



## IMPACT OF MEDIA AND ADVERTISEMENT ON TWO WHEELER PURCHASE BY WOMEN IN KARAİKUDI TOWN

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### ABSTRACT :

*"Impact of media and advertisement on two wheeler purchase by women in Karaikudi town" found this things the two wheeler is widely used by the population the people like to purchase their own two wheeler and advertisement have a great impact on the purchase desire of the two wheeler. In this research the sample size is taken 50 females. The area of the research is Karaikudi town. After data analysis the researcher found that maximum number of respondent have their own moped and maximum number of respondent is affected by the advertisement and the television. And maximum number of respondent is satisfied with the after sales services which are provided by their company two wheeler. Maximum number of respondent doesn't affected whether their favourite celebrity endorse it. But many of the respondent feel the problem of the comfortably so the company should take decision regarding the comfortably.*



**KEYWORDS :** Media and Advertisement, Two wheeler, Brand Preferences.

### INTRODUCTION

According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy." According to Richard Buskirk, "Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor." According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor." The above definitions clearly reveal the nature of advertisement. This is a powerful element of the promotion mix. Essentially advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume.

### REVIEW OF LITERATURE

Balakrishnan H., Devaki V., (2015) The Automobile Company gain market leadership only if it understands the consumer taste and preferences for final solution that delights consumer through superior value, quality and service, consumer preference is a vital factors in marketing. To analyze the need for purchasing the particular type of two-wheeler in Coimbatore town, Tamilnadu, India. Consumer preference and consumer behaviour are similar, attributed in broad prospective. Large number of fancy two wheeler should be introduced by the company. A survey is done among the customers of Hero and the Hero Honda to study their preference of brand after the split. Customer

opinions are recorded about their choice of the brand. It is concluded from the study that the Hero Honda motor company gaining market share in Two Wheeler Industry and what happen after split the Honda.

Nixon S. (2015) The advertising Industry in India grew from 43,491 crores in 2014 to 48,976 crores in 2015 which registers an overall growth of 12.6%. Advertising has become a potent tool of marketing to influence the audiences by informing or reminding them about the existence of the product in the market and persuade them to make the buying decision. Considering two-wheelers, the top players in the market are the brands which incurred the highest advertising expenses. The study focuses on finding out the effects of advertising among the college youth for buying two-wheelers. The study has found that advertising has positive effects among the youth and even influence them to make the buying decision. Moreover, television is considered to be the most preferred media for advertising two-wheelers.

Shah P., Gupta A., (2014) Market research was conducted within Ahmedabad, Vadodara, Surat and Rajkot to check the awareness level of social media, existing usage of it in marketing of two-wheelers, consumer preferences towards different forms of social media etc. Various statistical tools were used to analyze the media habits and to check the consumer preference for two wheeler customers. Findings show poor presence of social media in two wheeler segment. More popularity was found among the young generation for social media preference.

Hemanth K.V, Premchand P, The study based on clear-cut objectives had been progressed with proper collection of relevant data and analysed with tables & graphs, the data are also tested with appropriate tools and techniques to arrive at reliable results. The market players in the two wheeler segment that focuses on the female customers as their target, if considers the given findings and suggestions accordingly and implement it based on the feasibility that suits to their firm, its for sure that they can create effective and appealing advertisements and attract the potential customers and widen their market base in future.

Sharma N. & Sharma R., (2014) Lovely Group is one of the biggest business houses in Jalandhar town since 1990. After then, Lovely group is growing consistently. So there is a need to find out the reasons of its development. To fulfill this purpose current research paper is going to study the reasons for its growth. For this purpose, data has been collected through secondary sources from Market Research Division, Lovely Group for the period of 1991-2014. Regression Analysis has been applied on the collected data by taking amount spent on advertising and sales promotion as independent variable and amount of sales as dependent variable. Results depicted that amount spent on advertising and sales promotion is the major variables affecting the sales of Lovely autos.

### OBJECTIVES OF THE STUDY

- To study the impact of media and advertisement on two wheeler purchase.
- To identify the factor that influence on consumer decision.
- To analyse level of satisfaction towards the products and the service provided.

### RESEARCH METHODOLOGY

The sample size of this study is 50. Simple random sampling technique is employed for selection of 50 female respondents from the total population pool. The personal judgment method will employed for the selection of sampling, the simple random sampling is the simplest form of probability sampling to collect the information from customer. Percentage method will use for analysis of data. The result of the research will present through tables.

### Hypothesis

- Media advertisement is relationship between their brand preferences

### Tools for Analysis

The tools used for analysis are Percentage analysis and Karl Pearson Coefficient correlation test.

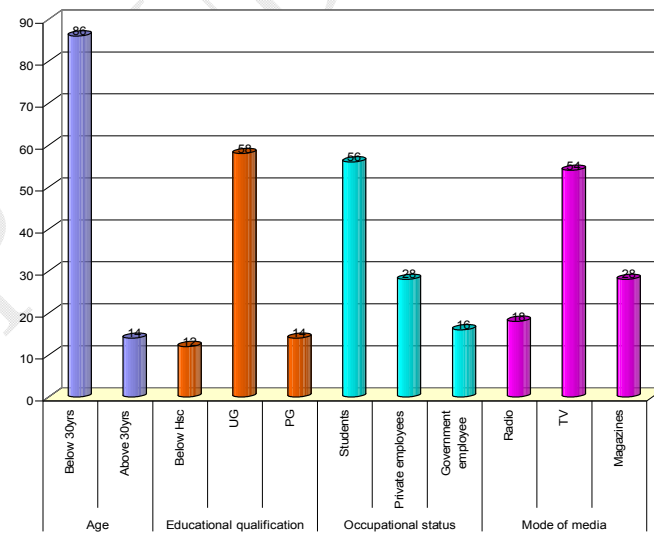
**Data Analysis and Interpretation**

**Table - 1: Socio-economic profile of the respondents**

Variables	No.of respondents (n=50)	Percentage (100%)
<b>Age</b>		
Below 30yrs	43	86
Above 30yrs	07	14
<b>Educational qualification</b>		
Below Hsc	06	12
UG	29	58
PG	07	14
<b>Occupational status</b>		
Students	28	56
Private employees	14	28
Government employee	08	16
<b>Mode of media</b>		
Radio	09	18
TV	27	54
Magazines	14	28

Percentage analysis table shows that majority (86 per cent) were below 30yrs of age group and remaining 14 per cent were above 30yrs. More than half (58 per cent) of the respondents were UG qualification, 14 per cent were PG and remaining 12 per cent were below Hsc. More than half (56 per cent) of the respondents were students, 28 per cent were private employees and remaining 16 per cent were government employees. More than half (54 per cent) of customers were influence from television, 28 per cent were magazines such as newspapers, journals and pamphlets and remaining 18 per cent were radio.

**Figure - 1: Socio-economic profile of the respondents**



**Table - 2: Relationship between mode of media and their brand preference**

Brand preference	Correlation value	Statistical inference
Mode of band	.948	0.002<0.01 Significant

**Research Hypothesis:** There is no significant relationship between mode of media and their brand preference

Karl Pearson coefficient correlation tested that there is significant relationship between mode of media and their brand preference. Therefore, Media advertisement is relationship between their brand preferences. The calculated value is less than table value ( $0.002 < 0.01$ ). The research hypothesis is rejected.

#### Limitations of the study

- The respondents are restricted to Karaikudi town.
- The findings of the study solely depend on the response given by the women customer.

#### CONCLUSION

After data analysis the researcher found that maximum number of respondent have their own moped and maximum number of respondent is affected by the advertisement and the television. And maximum number of respondent is satisfied with the after sales services which are provided by their company two wheeler. Majority of customers is having a moped well in shape. Majority of respondent is having a moped because they provided a good after sales services and they having a good goodwill in the market. Maximum number of respondent doesn't affected whether their favourite celebrity endorse it. But many of the respondent feel the problem of the comfortably so the company should take decision regarding the comfortably.

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