

Effects of Advertising on College Youth for Buying Two-Wheelers

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Abstract:

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.

Key words: Advertising, College Youth, Advertising Media, Two-wheelers

Introduction

The concept of advertising is of prime importance in marketing. Of all the marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much

broader (Katke, 2007). The present economy is characterized by excessive specialization, mass production and competition (Costa, 2012). All these have led to increase the importance of advertising in the modern and international market scenario. In order to survive in such a stiff competing business world, one has to grab the consumer's attention by way of influencing their awareness, attitude and buying behavior through advertisements. An advertiser's primary mission is to inform and persuade the prospective customers. Advertising provides information about the product, its availability along with the price and persuades the prospective customers to make the buying decision.

The word '*Advertising*' has been derived from Latin word '*Ad vertere*' which means '*to turn toward*'. A standard definition has been proposed by Philip Kotler which says "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor." Advertising enables the consumers to compare various alternatives available in the market and helps them in exercising their right of free choice in choosing the products and services available. Thus, popularization of products and services is the basic aim of advertising (Ramaswami and Namakumari, 2004).

Advertising through all mediums influences audiences, but television is one of the strongest medium of advertising and due to its mass reach: it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country (Latif and Abideen, 2011). 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%. Television advertising is expected to spend the highest advertising cost in 2015 constituting 45.8 % of the total advertising cost that is 224,446 crores in 2015 against 193,500 crores in 2014 registering growth rate of 16 %. Apart from television advertising, Print Media constitute 34.5 % of the total advertising cost which is followed by Digital 9.5%, Out of

home 5.2%, Radio 4.1% and Cinema 0.8% respectively (medianama, 2015).

Review of Literature

Advertisement is one of the major tools that all business firms use for persuasive communication and its effectiveness depends on the extent to which the advertising message is received and accepted by the target audience (Singh and Kaur, 2011). Advertiser's primary objective is to reach the prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do (Abideen and Saleem, 2011). This involves the study of consumer behavior: the mental and emotional process and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996). O'Guin and Faber (1989) examined that once buying behavior is developed, the individual face a great difficulty in controlling buying even after its detrimental effects are recognized.

As a promotional strategy, advertiser provides a major tool in creating product awareness and condition the mind of a potential customer to take final purchase (Ayanwale et al., 2005). El-Omari (1998) stated that many organizations relate their success with creative advertising campaigns. Reddy (2006) explained that the awareness of Hero Honda motor bike has been highly influenced by advertisements. Bashir and Malik (2010) state that advertisement persuade the consumer to purchase at least once in a lifetime and moreover, consumers considered advertisement as a reliable source of knowledge as compared to the others such as friends, neighbor and reference group opinion. Moreover, the advertisement appeal and its effectiveness are positively related. Abideen and Saleem(2011) in their study observed that people purchased those brands

with which they are emotionally attached to it. In their study they had investigated relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior. They conclude that consumer purchase products by emotional response rather than environmental responds which are created through advertisement as audio, video and text form. Kotwal et al (2008) felt that television and advertising together present a lethal combination and has become an integral part of modern society. Nagar (2009) explained that television is a better medium compared to the web in getting viewer's attention and Web are less effective in changing attitudes of the viewer.

Objectives of the Study

The present study aims to achieve the following objectives:

- ❖ To study the most preferred media for advertising of two-wheelers among the college youth
- ❖ To study the effects of advertising on college youth segment
- ❖ To explore the form of ads which creates greater impact upon the buying behavior of the college youth

Significance and Scope of the Study

This study was conducted to find the effects of advertising on buying behavior of college youth with reference to their two-wheelers. Advertisement is in everywhere in our life. Television, billboards, radio, magazines, web and newspaper are the most common mediums through which advertisement reach us. In order to use different strategies to influence their consumer buying behavior, advertisers and marketers are more concerned to know the consumers buying patterns as well as their motives. Two-wheelers have become a more of fashion

statement for the youth apart from its utility purpose as a means of transport. Advertisements of two-wheelers are more concerned about depicting the body design, mileage, performance and so on. Therefore it is important for the advertisers to know the elements of good advertisement to make it more influencing and effective for consumer's psyche.

Methodology

The descriptive research design was applied for the study. The study was based upon the primary survey and primary data has been collected from 250 respondents with the help of structured questionnaire. In the study, five under graduate Colleges in Aizawl were considered on the basis of convenience sampling method. Presently, 13 under graduate colleges located in different zones of the city are affiliated under Mizoram University. A college representing each zone of the city i.e., North, South, East, West and Central were selected based on convenience sampling. A sample size of 50 college youth who owns as well as drives a two-wheeler vehicle from each of the selected college (total 250) were considered for the present study. Simple random sampling method was used for selecting the sample.

Results and Discussions

Demographic Profile of the Respondents

The table below describes the demographic characteristics of the respondents. A total sample of 250 was considered for the study an out of that 77.6 percent of the respondents were male, 76 percent of the respondents belongs to the age group of 20-24 years and 70.8 percent were living in the family having a total income of Rs. 1-3 lakh per annum.

Table 1 : Distribution of Respondents on the Basis of Demographic Variables

Demographic variables		Number of Respondents	%
Gender	Male	194	77.6
	Female	56	22.4
	TOTAL	250	100
Age	15-19 years	53	21.2
	20-24 years	190	76.0
	25-29 years	7	2.8
	Above 30 years	0	0
	TOTAL	250	100
Family Income	1-3 lakh	177	70.8
	3-5 lakh	48	19.2
	5-8 lakh	12	4.8
	8- 10 lakh	8	3.2
	Above 10lakh	5	2.0
	TOTAL	250	100

Source: *Field Survey*

Preferred Media

It can be inferred from the Table 2 that television was found to be the most preferred media for advertising two-wheelers among the youth which was represented by 62.6 percent of the total respondents. Apart from television, newspaper (20.4 percent) and web (11.2 percent) were also found as the effective media for advertising while magazines, radio and billboards were found to be less effective for advertising of two-wheelers.

Table 2: Descriptive Statistics of Preferred Media

	No of Respondents	%
Billboards	5	2
Television	157	62.8
Radio	3	1.2
Newspaper	51	20.4
Magazines	6	2
Web	28	11.2
TOTAL	250	100

Source: *Field Survey*

Effects of Advertising

The following Table 3 clearly indicates the effects of advertising on college youth for buying two-wheelers. The respondents were given a question regarding how advertising affects them, the

forms of ads which create greater impact upon them as well as the urge created by the advertisement.

Table 3: Effects of Advertising on College Youth

Effects	No. of Respondents	%
Recall	2	0.8
Positive Impression	70	28
Interest	146	58.4
Desire to purchase or explore	29	11.6
Others	3	1.2
Total	250	100
Form of ads creating greater impact		
	No of Respondents	Percentage
Just the printed words	10	4.0
words with sound	24	9.6
A moving action oriented ads	98	39.2
picture depicting a scene/ story	93	37.2
colorful printed ads	19	7.6
Others	6	2.4
Total	250	100
Does an advertisement urge you to buy a new brand?		
	No of Respondents	Percentage
Yes	168	67.2
No	82	32.8
Total	250	100

Source: *Field Survey*

The effects of advertising on the sample college youth shows distinct features which are listed below:

1. The study shows that advertising effects respondents by creating *interest* for 146 respondents (58.4 percent), followed by creating *positive impression* for 70 respondents (28 percent), *desire to purchase or explore* for 29 respondents (11.6 percent), *recall* for 2 respondents (0.8 percent) and *others* for 3 respondents (1.2 percent).
2. As can be seen, a moving action oriented ads create impact on 98 respondents (39.2 percent), picture depicting a scene/story effects 93 respondents (37.2 percent), followed by words with sound for 24 respondents (9.6 percent), colorful printed ads for 19 respondents (7.6 percent), just the printed words for 10

respondents (4.0 percent) and others for 6 respondents (2.4 percent).

3. The study observes that 168 respondents (67.2 percent) agrees and 82 respondents (32.8 percent) disagrees that advertisement urge them to buy a new brand.

To find out the relationship between preferred media and advertising impact, correlation coefficient was used to measure the significance level. The table below indicates the correlation coefficient.

Table 4: Correlation

	Preferred Media	Impact
Preferred Media	1	-0.10
Impact	-0.10	1

Source: *Field Survey*

From the above table, it can be observed that the correlation coefficient value is -0.10. Therefore, it can be concluded that there is no significance relationship between the preferred media and the advertising impact.

Conclusion

Advertising affect the viewers and have an influence on the buying behavior. The repeated message will make people increasingly accept the advertisement (Goldstein, 1998). For the present study, data has been collected from 250 college going students who owns as well as drives two-wheelers. The study finds that television is the most preferred media for advertising two-wheelers which can be due to the different types of commercials exposed by the companies through television. Dangerous stunts are performed in ads to capture the attention of the viewer thus; such stunts are clearly demonstrated through television ads. Furthermore, the study also revealed that advertising affects the respondents by

creating interest for 146 respondents (58.4 percent), a moving action oriented ads creates greater impact on 98 respondents (39.2 percent) and 168 respondents (67.2 percent) agrees that advertisement urge them to buy a new brand. Thus, from the above results we can conclude that advertising has positive effects on the college youth for buying two-wheelers.

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