside price, income level, product features, and peer influence. The study found that while advertisement strongly influences brand preference and purchase intention, the final buying decision is also shaped by economic and personal factors, and recommended that companies adopt integrated marketing strategies.

RESEARCH METHODOLOGY

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The study is descriptive in nature, aiming to describe and analyze the impact of advertisement on consumer buying behavior towards two-wheelers. It focuses on understanding consumer awareness, brand preference, and purchase decisions influenced by advertising media such as television, social media, newspapers, and online platforms.

Primary data was collected through a structured questionnaire administered to consumers who own or intend to purchase two-wheelers, covering advertisement awareness, media influence, attracting factors, and the stage and extent of advertisement's impact on buying behavior. Secondary data was drawn from books, academic journals, research articles, company reports, and the official websites of leading two-wheeler companies. The collected data was analyzed using percentage analysis, frequency distribution, and descriptive tools, supported by tables and charts to interpret the results clearly.

LIMITATIONS OF THE STUDY

- **Geographic Limitation:** The study is confined to a specific geographical area and may not represent consumer attitudes across the entire national market.
- **Sample Limitation:** The sample size, while adequate for a focused study, cannot fully capture the diversity of two-wheeler consumers across all socio-economic strata and age groups.
- **Scope Limitation:** The study focuses primarily on advertisement and does not comprehensively cover other influencing factors such as price, mileage, income, and peer influence.
- **Response Bias:** Responses are based on the personal opinions of consumers, which may be subject to individual bias or recall error.

DATA ANALYSIS AND INTERPRETATION

This section presents the analysis of primary data collected from consumers regarding the impact of advertisement on their buying behavior towards two-wheelers. The data is analysed using percentage analysis across five key questions and is supported by tables and charts.

Table 1: Influence of Advertisement on Buying Decision

Response	Percentage (%)
Yes	75.0%
No	25.0%
Total	100%

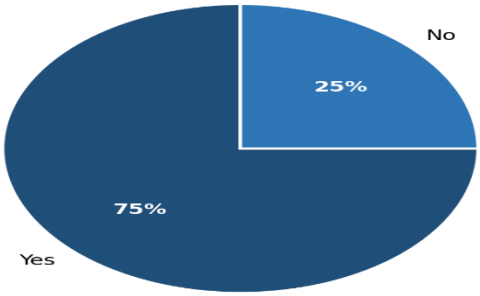
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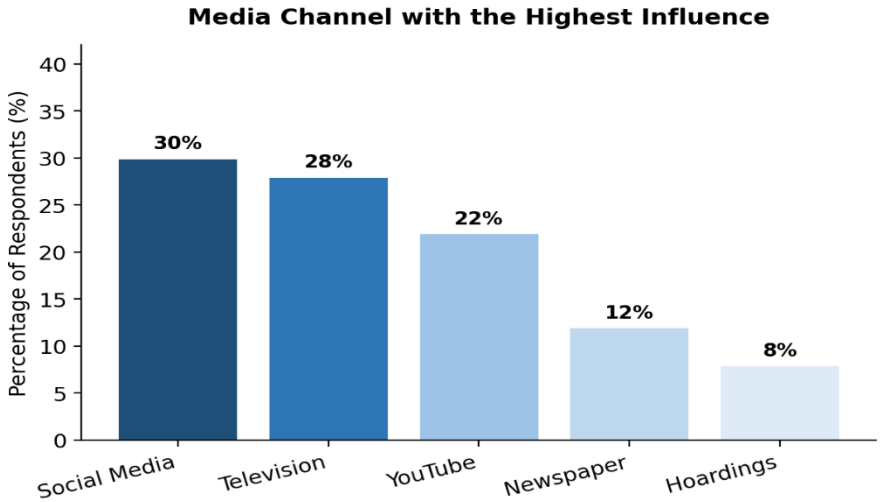
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Interpretation: Three-quarters of respondents (75%) confirmed that advertisements influence their buying decision for two-wheelers, while only 25% said they do not. This indicates that advertising plays a significant role in shaping consumer preferences in the two-wheeler market.

Table 2: Media Channel with the Highest Influence

Media	Percentage (%)
Social Media	30.0%
Television	28.0%
YouTube	22.0%
Newspaper	12.0%
Hoardings	8.0%
Total	100%



Interpretation: Media Effectiveness: Social media (30%) is the most influential medium, followed closely by television (28%) and YouTube (22%). This shows that digital platforms are highly effective in reaching two-

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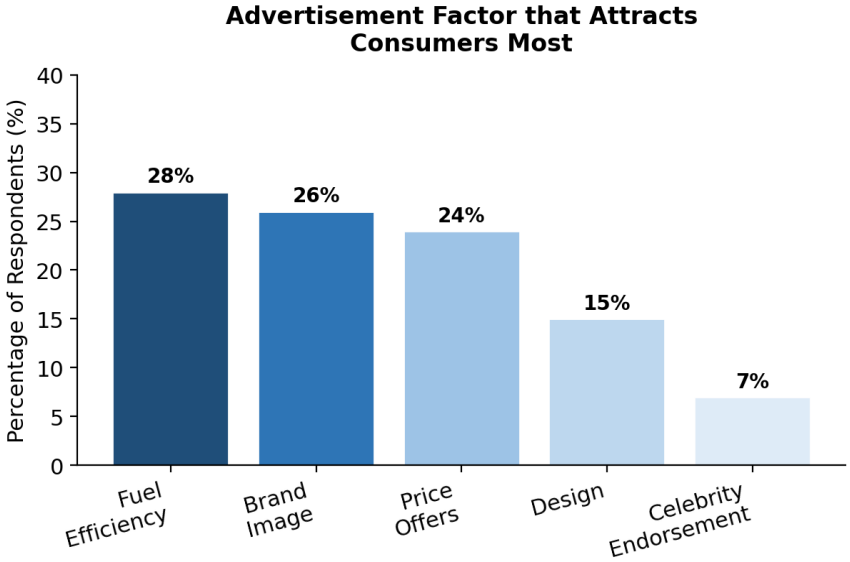
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wheeler consumers, while traditional media such as newspapers (12%) and hoardings (8%) have comparatively less impact.

Table 3: Advertisement Factor that Attracts Consumers Most

Factor	Percentage (%)
Fuel Efficiency	28.0%
Brand Image	26.0%
Price Offers	24.0%
Design	15.0%
Celebrity Endorsement	7.0%
Total	100%



Interpretation: Attracting Factors: Fuel efficiency (28%) and brand image (26%) are the top advertisement factors that attract consumers, with price offers (24%) also playing a significant role. Celebrity endorsement (7%) has the least influence, indicating that consumers prioritize practical, functional benefits over promotional personalities.

Table 4: Stage of the Buying Process Most Influenced by Advertisement

Stage	Percentage (%)
Awareness	35.0%
Information Search	25.0%
Evaluation	20.0%
Final Decision	20.0%

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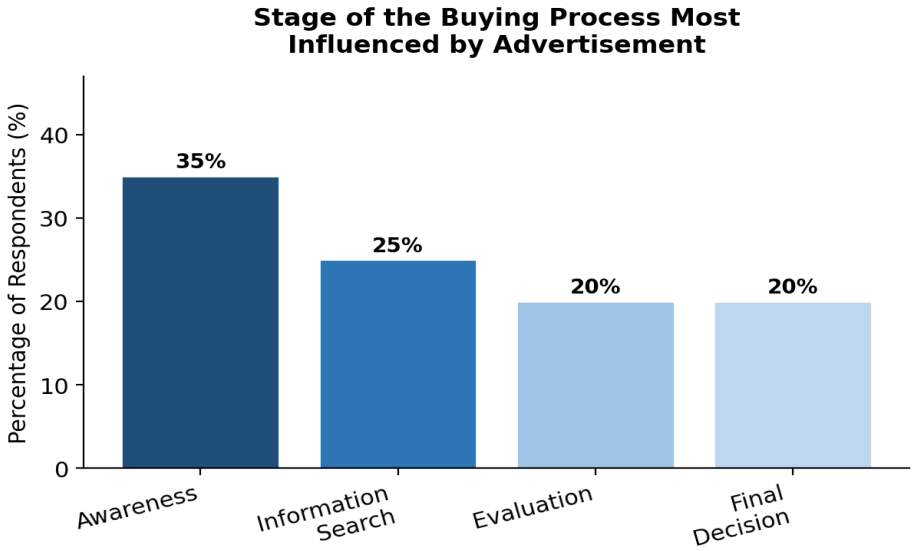
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Stage	Percentage (%)
Total	100%



Interpretation: Stage of Influence: Advertisement mainly influences the awareness stage (35%) of the consumer decision-making journey. It also plays a meaningful role in information search (25%), evaluation (20%), and the final decision (20%), confirming that advertisements are most powerful in creating initial awareness before consumers move on to compare and finalise their choice.

Table 5: Overall Impact of Advertisement on Buying Behavior

Impact Level	Percentage (%)
High Impact	50.0%
Moderate Impact	35.0%
Low Impact	15.0%
Total	100%

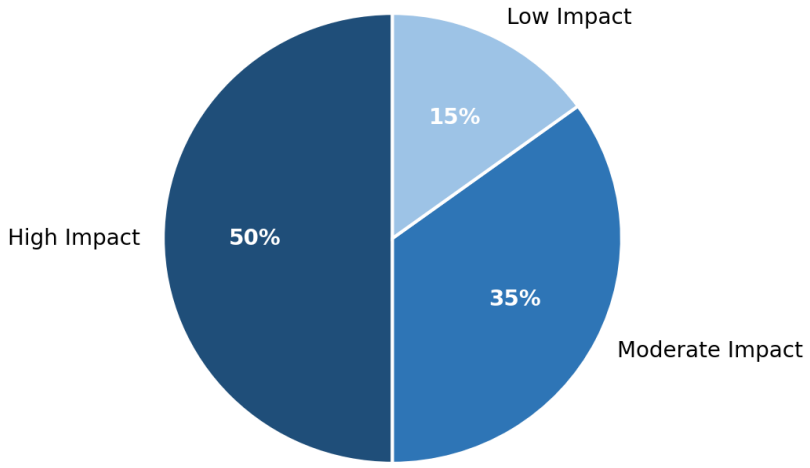
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Interpretation: Overall Impact: Half of the respondents (50%) feel that advertisement has a high impact on their buying behavior, while 35% report a moderate impact and only 15% report a low impact. This confirms that advertisement significantly affects consumer buying behavior toward two-wheelers.

FINDINGS

- A majority of respondents (75%) stated that advertisements influence their buying decisions regarding two-wheelers, confirming a strong overall impact of advertising on consumer behavior.
- Social media emerged as the most influential advertising medium (30%), followed by television (28%) and YouTube (22%), highlighting the growing importance of digital platforms in two-wheeler marketing.
- Fuel efficiency (28%) and brand image (26%) were identified as the most attractive advertisement factors, ahead of price offers (24%) and design (15%).
- Celebrity endorsement had the least influence on consumers (7%), suggesting that practical product attributes are valued more than promotional personalities.
- Advertisements were found to have the greatest impact during the awareness stage (35%) of the consumer decision-making process.
- Information search (25%), evaluation (20%), and the final purchase decision (20%) were also influenced by advertisements, though to a lesser extent than the awareness stage.
- Half of the respondents (50%) perceived advertisements as having a high impact on their buying behavior, while 35% reported a moderate impact and 15% a low impact.
- Overall, the findings confirm that advertisements play a significant role in creating brand awareness, influencing consumer preferences, and encouraging purchase intentions in the two-wheeler market.

SUGGESTIONS

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Based on the data analysis and findings, the following evidence-based suggestions are offered to strengthen advertising effectiveness in the two-wheeler market:

- **Increase Digital Marketing Investment:** Two-wheeler companies should increase investment in digital channels such as social media, YouTube, and online advertising, which together account for the largest share of consumer influence.
- **Emphasise Practical Product Features:** Advertisements should focus on fuel efficiency, performance, safety, and affordability, since these factors — rather than celebrity endorsement — most strongly influence consumer decisions.
- **Adopt Integrated Marketing Communication:** Companies should combine digital, television, print, and outdoor advertising to maximise reach and reinforce messaging across touchpoints.
- **Leverage Influencers and Reviews:** Organisations should use social media influencers and genuine customer reviews to build credibility and strengthen brand image among potential buyers.
- **Strengthen Awareness-Stage Messaging:** Since advertisement influence peaks at the awareness stage, companies should invest in high-reach, high-frequency campaigns that establish strong initial brand recall.
- **Conduct Continuous Market Research:** Ongoing research into changing consumer preferences will help companies adapt advertising strategies to shifting media consumption habits.
- **Use Data Analytics and Personalisation:** Companies should utilise data analytics and personalised marketing techniques to deliver targeted advertisements matched to individual consumer needs.

CONCLUSION

This study examined the impact of advertisement on consumer buying behavior towards two-wheelers and found that advertisements significantly influence consumer awareness, brand preference, and purchase decisions. Digital advertising platforms — particularly social media and YouTube — have become highly effective in reaching consumers and shaping their purchasing behavior, gradually overtaking traditional media such as newspapers and hoardings in influence.

Consumers are more attracted to advertisements that emphasise fuel efficiency, brand image, and price benefits rather than celebrity endorsements, indicating a preference for practical value over promotional appeal. Advertisements are most effective during the awareness stage of the buying process, where they help consumers recognise and begin evaluating available options, though their influence continues, in diminishing degree, through information search, evaluation, and the final decision.

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