

A study on the Effect of Advertisement on Buying Behavior of Consumers on Two-Wheeler Industry in Chennai

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Abstract: Indian industry plays a vital role in the Indian economy, especially for the two-wheeler industry has seen significant growth within the previous couple of years, which results in a secured third position after China and Japan in reports of its sales and production. Moreover, an outsized portion of society depends upon two-wheelers for transportation and travel. Therefore the connection between the purchasers and, consequently, the market players must be established and explored to form the marketing effort fruitful and profitable. Within the recent study, it had been understood that the contribution from the two-wheeler segment itself is around 100,000 million, during which the Motorcycle segment (81.5% share) holds lion share. Thanks to the presence of substantial competition for the two-wheeler sector (Motor Cycle) in India, advertisement played an important role that influence and attracted customers. The most aim of the ad is to form people conscious of the merchandise produced by the corporate. The corporate delivers the merchandise mainly to satisfy and satisfy the requirements of the purchasers. Advertising plays a crucial role in changing buyer behavior and also provides new patterns for purchasing or using any sort of goods and services. The source of data for many of the purchasers is that the advertisement from displaced on billboards, hoardings, newspapers, T.V., websites, movies, magazines, etc. All the two-wheeler companies do ads, but a number of them had the best in the market. Insight of this, this study is proposed to analyze the impact of advertisement on customer buying behavior with particular regard to two-wheelers within the Chennai.

Keywords: Advertisement, Buying behavior, people conscious, two-wheelers.

I. Introduction:

The automobile industry is one of the significant drivers that boost the economic process of the country. The automobile sector in India is growing fast. Consequently, the growth pattern seems to possess a clear correlation with the reforms related policies that influenced both domestic demand patterns as well as trade. The car, bike, two-wheeler industry is moving at a rapid pace, thereby increasing the number of vehicles on roads, which includes all the four-wheelers, three-wheelers, and two-wheelers. India is a global major within the two-wheeler industry, producing motorcycles, scooters, and mopeds principally of engine capacities below 200cc. The motorbike industry in India has grown at a compounded annual rate of growth of wholly 15% in the last five years, and Indian two-wheelers suit some of the most stringent emission and fuel efficiency standards maintained worldwide. In India, two-wheelers are the third-largest producer in the world, and the world's number one producer is located in India. India is the largest tractor manufacturer, the fifth-largest commercial vehicle manufacturer, and, therefore, the thirteenth-largest producer of passenger cars within the world. India is the largest tractor manufacturer, the fifth-largest industrial vehicle manufacturer, and the thirteenth-largest producer of passenger cars within the world these vehicles travel either within the town.

In contrast, others travel even outside the town regularly. At night, one can quickly mean the heavy vehicles, starting from car carriers to grease transporters, vessel movers, trucks, and busses, all charged by a heavy-duty diesel on highways. These trucks cover long distances at different times with different weather.

I.1. Two-wheeler industry:

The Indian two-wheeler industry made a beginning within the early 1950s when Automobile Product of India (API) started manufacturing scooters within the country until 1958, API and Enfield (motorcycles) were the sole producers. The two-wheeler marketplace was opened to foreign competition within the mid-1980s, catching the then market leaders Escorts and Enfield. The entry of the Indo-Japanese venture ushered during a new era for the Indian two-wheeler industry through the 100cc motorcycles. Among motorcycles, four-stroke vehicle accounts for a serious chunk of sales, and this is often not surprising since fuel efficiency ranks the primary among all parameters. Aside from these, some general factors in India like affordability, working place access, significant percentages of youths, etc. also contributed towards the expansion of this segment. Two-wheelers have played a pivotal role in raising the growth of the Indian industry. The Indian two-wheeler industry is experiencing a severe shift in its shape and structure. The two-wheeler industry is that the most lucrative, and therefore the significant factors influencing demand for two-wheelers in India are increasing the bourgeoisie population, Easy financing, Festivals and weddings, Weak conveyance, convenience and simple operating. The two-wheeler industry is probably the first happening place in terms of the latest prototypes launched, advanced products, and advanced marketing methods. Today the Indian two-wheeler marketplaces in highly competitive the varied players who offer anything and everything a consumer demands, which too at a low price. The latest ICRA study says the industry may grow 10 - 12 conquer the following five years, which probably touch 21 million units of sales. The Indian two-wheeler markets are dominated by the four leading companies like Hero Corp Ltd, Bajaj Ltd, Honda (HMSI) & TVS Motor Company.

Moreover, the entry of the latest players within the industry, host of latest model/ variant unveilings, increasing distribution reach, cheaper ownership costs on a relative basis are expected to be a number of the opposite prime movers for industry growth over the medium term. Though the market has numerous players, some hold the lion's shares, which can occur due to their promotional strategies, quality of the merchandise, and brand status. The Indian two-wheeler industry is ruled by Hero, Honda, Bajaj, TVS, Yamaha, and Suzuki, who account for 80 percent of the entire two-wheeler market. The opposite players, including Kinetic motors, LML, et al. , account for the remaining 20 percent of the market.

II. Need for the advertisement:

The term 'advertising' springs from the first Latin word 'advertere,' which suggests 'to turn' the eye. Advertising is an auidial or pictorial sort of marketing communication that hires an openly sponsored, non-personal message to market or to sell a product, service, or idea. Sponsors of promotion are often businesses wishing to market their products or services. Advertising is differentiated from P.R. therein, an advertiser usually pays for and has control over the message. It differs from personal selling. Therein the message is non-personal, i.e., not directed to a specific individual. Advertising is linked through various mass media, including old media like newspapers, magazines, television, radio, outdoor advertising or mail, and new media like search results, blogs, websites, or text messages. The actual presentation of the news during a medium is mentioned as a billboard or "ad."

Commercial ads frequently seek to urge higher than before consumption of their products or services through "branding," which links a product name or image with certain qualities within the minds of consumers. On the other hand, ads that shall elicit an immediate sale are mentioned as direct-response advertising. Non- profit-making advertisers who spend money to advertise items aside from a consumer product or service comprise political parties, concern groups, religious groups, and governmental organizations. Non-profit groups may use free modes of persuasion, sort of a public service announcement. Advertising also can be used to reassure employees or shareholders that an organization is feasible or successful advertising has to turn into an integral part of our society. In a way, it's become embedded in our daily lives. People cannot undergo a newspaper, hear the radio or watch television, without a reading, hearing, or seeing some advertisements or commercials. People see them on posters, on buses, in trains, in magazines, on matchboxes, some messages aimed toward influencing us or making us conscious of the advertiser's product.

In 2015 advertisers worldwide spent a valued US\$529.43 billion on advertising. Advertising's expected distribution for 2017 was 40.4% on T.V., 33.3% on digital, 9% on newspaper, 6.9% on the magazine, 5.8% on outdoor and 4.3% on radio. Internationally, the foremost critical ("big four") advertising-agency groups are Interpublic, Omnicom, Publicis, and WPP (Wire and Plastic Products).

III. About the consumer, the consumer:

A consumer is someone who can choose whether or not to purchase an item at the shop, and someone who can influence by marketing and advertisements. Anytime someone goes to a store and purchases toys, shirts, beverages, two-wheelers, or anything, they're making that decision as a consumer.

Everybody during this world may be a consumer of our life we are buying and consuming a fantastic sort of goods and services. Though, we all have different tastes, likes, and dislikes and adopt different behavior patterns whereas making purchase decisions. Many factors distress how we, as individuals and as societies, live, buy, and consume. External influences like culture, ethnicity, and class power how individual consumers purchase and use products, and help explain how groups of consumers behave. Consumer behavior is comparatively a replacement field of study which evolved just after the Second war. The sellers' market has disappeared, and therefore the buyer market has come up. This actually led to a paradigm shift of the manufacturer's attention from product to consumer and specially focused on buyer behavior. The estimation of selling concept from mere selling concept to customer-oriented marketing has resulted in buyer behavior becoming a sovereign discipline. The expansion of consumerism and consumer legislation emphasizes the importance that's given to the customer. The heterogeneity midst people makes understanding consumer behavior an exciting task for marketers. Hence marketers felt the need to urge an in-depth knowledge of consumers' buying behavior. There are three essential patterns which a consumer can follow which they might be:

1. The brand first, retail outlet second.
2. Retail outlet first, brands second.
3. Brand and retail outlet simultaneously.

Consumer behavior could also be a relatively new field of study that emerged within the late 1960s with no past or body of research of its own, distinct to branches of economics. Many early theories concerning consumer behavior were supported opinion on the notion that individuals act to maximize their benefits within the acquisition of products and services.

IV. Objectives of the study:

1. to research the connection between demographic variables and advertisement factors.
2. to look at the impact of advertisement on consumer buying behavior of two-wheelers.

V.The methodology of the study:

The methodology of the study is established on the primary also as secondary data. The study depends mainly on the first data collected through a structured questionnaire to elicit the well-considered opinions of the respondents. Convenient sampling is adopted to get the responses from the two-wheeler consumers of Chennai. This study employs both analytical and descriptive sort of methodology. The secondary data are collected from newsletters, magazines, publications, reports, books, periodicals, articles, research papers, websites, company publications, manuals, and booklets, etc.

V.i Research design:

In this present paper, the research design is primarily exploratory research and systematic. An effort is to be made to see whether the behavior of the two-wheeler owners is influenced by advertisements, Product features, and brand. The study also used descriptive research where it's utilized in the cross-sectional survey in conducting a sample survey for collecting data for analysis.

V.ii Sampling Procedure: Sample is selected based on the convenient sampling method.

V.iii Sampling Area and Sample size: Chennai and 100 samples are used.

VI. Advertisements effect on consumer buying decision on two-wheeler:

Advertisement is an attempt at the creativity that influences the consumer's motive to buy for a selected product and alter or make the perception of the merchandise within the mind of the consumers. Advertisement call act as a supplier to arouse the psychological motive of the customer for purchasing. Advertisement involves rational and emotional appeals. In persuasive appeals, the merchandise is often accentuated mainly on its benefits and, therefore, the problems which it can solve. In contrast, on the opposite hand, emotional appeal meets the consumer's psychological, emotional, and social requirements.

They believed that culture profoundly influences the buying behaviors of the people because everyone has different wants and trends according to their lifestyles. Thus if we are saying that advertisement may be a kind of magic, then it'll not be false because publication actually changes the wants and wishes of the people, and sometimes it creates the demand among the people. People are profoundly suffering from advertisements, and organizations try to focus on the masses of the people. Organizations are using above the road and below the road techniques of the ad, which fit best with their products. Researchers have found that media advertisements are the foremost popular advertisements and other people like television ads, newspaper ads, ad campaigns, so it's an appropriate medium to advertise the products of the two-wheelers

VI.i. Impact of Advertisement:

The role of advertisement is to carry the message to the far distances. It's also wont to specialize in the scatter mass audience. The aim of advertising on sales volume is significant. It's proved to be an essential tool in enhancing the sales of the name. Advertisement is openly linked with the sales of the products through advertisements customers behave or shaped and that they motivate to shop for such products. Researchers found that repetition within the advertisement hit the mind of the purchasers, which also help them to remember that product and buy repeatedly.

The liberalized economy in India leads both males and females to travel to the work, and thus, their commutations become vital. So, they choose the help of two-wheelers rather than a conveyance for the pleasant compensations. The two-wheeler becomes inevitable, and also, the value is cheap. Therefore they're meticulous in choosing the simplest two-wheelers. They hence require more information about two-wheelers; however, they're guided and influenced by the advertisements. Thus, the announcements impact their preferences, purchase decision, and post-purchase behavior. So, this study concentrates on the influence of advertisements on consumer buying behavior towards two-wheelers.

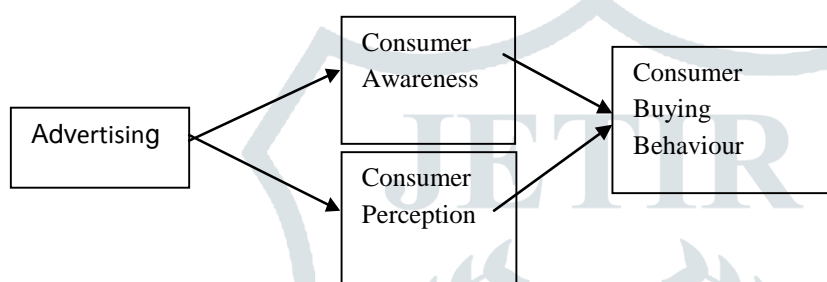
VI.ii. Consumer attitude and behavior:

As mentioned earlier, the consumer buying pattern is directly progressed from consumer behavior and its attitude. Many things combine to create up the act of a person. The first thing which influences buyer behavior and shapes it's his culture. Culture builds

the sharp perceptions of the products within the mind of the purchasers; there are several national and international brands that individuals recognized and have a strong understanding of their minds. These perceptions are pinched in their account due to their culture, lifestyles, and surroundings. Also, advertisements have a vital role in shaping the buyer behavior. Ads are the source of motivation, which forces them to shop for a specific product. Ads are also a source of building trust. The consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude also can be built up by product evaluation and brand recognition.

Consumers altogether over the earth are interested in the brand and products which are emotionally attached to their behaviors. Studies found that emotional attachments have a huge influence on the purchasers and their buying behavior as people be likely to associate themselves with the brand. Advertisements shape the actions of the people through cognition. Cognition is the perception of an individual towards the knowledge communicated through ads. These perceptions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. the simplest way of attracting purchasers is to understand the cognitive psychological aspects of the consumers

VI.iii. Research Model:



In the research model, it examines the impact of advertisement on customer buying behavior. The advertisement features a direct impact on the customer despite the worth. It creates the notice within the buyer, thus motivates them to buy for the merchandise. Alongside that advertisement also size the positive or negative perception of the brands. Our research model identifies the impact of ads on customer awareness and understanding, which results in the buying decision of the customer . This model firstly tells the factors which can influence customer buying behavior. Secondly, it helps to implement the right way of using the advertisement for male and feminine keeping in the notice the factors of awareness and perception, which may ultimately fulfill the wants of the buyer and enhance their desire to urge a specific product and motivate customers to repurchase these products.

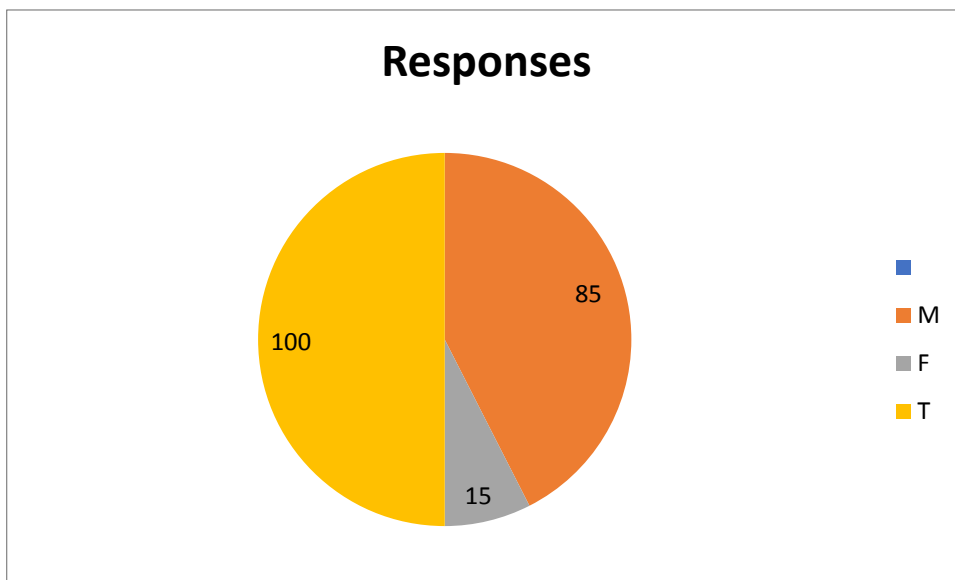
VII. Data analysis and interpretation:

Demographic Details of the purchasers the demographic detail is an essential aspect in the relationship marketing process useful for the marketing organization to use suitable strategies. Especially, Gender, Age, Education, Occupation, and monthly Income and awareness, advertisements play an essential part in determining the characteristic features of customer buying behavior towards two-wheelers.

Table 1: Gender

| Sex | Responses | percentage | Cumulative Percentage |
|----------|------------|--------------|-----------------------|
| M | 85 | 85.0 | 85 |
| F | 15 | 15.0 | 100 |
| T | 100 | 100.0 | |

Source: Primary Data



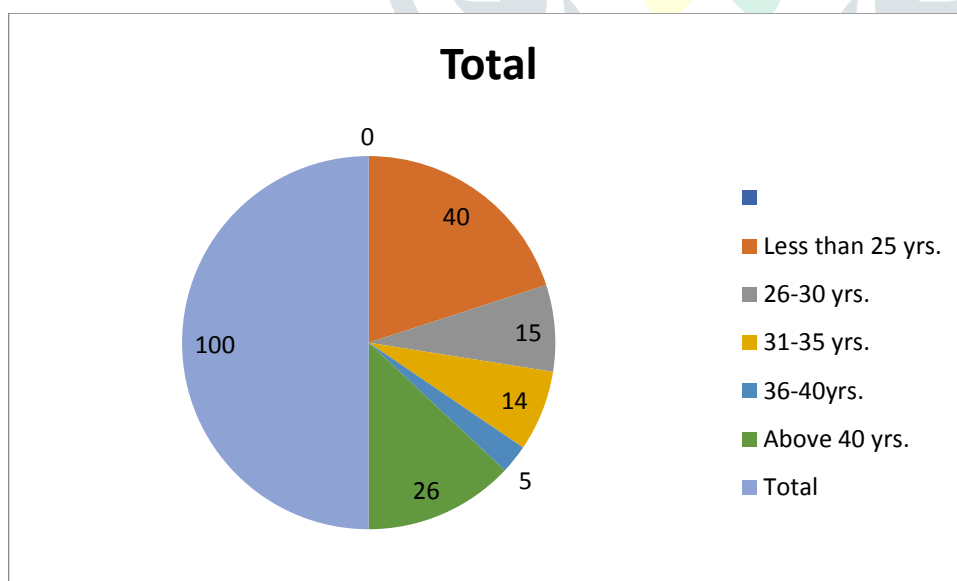
Graph 1: Gender

Interpretation: By the above table, it is found that 85.0% of the respondents are male, and 15.0% of the respondents are female.

Table 2: Age

| Respondent age | Total Respondents | Percentage | Cumulative Percentage |
|--------------------|-------------------|--------------|-----------------------|
| Less than 25 years | 40 | 40.0 | 40 |
| 26-30 years | 15 | 15.0 | 55 |
| 31-35 years | 14 | 14.0 | 69 |
| 36-40years | 5 | 5.0 | 74 |
| Above 40 years | 26 | 26.0 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data



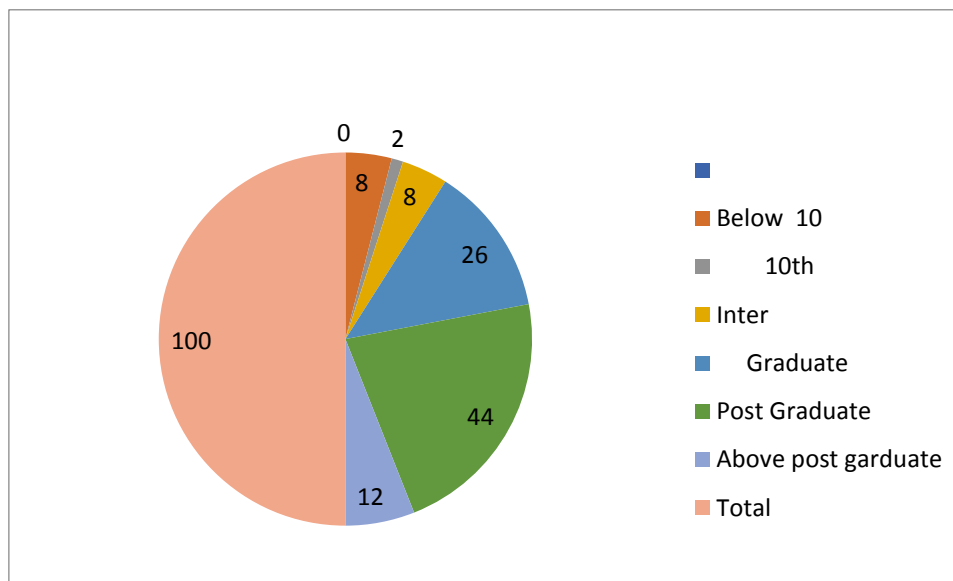
Graph 2: Age

Interpretation: By the above table, it is inferred that 40.0 % of the customers are in the age group of fewer than 25 years. The customers beyond 40 years of age group are enclosed by 26.0 % of the total sample. Therefore it is inferred that the maximum number of customers belongs to the age group of less than 25 years and above 40 years.

Table 3: Education

| Education qualification | Respondents | Percentage | Cumulative Percent |
|-------------------------|-------------|--------------|--------------------|
| Below 10 | 8 | 8.0 | 8 |
| 10th | 2 | 2.0 | 10 |
| Inter | 8 | 8.0 | 18 |
| Graduate | 26 | 26.0 | 44 |
| Post Graduate | 44 | 43.0 | 88 |
| Above post graduate | 12 | 12.0 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data



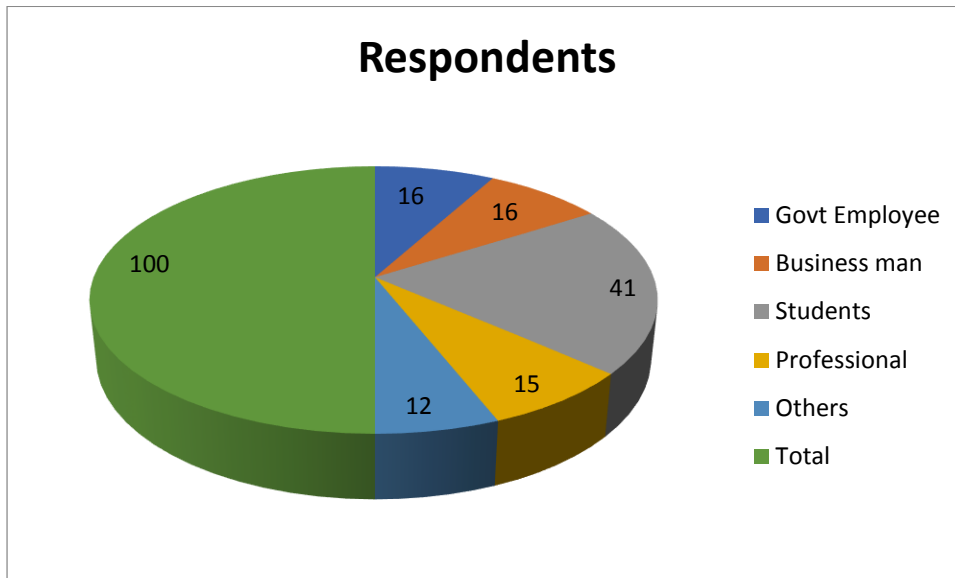
Graph 3: Education

Interpretation of the above table, it is noted that 8.0 % are below 10th qualified, only 2.0% is 10th qualified, 8.0% are Intermediate, 26.0% are qualified graduates, 44.0% are post-graduation, and 12.0% are above post-graduation. Hence, it is analyzed that a maximum number of two-wheeler customers are the post-graduation.

Table 4: Occupation

| Respondents job | Respondents | Percentage | Cumulative Percentage |
|-----------------|-------------|--------------|-----------------------|
| Govt Employee | 16 | 16.0 | 16 |
| Business man | 16 | 16.0 | 32 |
| Students | 41 | 41.0 | 73 |
| Professional | 15 | 15.0 | 88 |
| Others | 12 | 12.0 | 100. |
| Total | 100 | 100.0 | |

Graph 4: Occupation



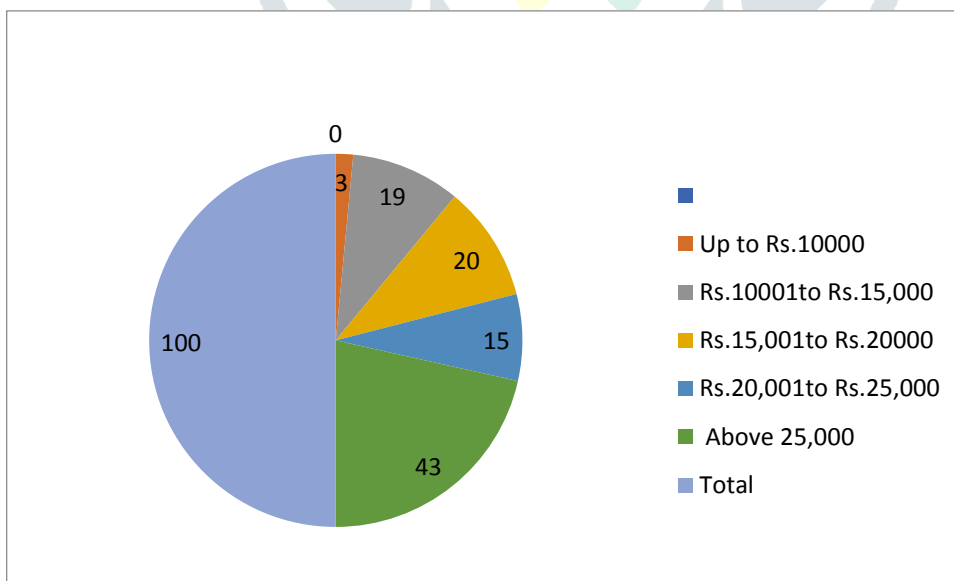
Interpretation: From the above table, it clearly shows that 16.0% of the respondents are Govt employees, and 15.0 you look after them are employed in professional, and 12.0% of the respondents are from others. So, it's been noted that the overwhelming majority of the above respondents are students are 41.0%.

Table 5: Income

| Monthly income | Respondents | Percentage | Cumulative Percentage |
|-----------------------|-------------|--------------|-----------------------|
| Up to Rs.10000 | 3 | 3.0 | 3 |
| Rs.10001to Rs.15,000 | 19 | 19.0 | 21 |
| Rs.15,001to Rs.20000 | 20 | 21.0 | 42 |
| Rs.20,001to Rs.25,000 | 15 | 15.0 | 57 |
| Above 25,000 | 43 | 43.0 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 5: Family Monthly Income



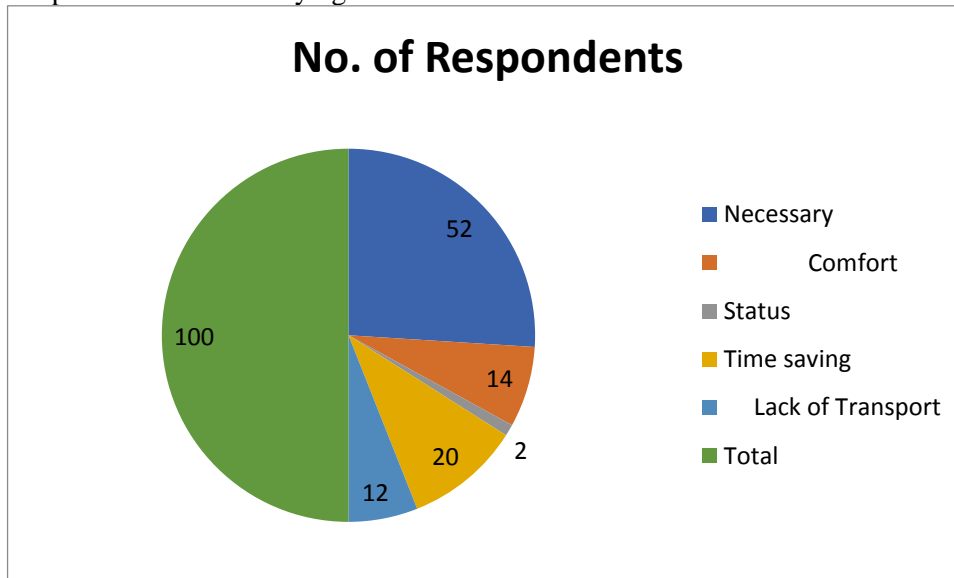
Interpretation: From the above table, it's found that 19.0% of the respondents having a monthly income but Rs.20,000. There are only 3.0% you look after the two-wheeler customers have a monthly salary but Rs.10,000From the above analysis, it clearly tells that the utmost, i.e., 43.0% of two-wheeler customers are having a monthly income Beyond Rs.25,000.

Table 6: Reasons for buying a two-wheeler?

| Options | No. of Respondents | Valid Percent | Cumulative Percent |
|-------------------|--------------------|---------------|--------------------|
| Necessary | 52 | 52 | 52 |
| Comfort | 14 | 14 | 66 |
| Status | 2 | 2 | 68 |
| Time-saving | 20 | 20 | 88 |
| Lack of Transport | 12 | 12 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 6: Reasons for buying a two-wheeler?



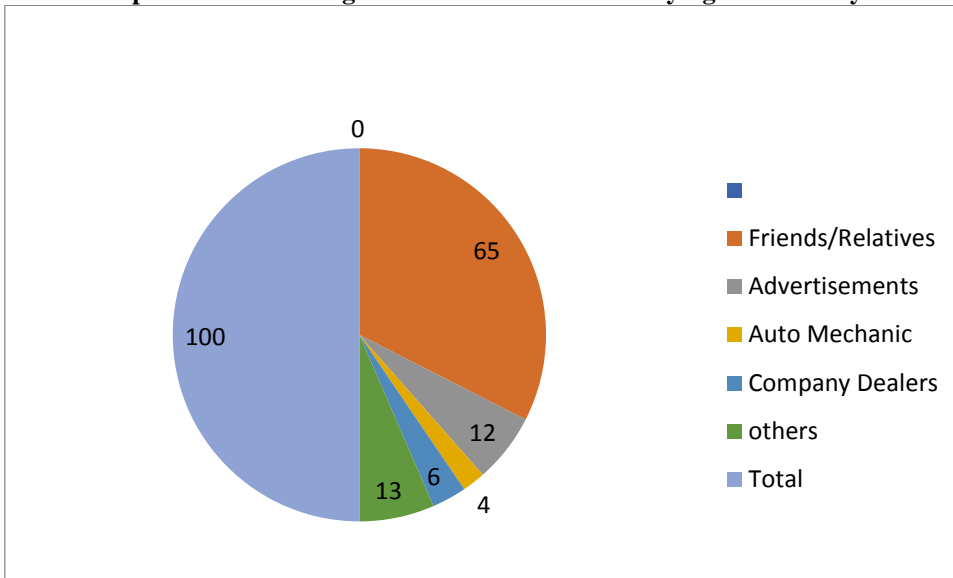
Interpretation: The above table displays that the out of 100 The respondents, only 2.0% of respondents to buy two-wheeler for Status, 14.0% of respondents to buy the two-wheeler for comfort and convenience, and 20% of respondents to buy for time-saving, But the majority of respondents to, i.e., 52.0% to purchase a two-wheeler for their needs.

Table 7: Who has a significant influence on the buying decision of your two-wheeler?

| Options | Respondents | Percentage | Cumulative Percentage |
|-------------------|-------------|--------------|-----------------------|
| Friends/Relatives | 65 | 65 | 65 |
| Advertisements | 12 | 12 | 77 |
| Auto Mechanic | 4 | 4 | 81 |
| Company Dealers | 6 | 6 | 87 |
| others | 13 | 13 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 7: Who has a significant influence on the buying decision of your two-wheeler?



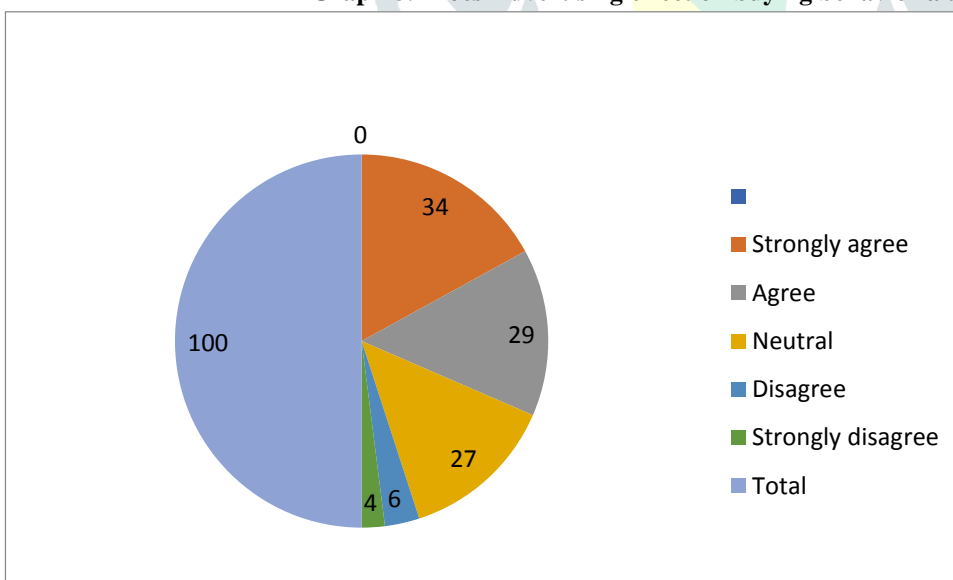
Interpretation: From the above table displays that out of 100 The respondents, only 4% of respondents influenced by auto mechanics, 13.0% of respondents to influenced by others like neighbors, own decisions, etc. But advertisements can change to the customers, only 12.0%. So, we observe the majority of the respondent, i.e., 65.0%, was influenced by friends and relatives for buying a two-wheeler.

Table 8: Does Advertising effect on buying behavior a two-wheeler?

| Opinions | Respondents | Percentage | Cumulative Percentage |
|-------------------|-------------|--------------|-----------------------|
| Strongly agree | 34 | 34 | 34 |
| Agree | 29 | 29 | 63 |
| Neutral | 27 | 27 | 90 |
| Disagree | 6 | 7 | 97 |
| Strongly disagree | 4 | 3 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 8: Does Advertising effect on buying behavior a two-wheeler?

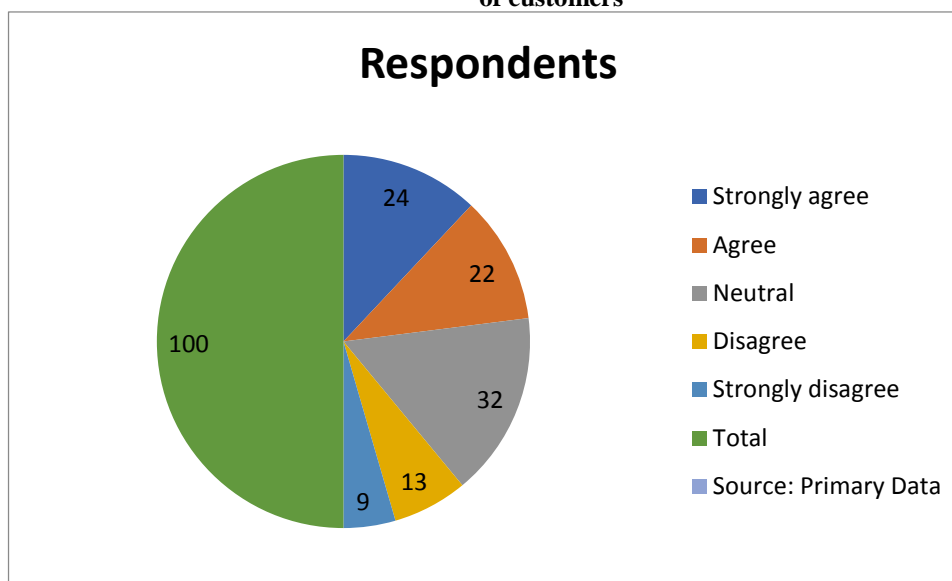


Interpretation: The above table shows that out of 100 The respondents,27.0% of respondents were neutral feeling about the ads on the bike... But 34.0 % of the respondents strongly agree, and 29.0% of the respondents feel that just agree about the advertisements on two-wheelers.

Table 9: Can you agree that the presence of stars in an advertisement for two-wheelers affect the buying behavior of customers

| Opinion | Respondents | Valid Percent | Cumulative Percent |
|-------------------|-------------|---------------|--------------------|
| Strongly agree | 24 | 24 | 24 |
| Agree | 22 | 22 | 46 |
| Neutral | 32 | 32 | 78 |
| Disagree | 13 | 13 | 91 |
| Strongly disagree | 9 | 9 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 9: Can you agree that the presence of stars in an advertisement for two-wheelers affect the buying behavior of customers

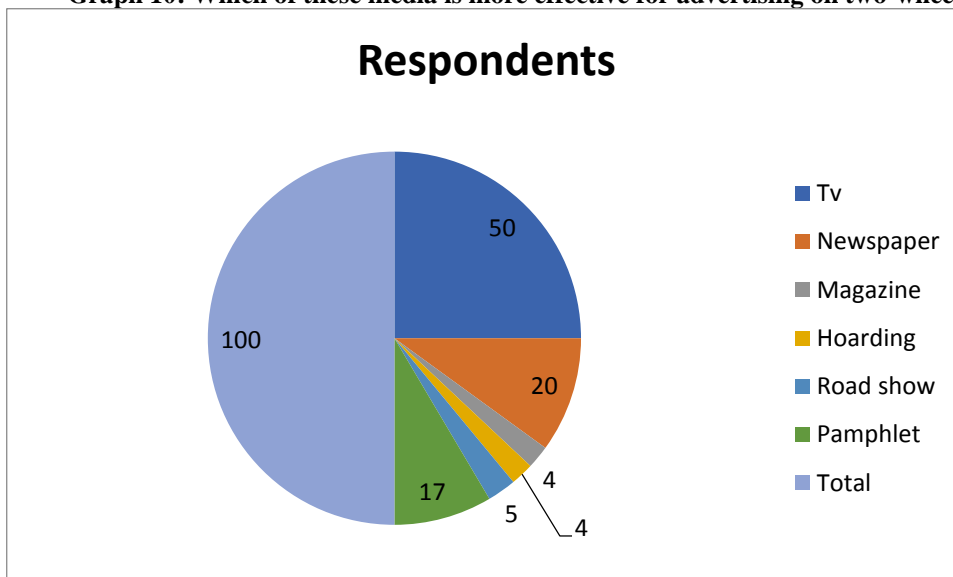
Interpretation: The above pie chart shows that out of 100 respondents, 24.0% of people strongly agree, and 22.0% of the people agree that the presence of a celebrity in the advertisement on a two-wheeler. But the majority of the respondents, i.e., 32.0% of the peoples, feel that neutral on ads with the star for bikes.

Table 10: Which of these media is more effective for advertising on two-wheelers?

| Type of media | Respondents | Percentage | Cumulative Percentage |
|---------------|-------------|--------------|-----------------------|
| Tv | 50 | 50 | 50 |
| Newspaper | 20 | 20 | 70 |
| Magazine | 4 | 4 | 74 |
| Hoarding | 4 | 4 | 78 |
| Road show | 5 | 5 | 83 |
| Pamphlet | 17 | 17 | 100 |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 10: Which of these media is more effective for advertising on two-wheelers?



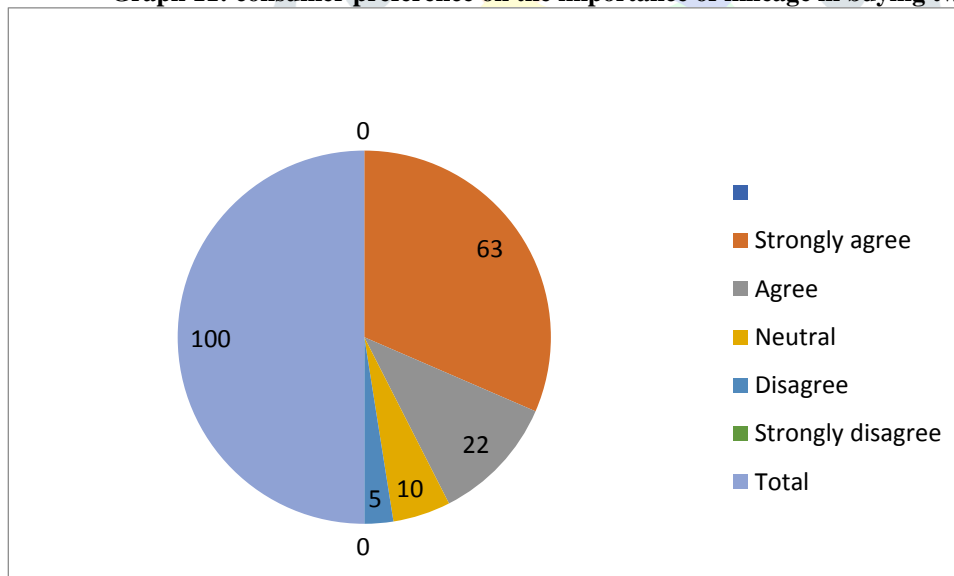
Interpretation: The above pie chart shows that out of 100 respondents, only 5.0% of people accepted advertisements through roadshows of two-wheelers. 20.0 % of the respondents felt that newspaper ads are more effective. But the majority I .e.50.0% of the people felt that television advertisements are more effective on two-wheelers in the present day.

Table 11: consumer preference on the importance of mileage in buying two-wheelers?

| Opinions | Respondents | Percentage | Cumulative Percentage |
|-------------------|-------------|--------------|-----------------------|
| Strongly agree | 63 | 63.0 | 63 |
| Agree | 22 | 22.0 | 85 |
| Neutral | 10 | 10.0 | 95 |
| Disagree | 5 | 5.0 | 100.0 |
| Strongly disagree | 0 | 0 | 0 |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 11: consumer preference on the importance of mileage in buying two-wheelers?

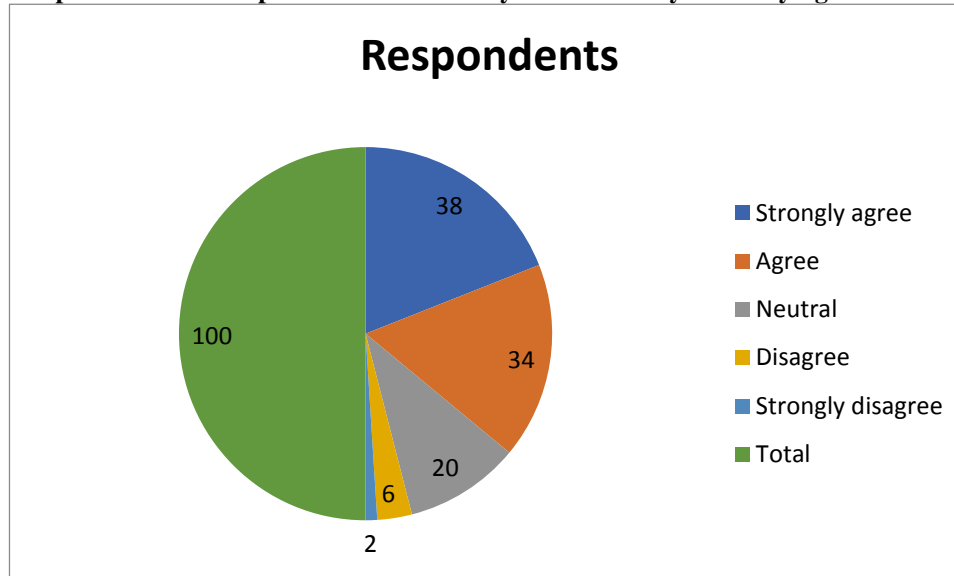


Interpretation: The above pie chart shows that out of 100 respondents, 22.0% of respondents just agree about the mileage priority, 10.0% of the respondents felt that neutral preference on mileage. But a majority, i.e., 63.0% of respondents strongly agree and give more importance on mileage when buying a two-wheeler.

Table 12: consumer preference for the Style of a motorcycle in buying decisions?

| Opinions | Respondents | Percentage | Cumulative Percentage |
|-------------------|-------------|--------------|-----------------------|
| Strongly agree | 38 | 38.0 | 38 |
| Agree | 34 | 34.0 | 72 |
| Neutral | 20 | 20.0 | 92 |
| Disagree | 6 | 6.0 | 98 |
| Strongly disagree | 2 | 2.0 | 100. |
| Total | 100 | 100.0 | |

Source: Primary Data

Graph 12: consumer preference for the Style of a motorcycle in buying decision?

Interpretation: The above pie chart shows that out of 100 respondents 20.0% of respondents just neutral about the Style of bike priority, 34.0% of the respondents felt that agree on the preference of Style of a bike and 38.0% of respondents felts that strongly agree on preference on the form of the two-wheeler.

VIII. Suggestions:

- The present learning supports that advertisements of two-wheeler features a significant impact on consumer buying behavior and suggest that companies settle on for it because advertising may be a vital tool to compete during this ever-changing environment. It benefits both the manufacturer and, therefore, the consumers, manufacturer in terms of publicity and consumers in terms of data and awareness about the products.
- Companies involved within the business of two-wheeler vehicles should give advertisements more regularly on T.V. because it helps to raise the loyalty of the consumers who are already using their Bikes and also the consumers who need to buy for a replacement for a two-wheeler gets involved and becomes confident about his decision. The marketers can focus on television centered advertisements on all age groups because, currently, the entire family suggests itself within the acquisition decision process, and this is often backed by peer influence.
- The celebrity endorsement ads are to make only a traditional impact on a consumer buying decision. So, the management won't spend huge money on celebrity support ads. The administration shall specialize in the truth and consider the direct user's projection within the ads and their view towards the bike to capture potential customers.

IX. Conclusion:

The study determined, understanding the buying behavior of the purchasers is that the most onerous task for a marketer, we will identify the factors, which influence the acquisition decision, and every individual has different behavior and different influencing factors. The single factors age, education, occupation, gender, and income influence the elements of an advertisement concerning buying motives, buying decision, and post-purchase behavior. The purchasers are meticulous in verifying the merchandise characteristics displayed within the ad before their purchase. The two-wheeler customers are highly conscious of announcements concerning characteristic features and merchandise attributes of two-wheelers. A billboard creates considerable impact, and it paves the way for the purchasers to perceive the standard and other elements of the merchandise. The attitude towards the two-wheeler advertisement is positive and optimistic. They're significantly motivated to materialize the acquisition of the merchandise. Notably, the purchasers have their agreeableness towards the catching effects of advertisement to get the publicity of the merchandise.

It is determined that product recognition and brand recall are achieved significantly through specific advertisements. The perception of the purchasers differently significantly towards the influence of ad on product recognition. It's found that some customers are unmoored by the ad, and a few of them mechanically purchase of two-wheelers with none ambition towards the two-wheeler. Most of the purchasers are dynamic in selecting the two-wheelers with specific merchandise, both attributes s and features.

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