

## **An Analysis on Impact of Advertisement on Buying Behaviour of Consumers on Two Wheeler Industry in Prakasam District, Andhra Pradesh**

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**Abstract:** Indian automobile industry plays a vital role in Indian economy especially for the two wheeler industry has seen the enormous growth in the last few years which leads to secured third position after China and Japan in terms of its sales and production. Moreover a large portion of society depends upon two-wheelers for transportation and travel, therefore the relationship between the customers and the market players must be established and explored to make the marketing effort fruitful and profitable. In the recent study, it was understood that, the contribution from the two wheeler segment itself is around 100,000 million in which Motor cycle segment (81.5% share) holds lion share. Due to the presence of heavy competition for two wheeler segment (Motor Cycle) in India, advertisement played a vital role which influence and attracts customers. The main aim of advertisement is to make people aware of the product produced by the company. The company produces the product mainly to meet and satisfy the needs of the customers. Advertising plays an important role on changing the consumer behaviour and also provides new patterns for purchasing or using any type of goods and services. The source of information for most of the customers is the advertisement from displayed on billboards, hoardings, newspapers, T.V., websites, movies, magazine, etc. All the two wheeler companies do advertisement, but some of them do well in market. In view of this, the present study is proposed to analyse the impact of advertisement on customer buying behaviour with a special reference to two wheelers in the area of prakasam district Andhra Pradesh.

**Keywords:** Automobile sector, two-wheelers, Advertisements, buying behaviour of consumers.

### **I. Introduction:**

The automobile industry is one of the key drivers that boost the economic growth of the country. Automobile sector in India is growing fast and the growth pattern seems to have a clear correlation with the reforms related policies those influenced both domestic demand pattern as well as trade. The automobile industry is moving at a rapid pace whereby increasing the number of vehicles on roads which includes all the four wheelers, three wheelers and two wheelers. India is global major in the two wheeler industry producing motor cycles, scooters and mopeds principally of engine capacities below 200cc. The two wheeler industry in India has grown at a compounded annual growth rate of more than 15% during the last five years and Indian two wheelers comply with some of the most stringent emission and fuel efficiency standards maintained worldwide. In India two wheelers is 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 the thirteenth largest producer of passenger cars in the world. India is the largest tractor manufacturer, the fifth largest commercial vehicle manufacturer and the thirteenth largest producer of passenger cars in the world these vehicles travel either within the city, while others travel even outside the city on a regular basis. At night, one can easily point out the heavy vehicles, ranging from car carriers to oil tankers, container movers, trucks and busses, all charged by a heavy duty diesel engine on roads. These vehicles cover long distances at different times with different weather conditions.

The Auto industry currently employs more than 30 million people both directly and indirectly. The auto industry is a key employment generator in the OEM (Original Equipment Manufacturer) factory that manufactures the vehicles, in the inbound auto component and logistics industry that makes and delivers components & systems and the out bound logistics and dealer network that sells, maintains and distributes the cars. Every vehicle produced, generates secondary and tertiary employment. The industry generates employment of 13 persons for each truck, 6 persons for each car and four persons for each three wheeler and one person for two wheelers. It is important to appreciate the sector's multiplier effect on economic activity. If the industry produces as per its potential, it could generate employment of over 35 million people by 2020.

### **I.1.Two wheeler industry:**

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. Apart from these some general factors in India such as affordability, working place access, big percentages of youths etc. also contributed towards the growth of this segment.

Two wheelers have played a pivotal role in rising growth of Indian automobile Industry. The Indian two-wheeler industry is experiencing a major shift in its shape and structure. The two wheeler industry is the most lucrative industry and the major factors influencing demand for two wheelers in India are increasing middle class population, Easy financing, Festivals and weddings, Weak Public transport, Convenience and ease of operating. . The two-wheeler industry is perhaps the most happening place in terms of new models launched, upgraded products and innovative marketing techniques. Today the Indian two-wheeler markets in highly competitive the numerous players who offer anything and everything a consumer demands and that too at affordable price. The recent ICRA study says, the industry may grow 10 - 12 % over the next five years which may touch 21 million units of sales. The Indian two wheeler markets are dominated by the four major players like, Hero Moto Corp Ltd, Bajaj Auto Ltd, Honda (HMSI) & TVS Motor Company. Additionally, the entry of new players in the industry, multitude of new model/ variant launches, growing distribution reach, cheaper ownership costs on a relative basis are expected to be some of the other prime movers for industry growth over the medium term. Though market has numerous players, some holds the lion's shares which may because of their promotional strategies, quality of the product and its brand reputation. The Indian two-wheeler industry is dominated by Hero, Honda, Bajaj, TVS, Yamaha and Suzuki, who account for 80 percent of the total two-wheeler market. The other players including Kinetic motors, LML and others account for the remaining 20 percent of the market.

## **II. Need for the advertisement:**

The term 'advertising' is derived from the original Latin word 'advertere' 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. In a way, it has become embedded in our daily lives. People cannot go through a newspaper, listen to radio or watch television, without reading, hearing or

seeing some advertisement or commercial. People see them on billboards, on buses, in trains, in magazines, on match boxes, some messages aimed at influencing us or making us aware of the advertiser's product.

In 2015 advertisers world-wide spent an estimated US\$529.43 billion on advertising. Advertising's projected distribution for 2017 was 40.4% on TV, 33.3% on digital, 9% on newspapers, 6.9% on magazines, 5.8% on outdoor and 4.3% on radio. Internationally, the largest ("big four") advertising-agency groups are Interpublic, Omnicom, Publicis, and WPP(Wire and Plastic Products).

### **III. About the consumer:**

An individual who buys a products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can influence by marketing and advertisements. Anytime someone goes to as store and purchases toys, shirts, beverages, two wheelers, or anything else, they are making that decision as a consumer.

Everybody in this world is a consumer of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes and dislikes and adopt different behavior patterns while making purchase decisions. Many factors affect how we, as individuals and as societies, live, buy, and consume. External influences such as culture, ethnicity, and social class influence how individual consumers buy and use products, and help explain how groups of consumers behave. Consumer behavior is comparatively a new field of study which evolved just after the Second World War. The seller's market has disappeared and buyers market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behavior. The evaluation of marketing concept from mere selling concept to consumer oriented marketing has resulted in buyer behavior becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer. The heterogeneity among people makes understanding consumer behavior a challenging task to marketers. Hence marketers felt the need to obtain an in-depth knowledge of consumers buying behavior. There are three fundamental patterns which a consumer can follow and they could be:

- Brand first, retail outlet second.
- Retail outlet first, brand second.
- Brand and retail outlet simultaneously.

Consumer behavior is a relatively new field of study emerged in late 1960s with no history or body of research of its own unlike branches of economics. Many early theories concerning consumer behavior were based on economic theory on the notion that individuals act to maximize their benefits in the purchase of goods and services.

### **IV. Objectives of the study:**

1. To analyze the relationship between demographic variables and advertisement factors.
2. To analyse the impact of advertisement on consumer buying behaviour of a two wheelers.

### **V. Methodology of the study:**

The methodology of the study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a well-framed and structured questionnaire to elicit the well-considered opinions of the respondents. Convenient sampling is adopted to obtain the responses from the two wheeler consumers of Prakasam district, Andhra Pradesh. This study employs both analytical and descriptive type of methodology. The secondary data are collected from journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers, websites, company publications, manuals and booklets etc.

#### **V.i. Research design:**

The present paper of the research design is primarily exploratory research and analytical in nature. An effort is to be made to know whether the behavior of the two wheeler owners is influenced by advertisements, Product features and brand. The study also used descriptive research where it has used in cross sectional survey in conducting a sample survey for collecting data for analysis.

**V.ii. Sampling Procedure:** Sample is selected on basis of convenient sampling method.

**V.iii. Sampling Area and Sample size:** Prakasam District and 100 samples are used.

### **VI. Advertisements effect on consumer buying decision on two wheeler:**

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal

act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefits and the problems which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements.

They believed that culture highly influence the buying behaviors of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people. People are highly affected by the advertisements and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the advertisement which fit best with their products. Researchers have found that media advertisement are most popular advertisements and people like television ads, news paper ads, ad campaigns so it is a suitable medium to advertise the products of the two wheelers.

#### **VI.i. Impact of Advertisement:**

Role of advertisement is to carry message to the far distances. It is also use to target the scatter mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly.

The liberalized economy in India leads both male and female to go to job and thus, their commutations become very important. So, they choose the assistance of two wheelers instead of public transport for the pleasant commutations. The two wheeler becomes inevitable, and also the cost is reasonable, therefore they are meticulous in choosing the best two wheelers. They hence require more information about two wheelers however they are guided and influenced by the advertisements. Therefore the advertisements influences their preferences, purchase decision and post purchase behaviour. So, the present study concentrates on the impact of advertisements on the consumer buying behaviour towards two wheelers.

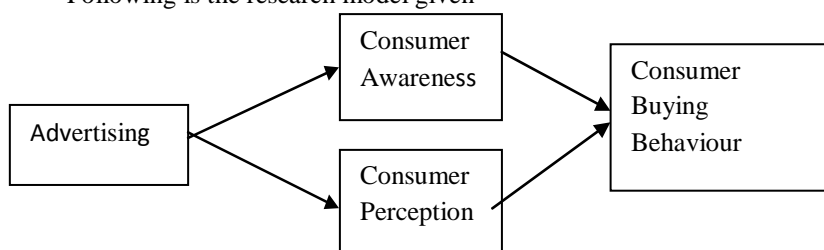
#### **VI.ii. Consumer attitude and behaviour:**

As mentioned earlier, consumer buying pattern is directly evolved from the consumer behavior and its attitude. Many things combine to build up the behavior of any individual. The first thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers, there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a huge influence on the customers and their buying behavior as people tend to associate themselves with the brand. Advertisements shape the behaviors of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers.

#### **VI.iii. Research Model:**

Following is the research model given



In the proposed model it clearly examines the impact of advertisement on the consumer buying behavior.

The advertisement has the direct impact on the consumer despite of the cost. It creates the awareness in the consumer thus motivate them to buy the product. Along with that advertisement also build the positive or negative perception about the bands. Our research model identifies the impact of advertisements on customer awareness and perception which leads towards the buying decision of the consumer. This model firstly tells the factors which can influence on the consumer buying behavior and secondly it helps to adopt the right way of using the advertisement for male and female keeping in mind the factors of awareness and perception which will ultimately fulfill the needs of consumer and enhance their desire to purchase a specific product and motivate customers to repurchase these products.

## VII. Data analysis and interpretation:

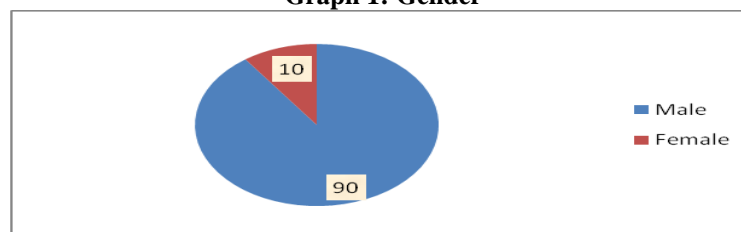
Demographic Details of the Customers the demographic detail is an essential aspect in relationship marketing process useful for the marketing organization to employ suitable strategies. In particular, Gender, Age, Education, Occupation and monthly Income and awareness, advertisements play a vital role in ascertaining the characteristic features of customer buying behaviour towards two wheelers.

**Table 1: Gender**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Male	90	90.0	90.0
Female	10	10.0	100
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 1: Gender**



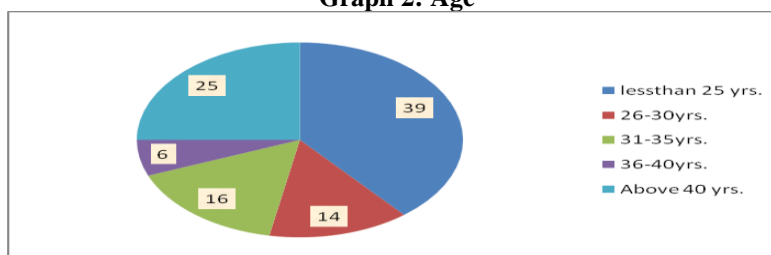
**Interpretation:** From the above table, it is found that 90.0% of the respondents are male and 10.0% of the respondents are female.

**Table 2: Age**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Less than 25 yrs.	39	39.0	39.0
26-30 yrs.	14	14.0	53.0
31-35 yrs.	16	16.0	69.0
36-40yrs.	6	6.0	75.0
Above 40 yrs.	25	25.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 2: Age**



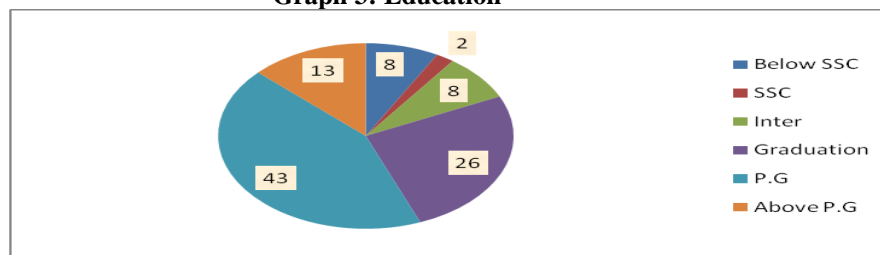
**Interpretation:** From the above table it is inferred that 39.0 % of the customers are in the age group of less than 25 years. The customers above 40 years of the age group are covered by 25.0 % of the total sample. Therefore it is inferred that maximum number of customers belongs to the age group of less than 25 years and above 40 years.

**Table 3: Education**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Below SSC	8	8.0	8.0
SSC	2	2.0	10.0
Intermediate	8	8.0	18.0
Graduation	26	26.0	44.0
Post Graduation	43	43.0	87.0
Above P.G	13	13.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 3: Education**

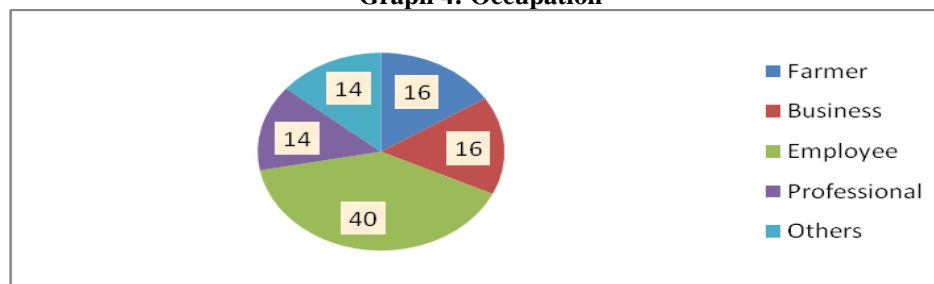


**Interpretation:** From the above table it is noted that 8.0 % are below SSC qualified, only 2.0% are SSC qualified, 8.0% are Intermediate, 26.0% are qualified graduates, 43.0% are post graduation, and 13.0% are above post graduation. Hence, it is analyzed that maximum number of two wheeler customers are the post graduation.

**Table 4: Occupation**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Farmer	16	16.0	16.0
Business	16	16.0	32.0
Employee	40	40.0	72.0
Professional	14	14.0	86.0
Others	14	14.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

**Graph 4: Occupation**



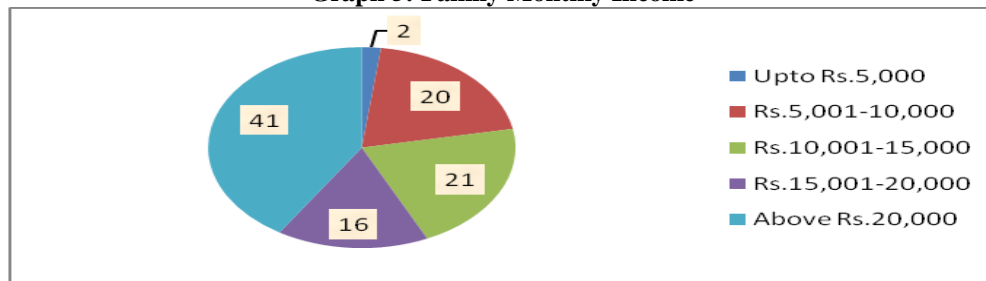
**Interpretation:** From the above table it clearly shows that 16.0% of the respondents are Farmers and 14.0 % of them are employed in professional and 14.0% of the respondents are from others. So, it has been noted that vast majority of the above respondents are Employees – 40.0%.



**Table 5: Family Monthly Income**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Up to Rs.5,000	2	2.0	2.0
Rs.5,001to Rs.10,000	20	20.0	22.0
Rs.10,001to Rs.15,000	21	21.0	43.0
Rs.15,001to Rs.20,000	16	16.0	59.0
Rs. Above 20,000	41	41.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

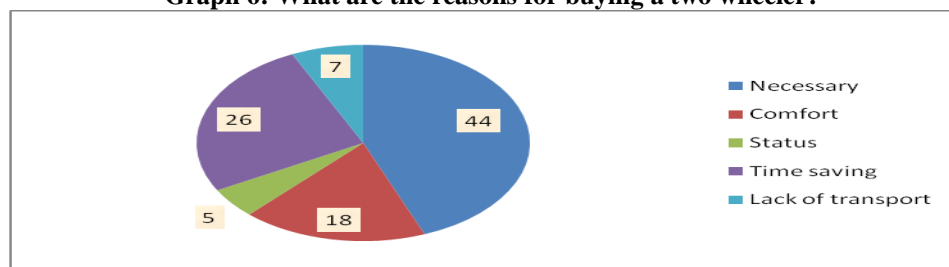
**Graph 5: Family Monthly Income**

**Interpretation:** From the above table it is found that 20.0% of the respondents having a monthly income less than Rs.10, 000. There are only 2.0 % of the two wheeler customers have a monthly income less than Rs.5, 000. From the above analysis it clearly states that the maximum i.e. 41.0% of two wheeler customers are having a monthly income Above Rs.20, 000.

**Table 6: What are the reasons for buying a two wheeler?**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Necessary	44	44.0	44.0
Comfort	18	18.0	62.0
Status	5	5.0	67.0
Time saving	26	26.0	93.0
Lack of Transport	7	7.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 6: What are the reasons for buying a two wheeler?**

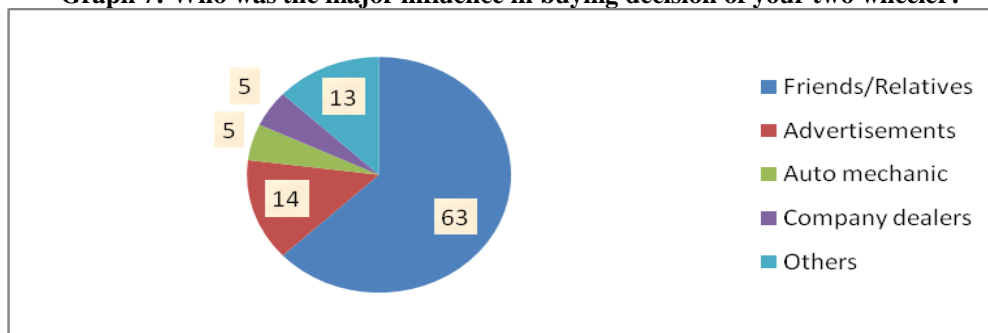
**Interpretation:** The above table shows that the ot of 100 The respondents ,only 5.0% of respondents to buy two wheeler for Status, 18.0% of repondents to buy the two wheeler for comfort and convenient,and 26.0% of respondents to buy for time saving, But majority of respondents to i.e 44.0% to buy a two wheeler for their needs.

**Table 7: Who was the major influence in buying decision of your two wheeler?**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Friends/Relatives	63	63.0	63.0
Advertisements	14	14.0	77.0
Auto Mechanic	5	5.0	82.0
Company Dealers	5	5.0	87.0
others	13	13.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 7: Who was the major influence in buying decision of your two wheeler?**



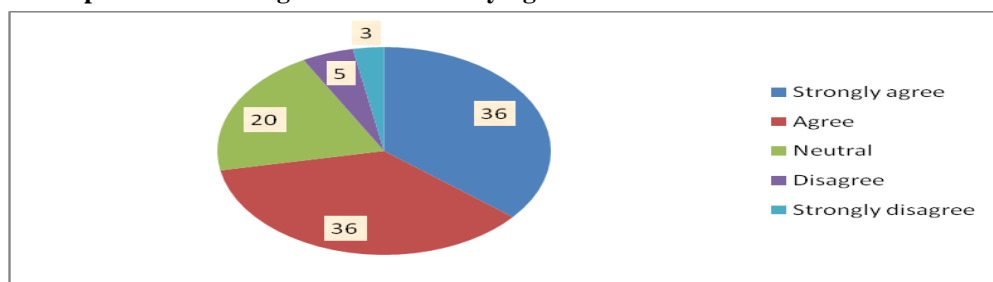
**Interpretation:** From the above table shows that the out of 100 The respondents ,only 5.0% of respondents was influenced by auto mechanics, 13.0% of repondents to influenced by others like neighbours, own decisions etc. But advertisement can influence to the customers only 14.0% .So, we observe the majority of the respondents i.e 63.0% was influenced by friends and relatives for buying a two wheeler.

**Table 8: Advertising does effect on buying behaviour a two wheeler?**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Strongly agree	36	36.0	36.0
Agree	36	36.0	72.0
Neutral	20	20.0	92.0
Disagree	5	5.0	97.0
Strongly disagree	3	3.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 8: Advertising does effect on buying behaviour a two wheeler?**



**Interpretation:** From the above table shows that the out of 100 The respondents ,20.0% of respondents was neutral feeling about the ads on bykes.. But 36.0 % of the respondents strongly agree and 36.0% of the respondents feels that just agree about the advertisements on two wheelers.

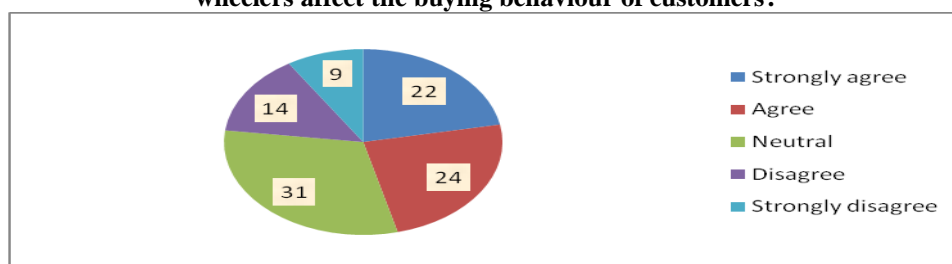


**Table 9: Do you agree that presence of film stars or cricketers or celebrities in advertisement of a two wheelers effect the buying behaviour of customers**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Strongly agree	22	22.0	22.0
Agree	24	24.0	46.0
Neutral	31	31.0	77.0
Disagree	14	14.0	91.0
Strongly disagree	9	9.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 9: Do you agree that presence of film stars or cricketers or celebrities in advertisement of a two wheelers affect the buying behaviour of customers?**



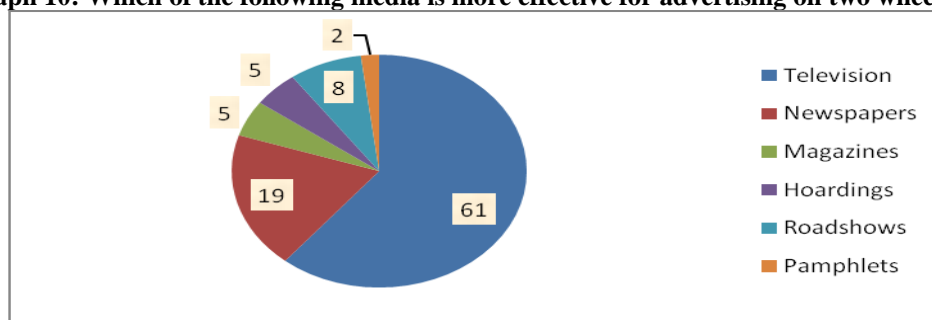
**Interpretation:** The above pie chart depicts that out of 100 respondents 22.0% of people strongly agree and 24.0% of the people agree that presence of celebrity in advertisement on two wheeler. But majority of the respondents i.e. 31.0% of the peoples feels that neutral on advertisements with celebrity for bikes.

**Table 10: Which of the following media is more effective for advertising on two wheelers?**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Television	61	61.0	61.0
Newspapers	19	19.0	80.0
Magazines	5	5.0	85.0
Hoardings	5	5.0	90.0
Road shows	8	8.0	98.0
Pamphlets	2	2.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 10: Which of the following media is more effective for advertising on two wheelers?**



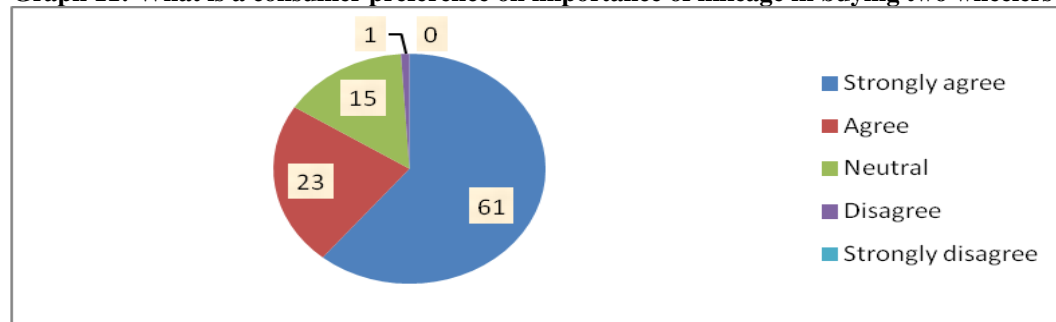
**Interpretation:** The above pie chart depicts that out of 100 respondents only 8.0% of people accepted advertisements through road shows of two wheelers, 19.0% of the respondent's felts that newspaper ads is more effectiveness. But majority i.e. 61.0% of the people felts that television advertisements is more effective on two wheelers in present days.

**Table 11: What is a consumer preference on importance of mileage in buying two wheelers?**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Strongly agree	61	61.0	61.0
Agree	23	23.0	84.0
Neutral	15	15.0	99.0
Disagree	1	1.0	100.0
Strongly disagree	0	0	0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 11: What is a consumer preference on importance of mileage in buying two wheelers?**



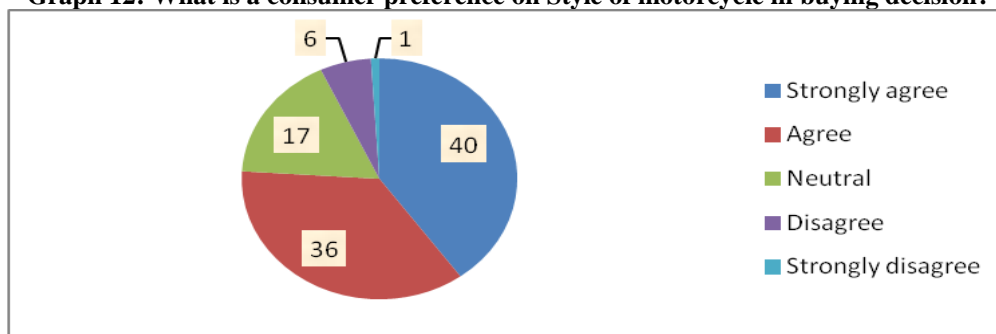
**Interpretation:** The above pie chart depicts that out of 100 respondents 23.0% of respondents just agree about the mileage priority, 15.0% of the respondents felt that neutral preference on mileage. But majority i.e. 61.0% of respondents strongly agree and give more importance on mileage when buying a two wheeler.

**Table 12: What is a consumer preference on Style of motorcycle in buying decision?**

Frequency	No. of Respondents	Valid Percent	Cumulative Percent
Strongly agree	40	40.0	40.0
Agree	36	36.0	76.0
Neutral	17	17.0	93.0
Disagree	6	6.0	99.0
Strongly disagree	1	1.0	100.0
<b>Total</b>	<b>100</b>	<b>100.0</b>	

Source: Primary Data

**Graph 12: What is a consumer preference on Style of motorcycle in buying decision?**



**Interpretation:** The above pie chart depicts that out of 100 respondents 17.0% of respondents just neutral about the style of bike priority, 36.0% of the respondents felt that agree on preference of style of bike and 40.0% of respondent's felts that strongly agree on preference on style of two wheeler.

### **VIII. Suggestions:**

- The present study supports that advertisement of two wheeler has a significant impact on consumer buying behaviour and suggest that companies to choose for it, because advertising is a vital tool to compete, in this ever changing environment. It benefits to both the manufacturer and the consumers, manufacturer in terms of publicity and consumers in terms of information and awareness about the products.
- Companies involved in the business of two wheeler motor bikes should give advertisements more frequently on T.V. because it helps increase the loyalty of the consumers who are already using their Bikes and also the consumers who want to buy a new bike gets attracted and becomes confident about his decision. 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 celebrity endorsement ads are to create only a normal impact in consumer buying decision. So, the management will not spend huge money on celebrity support ads. The management shall focus on the reality and concentrate on the direct user's projection in the ads and their opinion towards the bike to capture the potential customers.

### **IX. Conclusion:**

The study concluded, understanding the buying behaviour of the customers is the toughest task for a marketer, we can identify the factors, which influence the purchase decision, and each individual has different behaviour and different influencing factors. The personal factors age, education, occupation, gender and income influence the factors of advertisement pertaining to buying motives, buying decision and post purchase behaviour. The customers are meticulous in verifying the product characteristics displayed in the advertisement before their purchase. 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.

### **References:**

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