



A Study On Impact Of Advertisement On Buying Behaviour With Reference To Peeyesem Hyundai

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Abstract: Advertisement is one of the marketing communications and it is using audio or visual way from establish. The sponsors of advertising are often business who wish to promote their products or services. The company was adopted different types of strategies, for example the celebrity's endorsement and animated spoke-characters are using car advertising. The advertisement is motivating from people to buying products and too aware, and to easily recall that particular car products. This study presented the customer response is affecting more advertising variables. Those variables are supported by the creating good advertising as well as attracting the customers. Using these variables is increasing buying power, good impression to the customer. This survey was passed in the car owners. The research design used for this study is descriptive in nature. Sampling technique adopted for the study is convenient sampling, non-probability sampling. Data collection is made with both primary and secondary data in this study. The primary data were collected through questionnaire by means of mailing and survey with the car owners. The source of secondary data was journals and research paper. The used for analyzing the advertisement lead to customer response rate is factor analysis and chi-square test in SPSS.

I. INTRODUCTION

Indian automobile industry has emerged as a 'sunrise sector' in the Indian economy. India is emerging as one of the world's fastest growing passenger car markets and second largest in four and two wheeler manufacturer. It is also a home for the largest motor cycle manufacturer and the fifth largest commercial vehicle manufacturer. India is emerging as an export hub for Sports Utility Vehicles (SUVs). The global automobile majors are looking to leverage India's cost-competitive manufacturing practices and are assessing opportunities to export SUVs to Europe, South Africa and South- East Asia. India can emerge as a supply hub to feed the world's demand for Sports Utility Vehicles. India also has the

largest base to export compact cars to Europe. Moreover, hybrid and electronic vehicles are new developments in the automobile canvas and India is one of the key markets for them. Global and Indian manufacturers are focusing their efforts to innovative products, technologies and supply chain.

II. REVIEW OF LITERATURE

Radhika Madan (2010), many advertisement organizations should have some set of strategies, which one of the strategy is Celebrity endorsement. Because the celebrities give some gravity force to attract the customers. The celebrity is the biggest and easiest way to cover the more audience, to create the company image and make them loyal towards the brands. Celebrities help the advertisement of the products to reach the audience for the good communicative ability of all over the world.

Wen-Shin Huang, Tsuifang Hsieh and Han -Shen Chen (2011), this study explores to suggest that consumers are more affected by the animated spoke- characters, which is increasing the advertisement communication effect. Consumers to take purchase decisions are based upon the product and the brand values, these are the essential reasons. Hence, regardless of high or low involvement of buying Products, consumers consider their real demands when purchasing products.

Naveen Kumar and V.K. Gangal (2011), examined customer satisfaction in new generation banks showing customers' expectations increasing rapidly in the banking industry of India. New customers looked at the best services at a reasonable price. The result revealed that the majority of Indian banks were not very diversified in terms of the product and services they offer. Further, it suggests that, in the competitive banking industry, banks have to implement strategic focus customer satisfying aspects for retaining as many customers as possible.

Rao, Mr. Ch. Hari Govinda and Apparao, Dr. N. (2012), stated that the resources available with persons are always too limited and advertisement development heavily depends on the financial institutions such as banks, credit corporations and development banks for the supply of finance to meet their daily financial needs. Through this paper, they assessed basic nuances of Indian financing system and highlighted the key issues, future outlook and institutional performance regarding Indian Housing Finance system

Vikram Shende (2014), today the automobile industries is most lucrative industry in

India. They have find out the customer expectations and their market offerings by the advertisement. This study was the purchase decision process and its interaction with consumer behavior parameters across all the segments of car such as small & Hatch Back segment, Sedan class segment, SUV & MUV segment and Luxury Car segment. So the paper I found that the customer's preferences for the particular car segments factors

Kumara Swamy (2014), this study discussed the importance of housing finance and the institutions providing advertisement. A detailed discussion of the marketing strategies adopted by financing institutions has been discussed by taking into account the loan criteria eligibility, loan amount, interest rate, security, loan tenure, margin, and processing fee. Finally, the paper highlights the performance of the housing sector, major findings and suggestions to improve the effective marketing of housing finance for both public and private sector banks.

Thérèse Roux (2015), this study was effectiveness of car advertising from the generation y- consumer (y- generation is student of 18-30 age). This paper implies, I found that the more effective response in the car advertising as well as recall thereof. And the positive correlation between the recall and the more attention paid to the car advertising in y- consumer.

Senthilmurugan, P., Mohan, N., & Kumar, S. D. (2020) correlates the relationship and Influence of Economic & Financial Factors of real estate purchase in Chennai city.

Kumar, S. D., & Kumar, V. H. (2017) narrated the Impingement of Celebrity towards Product Promotion amongst movie goers in Tamil cinema industry.

III. RESEARCH FOR THE NEEDS

A combination of key reasons such as technical expertise, low costs, stable economy, and government policies favoring small cars, large and integrated supplier base. The advertisement strategy is one of the important phenomenons of Indian small car manufacturers to sell their cars in the market.

IV. RESEARCH OBJECT

- To study the impact of advertisement and the customer responses.
- To analyze the perceptions of the customer towards the advertising.
- To analyze the customer response towards advertisement

strategy and its effectiveness of Buying cars.

- To find out the factors that influences the media preferences to view advertisement.

V. RESEARCH METHODOLOGY

Research methods or a technique refers to the researchers use in performing research operations. It can be those methods concerned with the data collection and analysis. Research methodology is a way to systematically solve the research problem.

RESEARCH DESIGN

“The formidable problem that follows the task of designing the research problem is the preparation of design of the research project is known as research design.” (KOTHARI) The research design is the conceptual structure with in which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

TYPE OF STUDY

Descriptive Method

This research is completely based on the description of the factors that lead to the student’s level and employer expectations. It is basically valued on the various parameters which include personal details of students and employer, their demographic factors, employability skills level. Here the need is to find the gap between employer expectations and students level of employability skills.

SAMPLING DESIGN

Sampling is the selection of some part of aggregate or totality on the basis of which aggregate or the basis of totality is made. A representative part of population is sample. The process of selecting representative sample is sampling design.

From the infinite population 150 samples were chosen on the basis of sampling.

Data source : **Survey**
Research instrument : **Structured questionnaire**
Sampling technique : **Convenience sampling**
Population : **Car owner 1500**
Sampling size : **150**

sample Sampling Procedure

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To obtain the representative sample, a non-probability sample is used. In this study the method of selecting sample is convenience sampling. Convenience sampling is define as the subjects are selected just because they are easiest to recruit for the study and the researcher did not consider selecting subjects that are representative of the entire population. As per the definition samples are collected in the form of convenient way. The samples are chosen from the colleges for the convenience.

DATA COLLECTION

METHOD Sources of data collection

The data collected by both **Primary and Secondary data** collection method.

1. **Primary data** is gathered by distributing a questionnaire to the students whom they are studying engineering and mailing the google format questionnaire to the employer.
2. **Secondary data** collected from journals, magazines and internet.

VI. SCOPE & LIMITATIONS

The study highlights the emerging trends in advertisement strategies in the study area and the problems faced by the sellers and customers. It also highlights the prospects of using small cars with special reference to the study area. It will be useful to the prospective car users to know their problems and prospects in the passenger car industry. And the present study focuses on new advertising strategies for car manufacturers in future. The study is concerned with the contents of the advertising strategy so that the manufacturing companies may utilize appropriate strategy to capture the minds of viewers.the study cover only buying car.

- Time period for the study is short.
- Limited interaction with the concerned head due to their busy schedule.
- Only limited outlet in the selected region.

VII. ANALYSIS & INTREPRETATION

1. To find whether there is association between company and service satisfaction.

HYPOTHESIS

H0: There is no association between company and service satisfaction. H1: There is association between company and service satisfaction.

Table No: 2.2.1 company * service Crosstabulation

	Service					Total
	Strongly Dislike	Dislike	Neutral	Like	Strongly Like	
atuti-		1			1	3
suzuki	8		1	1	0	7
Hyundai	2	4		0	0	4
Ford	4			2	1	3
Company Audi	1			0	0	1
..	3	1		1	0	8
	4			2	0	7
	7			7	7	14

Chi-square tests

	Value	d f	Asymp. Sig. (2- sided)
Pearson Chi-Square	28.677 ^a	24	.233
Likelihood Ratio	25.359	24	.386
Linear-by-Linear Association	1.744	1	.187
N of Valid Cases	150		

Interpretation

Calculated chi-square value is less than the table value. Therefore null hypothesis, H0 is accepted. This shows that there is no association between company name and service satisfaction.

2. To find whether there is association between income and price of the car.

HYPOTHESIS

H0: There is no association between income of the respondents and price of the car. H1: There is association between income of the respondents and price of the car.

Table No: 2.2.2

Count

	Value	df	Asymp. Sig. (2-sided)	income		Total
				disagree	strongly	
Pearson Chi-Square	20.525 ^a	16	.197	2	0	2
Likelihood Ratio	22.543	16	.127	0	0	4
Linear-by-Linear Association	2.085	1	.149	2	1	7
N of Valid Cases	150			1	0	1
				5	2	1

Interpretation

income * price Crosstabulation Chi-Square Tests

Calculated chi-square value is less than the table value. Therefore null hypothesis, H0 is accepted. This shows that there is no association between income of the respondents and price of the car.

3. To find whether there is association between company and impact of the advertisement.

HYPOTHESIS

H0: There is no association between company and impact of the advertisement. H1: There is association between company and impact of the advertisement.

Table No: 2.2.3

	Impact					Total
	Strongly	sa	pac	disag	strongly	
atuti-	1	1			0	1 3
suzuki	4	9			1	0 7
Hyundai		3			0	0 4
Ford		1			0	0 3
Company Audi	1	1			1	0 1
..	1	0			0	0 8
		1			2	0 2
		3			0	0 7
			1		1	1 1

company * impact Crosstabulation

Interpretation Chi-square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.613 ^a	24	.038
Likelihood Ratio	33.402	24	.096
Linear-by-Linear Association	3.307	1	.069
N of Valid Cases	150		

Calculated chi-square value is greater than the table value. Therefore null hypothesis, H0 is rejected. This shows that there is an association between company name and impact of the advertisement.

4. To find whether there is association between occupation and quick service.

HYPOTHESIS

H0: There is no association between occupation of the respondents and quick service. H1: There is association between occupation of the respondents and quick service.

Table No: 2.2.4

Count

	Value	D f	Asymp. Sig. (2- sided)
Pearson Chi-Square	15.553 ^a	16	.485
Likelihood Ratio	17.152	16	.376
Linear-by-Linear Association	.306	1	.580
N of Valid Cases	150		

		strongly	
	ovt employee		10
	private employee		
Occupation	Business		

**Interpretation occupation * quick
Cross tabulation
Chi-Square Tests**

Calculated chi-square value is less than the table value. Therefore null hypothesis, H0 is accepted. This shows that there is no association between occupation of the respondents and quick service of the car.

5. To find whether there is association between education status and noticed advertisement.

HYPOTHESIS

H0: There is no association between education status and noticed advertisement. H1: There is association between education status and noticed advertisement.

Table No: 2.2.5

Count **Interpretation** **education** * **noticed** **Cross**
tabulation

	Value	D f	Asymp. Sig. (2- sided)
Pearson Chi-Square	6.425 ^a	12	.893
Likelihood Ratio	7.244	12	.841
Linear-by-Linear Association	.460	1	.498
N of Valid Cases	150		

	Graduate	36	20		1	67
Education graduate	post	10		1	0	20

Chi-Square Tests

Calculated chi-square value is less than the table value. Therefore null hypothesis, H₀ is accepted. This shows that there is no association between education status of the respondents and noticed advertisement of the car.

VIII FINDINGS AND SUGGESTIONS

- There is no association between company name and service satisfaction.
- There is no association between income of the respondents and price of the car.
- There is an association between company name and impact of the advertisement.
- There is no association between occupation of the respondents and quick service of the car.
- There is no association between education status of the respondents and noticed advertisement of the car.
- There is no association between earning of the respondents and installment payment of the car.

The vehicle registration formalities must be easily accessible by the customers. The advertisement must be informative and precise. Putting forth the advertisement in the prime time of television and FM radio.

- Hyundai is less beneficial to customers who own new vehicles so they must come up with some alternative plan for attracting those customers.
- Delivery of vehicle should be on proper informed time.
- Platinum membership customers are very less compares to other membership plan, should focus on adding more customers to platinum plan
- Estimation cost should informed accurately while booking service

IX. CONCLUSION

This study tells us that factor for preference of car like disposal of income, congestion on roads, low engine capacity, and also study the satisfaction level of the users of car.the brand that is successful in the market place able to convince the user about the used models of Hyundai car.the researchers have adopted convenient sampling technique to gather the data. The data are analyzed using the simple percentage analysis and chi-square test.The study suggested that the advertisemend need to focus on their effort to tab the market assuming the influence of the newspaper ,television in the advertisement on buying behavior.

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