1.1 Introduction

Advertising is a potent tool of marketing as it aims 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. It is a component of promotional mix in the four marketing mix i.e., product, price, place and promotion. According to a theory, advertising can be considered as one of the most effective promotional tool as it can arouse interest on the audience and even influence them to buy the product which they never bought before (Khandai & Agrawal, 2012). The history of advertising evolves dates back to ancient times whereby societies used symbols and pictorial signs to communicate with their product users. Babylonian Empire was the first society to introduce advertising in 3000s B.C and moreover, the first advertisement in English went into print in the year 1947 in order to sell a prayer book (Robbs, 2009). By keeping communication as the main purpose, different societies have used different types of symbols for promotion of products and services, attracting customers to make buying decision.

In modern times, more emphasis has been laid on advertising to study the impact on buying behavior of the consumers. Advertising is regarded as an important promotional tool for products and services by industrialised and non industrialised nations and hence it is considered to be the primary sources of communication between the manufacturer and the buyer (Ravikumar, 2012). Advertising is a means of social communication (Leiss et al.1990), and plays a significant role in the socialisation process by providing visual symbolic models for learning how to behave (Lyonski and Pollay 1990; Langmeyer 1993). Developing nations too has considered advertising as an investment rather than expenditure. No company can become a market leader unless they invest lots of their investment in promotional purposes (Hussainy et al., 2008).
Although several critics of advertising may exist, Journalism and Communication specialist Brett Robbs has revealed positive effect of advertising on the society. From the economic and business standpoint, advertising creates demand for products and services which strengthens the economy. It is regarded as an effective function for increasing consumer knowledge about products and services. With focusing on the main purpose of advertising, companies continue to spend a lot of money to reach prospective customers and influence their awareness, attitudes, buying behavior and to keep individual interest in their product (Abideen & Saleem, 2011).

According to traditional hierarchy of effects model, advertising has an impact on prospective buyers by building memory about the advertisement, brand cognitions which leads to positive attitudes such as product liking and attitudes towards purchase, which will further leads to buying behavior i.e., buying the advertised product (Mendelson and Bolls, 2002).

Indian advertising is a billion dollar industry today and become one of the fastest growing industry which is estimated to be Rs 63,000 crore (10 billion) by the year 2017 (India Brand Equity Foundation Website). There exist a numbers of advertising vehicle through which advertisement may reach the target audiences in high frequency. It may be broadly classified into four type viz. print media, place media, broadcast media and narrowcast media. Newspaper and magazines are the most prominent print media which the advertiser may adopt in case of geographic target of audience. Place or outdoor media consist of billboards and transit which are preferable for high frequency target with low cost per exposure. Moreover, television and radio are broadcast media which target for mass coverage and at the same time, direct marketing i.e., telemarketing and direct mail, and internet are the most popular narrowcast advertising media. The level of influence created on buyers by those advertising media may not be similar on the basis of the product category. Therefore,
analyzing the effects of advertising on buying behavior through these media remains necessary.

1.1.1 Advertising and buying behavior

Advertising 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 faces great difficulty in controlling buying even after its detrimental effects are recognized.

Marketing starts with the consumer and ends with the consumer. The main emphasis is laid upon consumer rather than the product. All the business activities may be consumer oriented with a goal to provide satisfaction and enhance customer value. There lies the success of business upon how the consumer needs and desire is coordinated with the product and promotional programs. As advertising is a subset of promotion, the primary objectives is to reach the prospective buyers and influence their awareness and persuade them to make the buying decision. Several factors may influence the buying behavior of the consumer ranging from cultural, social, personal and psychological factors which can be discussed briefly as:

i. **Cultural Factors**: Culture may be defined as the sum total beliefs, values and customs that are shared within ethnic group of people. It is a social process in which members
shared their beliefs, values and behavioral norms that guide and direct the consumer behavior of all members of that society.

ii. **Social Factors**: Social factors such as reference group, family, social roles and status will also affect buying behavior of consumer.

iii. **Personal Factors**: Buyers decision get influenced by personal characteristic, the buyers’ age, life cycle stages, occupation, economic circumstances, lifestyle, and personality and self-concept.

iv. **Psychological Factors**: The higher levels of Maslow’s needs hierarchy such as esteem needs; self-actualization needs are the important psychological factors that influenced the buying behavior of a consumer.

With the aims of achieving their goals, the advertiser required relevant market data to make complete customers profile and explore the reasons why the customers behave in such a way they do. Consumer behavior analysis tries to explain why consumer behaves in a particular way under certain circumstances (Proctor & Stone, 1982).

**1.1.2 Two-wheelers market in India**

India is the biggest two-wheelers market in the world based on its total volume of production and sales of the two-wheelers industry. Two-wheelers markets in India comprises of three main types of vehicle viz. motor cycles, scooters and mopeds. Apart from this, firms have started manufacturing new categories such as Step Thrus and Scooterettes by combining two or more two-wheeler segments. The two-wheelers market has emerged as the most vibrant and transforming segment of the overall Indian automobile industry, witnessing an unprecedented growth with an overall growth rate of 9.5 % between 2006 and 2014. The growth of the industry was endeavoured by launching of new attractive models at affordable prices, design innovations made from youth perspective as well as adoption of latest technology in the manufacturing of vehicles. The sales volume of two-wheelers observed a
substantial growth from 15% to 24% between 2008-2009 and 2013-2014. According to the data compiled by Autocar Professional, the overall two-wheelers industry registered domestic sales of 1,61,22,322 units in 2015 which shows 0.68% year on year growth i.e. 108,875 units over the total sales of 1,60,13,447 units recorded in 2014. The market share of scooters in the overall two-wheelers market has witnessed substantial growth with 12.94% i.e. 48,80,117 units in 2015 as against 43,20,925 units in 2014. On the contrary, the motorcycles sales has decline with 3.42% i.e. 1,05,23,909 units in 2015 as against the overall sales of 1,08,96,687 units in 2014.

Table 1.1: India Sales Analysis CY2015: Two-wheelers

<table>
<thead>
<tr>
<th>Two-wheeler sales in India in 2015</th>
<th>Difference</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>CY 2015</td>
<td>CY 2014</td>
</tr>
<tr>
<td>Hero Motocorp</td>
<td>62,96,920</td>
<td>64,44,542</td>
</tr>
<tr>
<td>Honda Motorcycle &amp; Scooter India</td>
<td>43,14,558</td>
<td>41,72,717</td>
</tr>
<tr>
<td>TVS Motor Company</td>
<td>21,48,025</td>
<td>20,82,676</td>
</tr>
<tr>
<td>Bajaj Auto</td>
<td>18,09,612</td>
<td>18,85,263</td>
</tr>
<tr>
<td>India Yamaha Motor</td>
<td>5,94,608</td>
<td>5,66,749</td>
</tr>
<tr>
<td>Royal Enfield</td>
<td>4,44,527</td>
<td>2,96,380</td>
</tr>
<tr>
<td>Suzuki Motorcycle India</td>
<td>3,28,423</td>
<td>3,37,620</td>
</tr>
<tr>
<td>Mahindra Two-wheelers</td>
<td>1,50,927</td>
<td>1,94,516</td>
</tr>
<tr>
<td>Piaggio Vehicles</td>
<td>27,830</td>
<td>26,998</td>
</tr>
<tr>
<td>Harley-Davidson Motor Company</td>
<td>4,445</td>
<td>4,080</td>
</tr>
<tr>
<td>India Kawasaki Motors</td>
<td>1,312</td>
<td>851</td>
</tr>
<tr>
<td>Triumph Motorcycles India</td>
<td>1,135</td>
<td>1,055</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,61,22,322</td>
<td>1,60,13,447</td>
</tr>
</tbody>
</table>

Source: www.autocarpro.in

Note: CY: Calendar Year

Table 1.1 revealed that the two-wheelers manufacturers in India are Hero Motocorp, Honda Motorcycle and Scooter India, TVS Motor Company, Bajaj Auto, India Yamaha Motor, Royal Enfield, Suzuki Motorcycle India, Mahindra Two-wheelers, Piaggio Vehicles, Harley Davidson Motor Company India, India Kawasaki Motors, Triumph Motorcycles India. It also revealed that the biggest gainers in 2015 were Honda Motorcycle & Scooter India (HMSI) and Royal Enfield while Hero Motocorp and Bajaj Auto stood as the biggest loser for the
year 2015. Other players such as TVS Motor Company, India Yamaha Motor, Piaggio Vehicles, Harley-Davidson Motor Company India, India Kawasaki Motors and Triumph Motorcycles India saw a mild progress in their respective sales numbers in CY2015. On the contrary, Mahindra Two-wheelers and Suzuki Motorcycle India saw declining sales in 2015 with -22.41% and -2.72% growth rate against the previous year 2014.

1.1.3 Advertising and two-wheelers market

Majority of Indians, especially youngster prefer Motorbikes rather than car. Capturing a large share in the two-wheelers industry, bikes and scooters cover a major segment. Bikes are considered to be the favourite among the youths as they help in easy commutation. The unprecedented growth of two-wheelers market in India may be influenced by the advertising campaigns conducted by different brands of two-wheelers. In the year 2010, the top three players in the market are Hero Honda, Bajaj Auto and TVS Motors which have spend over hundreds of crore of rupees for advertising expenses.

Within the same year, Hero Honda Motors Limited is the market leader in Motor cycle segment with around 40% of market share whose contribution was made by the strong advertising of the brand supported by Rs 120 Crore. The company is engaged with different media ranging from print media to mass media like TVS and hoardings and took up sponsorship for different national and international events. Famous personalities are appointed as Brand Ambassador by most of the two-wheelers companies to promote their brands in the market.

Advertising plays an important role in creating brand awareness as well as building market shares for two-wheelers Company in particular. With two-wheelers posting a strong 26% growth in 2009-10, manufacturers have also stepped up advertising their products. According to AdEx India analysis, television advertisements by two-wheelers companies have grown 48
per cent in 2009 as compared to the previous year (Business Line website, 2010). The largest
domestic two-wheelers company in volumes, Hero Honda, led overall with a 41 per cent
share among two-wheelers TV advertisements. According to GroupM website, the
automobile industry would account for 8.2 % of the total advertising spending in India in
2016.

1.1.4 Two-wheelers market in Aizawl

Mizoram which is located in the southernmost part of the North Eastern India consist of eight
districts such as Mamit, Kolasib, Aizawl, Champhai, Serchhip, Lunglei, Lawngtlai and Saiha
where Aizawl, the capital of the state is one of the biggest markets among the districts for
different kinds of products and services. The Aizawl two-wheelers market is flourished with a
number of brands which offers different models through their respective authorized dealers
such as Khaia & sons For Hero Motocorp, Hauva Honda for Honda Motorcycle and Scooter
India, Tlau TVS for TVS Company, Thansanga & Sons for Yamaha, Zamliana two-wheelers
for Mahindra two-wheelers, Lawma Enfield for Royal Enfield, Standard Motor works for
Bajaj Automobiles and KTM, Highland for Hyosung and CK Cars for Piaggio Vespa.
Different ads for these two-wheelers brands can be seen from modes ranging from print
media to broadcast media. The youths are following the new trends, new products and they
are highly influenced by the advertisements. Besides the company’s ads through different
media, there is an important promotional program in Aizawl market which was introduced by
Mizoram Motorsports Association (MIMSA). They have organised motorcycle racing events
once a year starting from 2010 and this provides great opportunities for different Two-
wheelers companies to build their brand image. As for the number of two-wheelers, under the
Transport Department of Mizoram, 79,737 privately owned and 992 Government-owned two
wheelers were registered till the year 2014(Statistical Handbook, 2014).
1.2 Definition of keywords

“Advertising is any paid form of non-personal presentations and promotions of ideas, goods and services through mass media such as newspaper, magazines, television or radio by an identified sponsor” Kotler and Armstrong. According to American Marketing Association, advertising is “the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations or ideas.”

Advertising media includes various mass media that can be employed to carry advertising messages to potential audiences or target markets for products, services, organizations, or ideas. These media include newspaper, magazines, direct mail advertising, yellow pages, radio, broadcast television, cable television, outdoor advertising, transit advertising and specialty advertising.

Advertising effectiveness can be explained by the AIDA (attention, interest, desire and action) model of advertising communication which is generated by the conditions that the advertising messages must first gain the audience attention, followed by its interest in the advertising, and then create a desire for the product and finally leads to the action (purchase).

Consumer can be an individual who buys products and services for personal use and not for manufacture or resale. The term ‘consumer’ can be used for both personal consumers and organizational consumers representing two types of entities. Personal consumers are referred to as ‘end users’ or ‘ultimate users’ as they bought the goods and services for personal use which are considered to be for final use. Organizational consumers are profit or non-profit
organizations which buy equipments, products and services required to run their organizations.

**Consumer buying behavior** is the dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct the exchange aspects of their lives. It is the behavior of the consumer in the market place of products and services (American Marketing Association).

**Buying behavior** is the decision processes and acts of people involved in buying and using products. It is a study of how individuals create decision to spend their accessible resources (time, money and effort) on consumption related items (what they buy, why they buy, when they buy, where they buy, how often they buy and use a product or service).

**Attitude** is an individual’s personal evaluation, emotional feeling attached and action plan towards some objects or ideas.

**Two-wheelers** is a motorized vehicle (motorcycle, scooter and mopeds) having two wheels and powered by internal engine.

**Youth** is defined by The United Nations for statistical purposes as those persons between the ages of 15 and 24 years, without prejudice to other definitions by Member States. Indian National Youth Policy (2014) defined youth as those aged between 15 to 29 years. This age group constitute 27.5 % of India’s population.

1.3 Literature review

Relevant literature review has been conducted on several areas such as advertising, attitude towards advertising, advertising and buying behavior; and two-wheelers which can be discussed as below:
1.3.1 Studies on advertising

Pridmore and Snell (1963) illustrated the use of simple techniques to identify the relatively short term effects of advertising which measures only the incremental effect of advertising in one area which is compared with another. They had illustrated some of the effects of advertising by taking real life examples for which four products had been studied. All the products which are studied are analysed in terms of their deliveries from the depot. The researchers adopted Regression analysis to point out the deliveries of the product and whether the advertising ads campaign took place over in both the test and no test area. Thus they had detected whether there are some effects on deliveries of the product during the advertising campaign i.e. increased or decreased in the number of deliveries of the product in both the areas.

Dunn et al. (1978) had defined advertising from the functional perspective as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.

Raj (1982) conducted an empirical investigation on the effects of advertising on high and low loyalty consumers by examining (i) the effects of increased advertising on consumers loyal to the brand and those not loyal to it, (ii) the nature of the effect, (iii) the relationship between advertising effectiveness and varying levels of loyalty and (iv) the time path of advertising effectiveness. Moreover, the study had put forward several variables influencing the effectiveness of advertising such as the customer type (loyal or non-loyal to the advertised brand), the advertising content (mood or informational advertising) and the product type (high or low potential for increased consumption by individual customers). Furthermore, it was attempted to examine whether increased advertising effects brand choice by attracting
and retaining customers (Moran, 1976) and whether increased advertising induces increased purchase of the brand without loss to competitors. Thus, the results of the study had shown that increased advertising has different effects on high and low loyalty consumers. The nature of effect among consumers loyal to advertised brand A can be observed by increased product purchased rather than switches in to the advertised brand from competing brand while in the presence of increased competitive advertising, consumer loyal to Brand B decreased the quantity of purchased of Brand B. In case of high loyalty segments where increased advertising has an effect, it was found that the effect continues beyond the duration of the period.

Kamins et al. (1989) studied celebrity endorsements in advertising using a two-sided framework, in terms of internalization and identification process of social influence. The two-sided frameworks enables the celebrity spokesperson to make both positive and negative statements regarding the advertised product and is further compared to the traditional one-sided format on which the celebrity spokesperson stresses out only the positive claims about the product. The study has observed that when compared to a traditional one sided celebrity endorsement, the two-sided communication elicited significantly higher advertising credibility and effectiveness ratings, higher evaluation of the sponsor in terms of perceived overall quality of service as well as a significantly greater intention to use the advertised service. It is further observed that the use of celebrity appeal in a two-sided form is an effective advertising strategy.

Ohanian (1990) defined the domain of source credibility construct and has developed a reliable and valid measurement scale. The semantic scale consist of 15 items for measuring three dimensions; perceived expertise, trustworthiness and attractiveness. The items developed for the source credibility scale was presented by the confirmatory factor analysis model for the three dimensions. Items such as attractive, classy, beautiful, elegant and sexy
were developed under the attractiveness dimension; expert, experienced, knowledgeable, qualified skilled falls under the expertise dimension and another five items - dependable, honest, reliable, sincere, trustworthy belongs to the trustworthiness dimension. Moreover, the researcher states that the impact of each component of celebrity endorser’s persuasiveness can be assessed by adopting this three dimensions construct. Likewise, the source credibility scale can be used for predicting the attitude toward an intention to purchase a specific product.

Deighton et al. (1994) examined the effects of advertising on brand switching and repeat purchasing. They had developed management science model based on behavioral mechanisms such as predictive framing, diagnostic framing and usage dominance. This model was applied to investigate whether advertising works on switching, repeat purchasing, neither or both and furthermore it was applied to an empirical study of mature products in three product categories namely ketchup, liquid and powder detergent. In the ketchup and powder detergent categories, there was a significant switching effect of current advertising and no repeat purchase effects of either current or lagged advertising. In liquid detergent categories, there was neither switching effect nor current effect on repeat purchasing and a negative lagged effect on repeat purchase. However in all the categories examined, advertising works by attracting switchers and this effect is exerted primarily by the exposure that takes place between previous and current purchase occasion. The advertising appears to do little to change the repeat purchase probabilities of those who have just purchased the brand. It also reminds those who have not recently bought the brand of the brand’s existence and its attributes. Those who have bought the brand recently do not need this reminder.

Ayanwale et al. (1995) emphasized that advertising has major influence on consumer preferences for Bournvita and it has contributed to its success in Nigeria. Even though the brand has been known for 10 and 20 years by majority of the respondents, it still remains as
one of their favourite drink. The prolonged life cycle of the brand is considered to be generated by advertising. The study had revealed that advertising and quality are the major factors responsible for the success of the brand. There are no gender and age group differences in advertising influence. Of all the media used, television advertising was most preferred by 71.43% of the respondents which may be due to the powerful combinations of sound and vision in television advertisement.

Mitra and Lynch (1995) proposed a theoretical model to identify the advertising effects on price elasticity and this model consist of two mediating constructs such as the size of the consideration set and the relative strength of preference which are expected to influence the effects of advertising on price elasticity. The study has revealed that advertising has some economic value. It does not only disseminate information about the existence of substitutes, it also acts as a recall cues thereby increasing the number of effective substitutes considered at the time of choice. Besides, advertising is believed to increase the price elasticity of the product by increasing the number of brands considered.

Kotler and Armstrong (1995) state that advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor. There are three main objectives of advertising i.e., to inform – e.g. tell customers about a new product; to persuade – e.g. encourage customers to switch to a different brand; to remind – e.g. remind buyers where to find a product.

Thomas (1996), in an article titled “To succeed in advertising, believe the hype” highlights the impact of advertising. It reads “Advertising can create awareness”. Brand awareness alone works in three important ways:a) It creates the possibility of purchase b) It helps people see a brand in the store c) It biases people in favour of the known brand advertising can create
a model people wish to identify with and imitate. Advertising can communicate new information. Advertising can suggest, and humans are suggestible being”.

Etzel et al. (1997) acknowledge that advertising; sales promotion and public relations are the mass communication tools available to the marketers. Mass communication reaches everyone in the target audience with the same message incurring a lower cost per person as compared to the personal selling. They also believed that advertising has four main features: (i) A verbal and or visual message (ii) A sponsor who is identified (iii) Delivery through one or more media (iv) Payment by the sponsor to the media.

Turley and Kelley (1997) compared the contents of magazines advertising for business to business and consumer services by drawing a sample from widely circulated magazines in US that contains both business to business and consumer services ads. Six different magazines such as Business week, Forbes, Fortune, Newsweek, Time, US News and World Reports were considered for the study. Specific message element such as appeal, headline usage, price information, quality information and inclusion of an internet address were evaluated in such selected magazines ads. Therefore, the study has revealed that business-business buying process in comparison with consumer service is generally acknowledge to

a. Be more rational

b. Involve longer term relationships

c. Address products of greater complexity

d. Involve the exchange of larger amounts of money

e. Depend more on group decision making

f. Often involve service mixes that are customized in some way for a particular organization. (Cooper and Jackson 1988).

Calfee (1998) is of the opinion that advertising persuades the consumer to buy a particular product out of the thousand options. He carried out some specific ads campaign to
demonstrate the ways in which advertisement deliver information to the public. Calfee has pointed out the cancer issues in USA back in 1970’s when the public health experts have realised that a diet consisting of high fibre could prevent cancer. National Institute of Cancer (NCI) wanted to communicate the new information of high fibre and cancer to the public but do not have enough resources to pursue it. Kellogs Corporation, whose all-brand cereal held a commanding market share of the high fibre segment quickly saw the opportunities and proposed to use their advertising campaign as a vehicle for disseminating the public messages. After an agreement was made between the two entity, Kellogs started the high-fibre cancer ads campaign which increased the used of high fibre from 8.9 to 32 % after the campaign. This campaign not only increased the sales of Kellogs fibre but expand the high fibre market for non-advertised fibre brand. The reason why Calfee brought up this specific demonstration was he wanted to expressed that good information can be share to the public through advertisement.

Jedidi et al. (1999) compared the importance of advertising and promotion for long run profitability of the firm. To address this comparison they brought up a hetero-sadistic, varying-parameter joint probit choice and regression quantity model. The model is estimated for summer packaged good category by using eight years of panel data. The resulting parameters were used to assed the effects of changes in advertising and promotion policies on sales and profits. The study had revealed that advertising has positive effects on brand equity while sales promotion has negative effect for the long term. Price elasticity is considered to be larger than regular price elasticity in short term, but these are smaller when long term effects are considered. Furthermore, the results shows that the long term affects of promotions on sales are negative overall. A simulation test was conducted to assess the relative profit impact of long-term changes in pricing, advertising or promotion policies.
which came out with a result showing regular price decreases to have a generally negative effect on the long term profits of brands and advertising to be profitable for two of the brands. According to Goldsmith & Lafferty (2002), the major aim of advertising is to create positive attitude towards the ads and the brand until consumer purchases that product and through this positive attitude create emotional response in the mind of consumer.

Zhou et al. (2003) addressed the issues on impact of short term advertising on long term sales of consumer durables and non-durables in China by using cross sectional time series television advertising and sales data. Findings of the study showed different advertising effects on sales of consumer durables and non-durables. The long term effects of advertising were observed in the sales of consumer durables while the advertising did not have long term effects in the sales of consumer non-durables. For consumers durable, seven of the eight brands were found to have significant long term effects while in terms of non-durables, four out of the six brands attained a negative results showing temporary advertising creates temporary sales results.

Choi et al. (2005) conducted a cross cultural comparison of celebrity endorsement in television commercials from two dissimilar cultures- the United States and Korea and observed that the frequency of celebrity appearance is higher in Korea as compared to their counterpart United states but both the countries were found to be similar in terms of celebrity endorsement in commercials especially, food, beverages, personal care products and services. Actors and actress were the most frequently used group of celebrities other than athletes, comedians and music artist in both Korean and US commercials. The study also observed that all the celebrities used in Korean commercials are domestic personalities while the case is different for US. Moreover, it was observed that many Korean celebrities appeared to support more than one product which in theory was understood that overexposure will make the relation between celebrity endorser and the product less unique. Furthermore, it was
revealed that Korean celebrity advertising came out with less information but more collectivism oriented values as compared to their counterpart US.

Brida and Schubert (2008) developed a dynamic model to study the macroeconomics effects of advertising activities on tourism. They had observed that an increase in marketing activities raises the relative price of tourism service in the short run, stimulates investment in capital, resulting in gradually increasing tourism production which is accompanied by current account deficit and marketing have to be bought abroad.

Nagar (2009) focuses on exploring the advertising effectiveness in different media and further make a comparison for web and television advertising. A total of 379 responses were used as a basis for the research. The results of this study showed that of all the given nine media, television was considered as the most valuable source of advertising with a mean ranking of 2.08, followed by newspaper (2.67), magazines (4.31), radio (4.98), internet (5.03), and point of purchase (5.62), direct mail (5.65), outdoor media (5.93) and telemarketing (6.51). Different eight dimensions were used to compare the effectiveness of the internet and television as media of advertising. The respondents considered the internet advertising to be more effective medium on informativeness predictor of advertising effectiveness. There are significant differences between attention grabbing ability of web and television ads, however, Television ad was found to be superior to web ads. The study revealed that the respondents consider both web and television as emotion stimulating media and in terms of precipitating action, attitude and deceptiveness, television was superior to wed ads while there are no significant differences in both entertainment and irritation dimensions.

Joshi and Hanssens (2010) has brought out the relationship between advertising spending and market capitalization through their studies on the direct and indirect effects of advertising spending on firm values of PC manufacturing industries and Sports goods industry. For their
study, data for 15 years (1991-2005) from PC manufacturing industries such as Apple, Compaq, IBM, Dell, Hp as well as data for 10 years from leading Sports goods industries namely Reebok, Nike, kSwiss and sketchers were collected based on monthly revenue, income, stock return, advertising, innovation announcements and R&D expenditures. The study has revealed that there is a conceptual and empirical evidence of positive relationship between advertising expenditure and market value of the firm. It shows that advertising has a double impact (direct and indirect routes) on firm values which provide a strong validation for investment in advertising. Furthermore, advertising may have investors impact even if it does not have impact on tangible consumers and may have negative impact on the valuation of a competitor with equal size.

Raina and Khajuria (2012) discussed the effectiveness of advertisement in India on a selected product category such as automobiles, consumer goods, fashion goods, home accessories, sports, clothing, banks and insurance, electronic items and educational institutions. Findings of the study had revealed that the consumers have positive perception towards advertising and television was found to be the most preferred media by the consumers for each class of product except for educational institution. Effectiveness of advertisement was observed by that media changed the lifestyle of consumers and influenced them to buy the advertised product irrespective of its cost. Similarly, newspaper is an important medium of advertising for consumer goods, fashion goods, home accessories, banking and insurance, clothing and electronic items. Moreover, magazines, hoardings and billboards are the ideal medium of advertising for sport utilities.

Swaminathan and Bansal (2014) has worked on Indian culture and its reflection on advertising by reaching the advertising practitioners from advertising agencies, media and marketing. The practitioners agreed that effective advertising can be developed by assessing the culture in which the target consumers belong. Advertising is perceived as a change agent
who invites the consumers to a better world and offers a new way of living to the Indian consumers. Consumer culture in advertising was portrayed by using five patterns: change for the better, change in traditions, change in the concept of globalization and change in perceptions of value for money.

Tolmacheva (2013) conducted a sociological survey to explore the impact of advertising on the formation of value orientation among the youth, and he observed that among the primary sources (family, mass media and advertising) of formation of value orientation, the youth believed that advertising not only fulfils the information, commercial but also aesthetic, cognitive and developing functions, which in turn orient one towards moral values and shape one’s behavior. Thus, it is observed that advertising is increasingly important in the life activity of the youth.

1.3.2 Studies on attitudes towards advertising

Lee and Browne (1995) examined the attitude of African American teenagers towards television advertising on athletic shoes featuring African American athletes. In this study, the researcher also attempted to explore the influence of television advertising on the teenager’s perception about the product and the purchase intent. Thus, statistical analysis of the data had observed that exposure to television ads played a major role in brand selection for sport shoes which was indicated by responses (68%) showing fashion/look/style and trend as their motivation to buy a particular brand of shoes and responses (75%) showing friends and advertisements as sources of information about the brand. Findings of the study had suggested that African American Teenagers are having positive attitudes towards the television ads on sport shoes featuring African American athletes, the amount of television viewing was found to be related with the perceived influenced and the buying intention was
quite high for the Nike brand. Thus it was concluded that the brand preference and purchase intent among the television viewers are highly impacted by the celebrity endorsement.

Coulter et al. (2001) interpreted consumers’ perceptions of advertising on which Pollay and Mittal (1993) framework was followed as a basis for presenting research on attitudes towards advertising. The findings of the study were classified on the basis of (a) economic effects of advertising (b) Personal uses of advertising and (c) Societal effects of advertising. In this study, the Zaltman Metaphor Elicitation Technique was employed to trace out the deeper meaning of advertising to US consumers. The findings of the metaphor analysis has suggested that advertising has positive value, in that it relates information (hostess, teacher, counsellor, enabler and magician), it provides entertainment (performer) and stimulates growth in the economy (engine). However, the negative values of advertising are shown by the metaphor- omnipresent being, nosy neighbour, conman, seducer and evil therapist.

Zhang and Wang (2005) has conducted a survey to identify consumers’ general perception on advertising values and attitudes between the Internet-based advertising and traditional advertising for both brand building and directional advertising purposes. The study was based on Ducoff’s (1995) model which identifies entertainment, in-formativeness and irritation, and later extended by including credibility and consumer demographics on the models by Brackett and Carr (2001) for predicting consumers’ value and attitude towards advertising. In addition, the study had used extended model of advertising value and attitudes which includes interactivity as one of the constructs in the model since it is believed that it is another antecedent to advertising value and attitude. The study has employed structured equation model to examine traditional and internet-based media advertising and revealed that there are no significant differences between five independent variables (in-formativeness, entertainment, irritation, credibility & interactivity), and between entertainment, credibility,
interactivity, value and attitude. Furthermore, the respondents consider traditional advertising more entertaining, more informative, more credible and less irritating than the Internet-based advertising.

Chowdhury et al. (2006) conducted an empirical study to examine the effects of some important constructs on consumer attitude towards mobile advertising. They developed a research framework where four independent variables entertainment, in-formativeness, credibility and irritation were considered and their direct influence on attitude towards mobile advertising was tested. In this study, structural equation modelling was employed to estimate the relationship of the constructs which further examine their simultaneous effects. The study has revealed that among the variables, credibility was found to be the most significant factors affecting respondents attitude towards mobile advertising and it is the only variable which has shown direct positive and significant influence on consumers attitude towards mobile advertising. Furthermore, it was observed that the respondents held negative attitude with regards to entertainment and in-formativeness about the mobile advertising while surprisingly, they are neutral in irritation that is they are not annoyed to receive SMS advertising.

Tan and Chia (2007) performed an empirical study to investigate the relationship between the general attitude towards advertising and attitude towards advertising in a specific media such as television and print media. The study was carried out with a structural model consisting of six independent variables and three dependent variables. The independent variables used for the study were based on Pollay and Mittal (1993) and these variables include product information, social image, hedonic pleasure, good for the economy, falsity/no sense and materialism. On the other hand, the three dependent variables such as attitudes towards advertising in general, attitudes towards television advertising and attitudes towards print
advertising were considered in the study. Structural equation model was applied in the study and it was revealed that advertising media remains as a separate construct in consumer’s mind and that television advertising and advertising in general are mutually supporting. Furthermore, one’s attitude towards television advertising may directly reflect one’s attitude towards advertising in general while one’s attitude towards print advertising does not have reflection on it. At the same time, the negative attitudes towards the advertising as a whole could possibly lead to the negative attitudes towards television advertising. In addition, the positive and negative impact of television advertising on print advertising shows that a person’s attitude towards print advertising is affected by a person’s attitude towards advertising in general.

Khattak and Khan (2009) developed a research model to examine the consequences and impact of television advertising on the general attitude of female college students in Pakistan. In this model, the consequences and impacts of television advertising are taken as independent variables while the attitude of female students is taken as dependent variable. Moreover, the independent variable that is the consequences and impact of television advertising includes ethical consequences (deception, puffery, and sexual appeals), economic consequences, social consequences (needless products, clutter, materialisms, and undesirable values) and advertising regulation (harmful products, existing regulations, proliferations). The study had revealed that majority of the respondents believe that television advertising is unethical due to its deceptive nature as well as more exposure of sexual appeal. In view of the economic consequence, majority of the respondents believe that television advertising is essential for economic growth. Besides, the study also shows that the respondents have negative feelings about the social consequences of television advertising that is television advertising is viewed as a source which persuades people to buy undesired needs, puzzles the people by creating clutter effect, promote materialism which encourages obscene value
among the youth. Despite the negative feelings about television advertising, the general attitude of female college students towards television advertising found to be positive.

Ling et al. (2010) proposed four key determinants of consumer’s attitude toward advertising in their study and these determinants include credibility, informative, hedonic pleasure and good for economy. The study has revealed that all the independent variables-Credibility, informativeness, hedonic/pleasure and good for economy have p-value which is less than the Alpha value of 0.05, thus all these independent variables are positively related to consumers’ attitude towards advertising. Furthermore, the highest value of un-standardized Beta coefficient 0.417 shows the strongest relationship which is in between informative and consumers’ attitude toward advertising followed by credibility (0.360) and good for economy (0.266) in the 2nd and 3rd rank respectively while hedonic/pleasure creates the weakest relationship (0.260) in the consumers’ attitude towards advertising.

Ashaduzzaman and Asif-Ur-Rahman (2011) attempted to describe the attitude and behavior of women consumers in order to know the impact of television advertising on their decision making process during shopping. They found that television advertising plays an important role in changing the consumer behavior of women since they believe that the advertising promises will provide them satisfaction. Especially among students and housewives, television advertising is a good source of motivation for buying as well as selecting brands of products because they are exposed frequently to television program comparing to other women. Furthermore, the study has also revealed that women are likely influenced by television commercials and they even feel disappointed when they were unable to buy the desired products which were exposed in television commercials since they are a strong believer of all the promises made through advertising message. The author concluded the
study with the effects created by more frequency of television advertisement on the higher demand of the products among women.

Azeem and Haq (2012) conducted a study on perception towards internet advertising based on a conceptual model of ATOA model in a cross cultural context. The conceptual model suggests that belief factors influence ATOA, which in turn influence the consumers’ behavioral responses. As culture influence the belief factors, ATOA and consumer responses, cultural background was included in the conceptual model. In the study, different belief factors such as entertainment, information, credibility, and economy and value corruptions were identified and it was shown that all five belief factors were statistically significant predictors of ATOA. Furthermore, it was observed that value corruptions negatively influenced ATOA while all the other factors such as entertainment, information, credibility and economy positively influenced the ATOA. In other words, the study revealed that consumers were expected to have more positive attitudes towards online advertising when they belief that online advertising is valuable for the economy, entertaining, credible, pro-value and informative.

Eze and Lee (2012) emphasized consumers’ attitudes towards advertising by following a conceptual framework which was designed with six independent variables- consumer manipulation, product information, hedonic/pleasure, economic condition, social integration materialism and one dependent variable- attitude towards advertising. The study has revealed the two independent variables consumer manipulation and social integration does not have positive effects on consumers’ attitude towards advertising while all the other independent variables- product information, hedonic/pleasure, economic conditions and materials have positive influence on attitudes towards advertising. In addition, hedonic/pleasure is important in designing advertising campaign for businesses because believe in hedonic/pleasure tends
to create a positive attitude towards advertising. Moreover, it is believed that the more positives perception that the consumers have on a specific economic condition, the higher the chances that they will have positive attitudes towards advertising.

Javadi et al. (2012) conducted a study to examine customers’ attitude towards mobile advertising and the factors that affects their attitudes. The study shows that the customers sees the originality, interactivity and entertainment levels of mobile advertising as positive in comparison to traditional forms of advertising. To perceive advertising positively, message content of the advertisement was found to be the most important factor which also creates positive attitudes in the customers.

Liu and Jang (2013) focus on the role of company factors and consumer factors which affects the consumer’s perceived advertising value and attitude towards mobile advertising. They had conducted a study based on the existing models (consisting of three factors- Informativeness, entertainment and credibility) and a framework consisting of company factors, which have three other sub factors- prior permission, incentive and form of advertisement, and that of consumer factors with two sub factors- involvement and experience. Thus, the study observed that the perceived advertising value and all the factors in the existing model affect their attitude towards mobile advertising as always. Furthermore, all company factors and consumer factors were found to have an effect on consumer’s perceived advertising value as well as they moderate the impact of perceived credibility on attitude towards mobile advertising. Moreover, it was observed that the consumer’s attitude towards advertising was affected by their evaluation of advertising on the basis of informativeness and entertainment.

Amir et al. (2013) acknowledge that advertisement has a strong motivational and affective interface with the youth which effects their consumption pattern and style. The result of this
study shows that 55.78% of the youth watched television advertisement and out of this, 61% of the youth were watching television advertisement on daily basis. Furthermore, 67.35% of the youth were of the opinion that advertising moderately affect their lifestyle.

Gulla and Purohit (2013) analyse children’s attitude towards television advertisement and how their parents buying behavior are influenced. They had developed seven constructs—information, entertainment, credibility, liking, children’s’ attitude, pester power and buying behavior in the conceptual framework on which the model proposed that four constructs—information, entertainment, credibility and liking are directly associated with children’s attitude which is further related with pester power and finally assumed to creates the buying behavior of parents. Confirmatory factor analysis, structural equation modelling and path model were employed for analysing the data and it was observed that entertainment, in formativeness, credibility and liking are the four important factors influencing children’s attitudes which further influences buying behavior of parents and this was proved by the path coefficient showing significant strong relationships for all the factors with the buying behavior of parents. Furthermore, the children’s attitude was found to have significant relationship with the focal constructs, pester power which was also found to have significant relationship with the buying behavior of parents. They had drawn conclusions that as much as 70% of the overall buying behavior of parents gets influenced by pester power.

Chithra and Kothai (2014) have analysed different factors relating to consumers attitudes towards television advertising in their study. The study has revealed that consumer sees advertising as a great source of information, as they believe that it informs them about the existing brand, updating the new product as well as it helps them in following latest fashion trend. Despite the goodwill, there are some negative values when the advertising is repeated frequently. Excessive advertising was found to be somewhat irritating and it even makes the
consumer confuse about the product. In addition, it was also found that the consumers consider television advertising as a medium which helps them in their effective purchase decision.

Verma and Saranya R (2014) discussed the role of gender influencing the attitude towards online advertising and found that online advertisements were preferred by 62% of the respondents over traditional advertisement by 38% of the respondents. Similarly, women respondents preferred online advertising more than their male counterpart who can be revealed by 65.97% of women respondents and 58.45% male respondents. Moreover, majority of the respondents preferred video animation, price as the most important content, animated advertisement as ads format and smaller size of ads in an online advertisement. However, the general attitude towards online advertisement was positive for both genders of youth and the statistical analysis had revealed that gender does not influence the attitude towards online advertisement.

1.3.3 Studies on advertising and buying behavior

Engel et al. (1986) define consumer behavior as that act of individuals which directly involved in obtaining, using and disposing of economic goods and services which have included the decision processes that precede and determine these acts.

Loudon and Bitta (1994) proposed that the consumer decision process could be divided into five stages: problem recognition; information search; evaluation of alternatives; choice and outcome (Swenson, 1990; Maio, 2000). Consumers do not always go through all the stages, most of the consumer may be influence by the different ads, which they watch on the television or different posters in the market (Loudon &Bitta, 1994; Tellis, 1987; Hansen &Gronholdt, 1987).
Verma and Kapoor (2004) have worked on the possible effects of advertising on children’s consumer behavior from early childhood to early adolescents and the role of parent-child interaction. The study has observed that parents appreciated the increasing role of children above eight years in the family purchase decision. Moreover, both the children and parents agreed that children purchase request was strongly impacted by the television advertisement. In addition, parents perceived that children purchase request being influenced by television advertisement tend to decrease with an increasing age of the children.

Ali et al. (2010) had applied Analytic Hierarchy Process (AHP) technique to explore the interactions of one factor to another factor which had influenced the consumer buying behavior. Factors such as price, family structure, Country of origin, age, culture and advertising were considered in the investigation. The study was conducted based on personal interview and focus groups where a matrix was drawn out from the responses. The application of AHP had revealed that factors such as family structure, country of origin, age, culture and advertising were connected with the buying behavior while a single factor price is connected with the product. Moreover, family structure was found to be the most influential factors in buying behavior followed by country of origin, culture, age and advertisement respectively.

Bashir and Malik (2010) had revealed in their study that advertisement persuades the consumer to purchase the product 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, neighbours, reference group opinion. They also conclude that advertisement appeal and its effectiveness are positively related.

Abideen & Saleem (2011) opined that people purchased those brands with which they are emotionally attached to it. Their study was based on a model consisting of four independent
factors- pleasure, dominance, arousal and brand recall for emotional response and environmental response with two independent factors- information rates and sensory stimulus. 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, by tapping the responses of 200 respondents using telecommunication services. They have conclude that consumer purchase products by emotional response rather than environmental response and these attachments are created through advertisement as audio, video and text form, which appeals him or her.

Fah et al. (2011) developed a research framework consisting of independent variable such as advertising appeals, spending tendency, perceived social status and materialism while the dependent variable consist of the consumer perfume purchasing behavior Pearson moment correlation was applied to test the relationship between these independent and dependent variables and it was observed that there was a relationship between the advertising appeals, spending tendency, perceived social status and materialism with the perfume purchasing behavior. Furthermore, the study had revealed that consumer purchase behavior were influenced by the advertising appeals (humour, romantics, informative, refreshment, logics, enjoyable, pride, great taste) which indicates that the higher level of advertising appeals leads to the higher consumer purchasing behavior and drawn a conclusion with the importance of advertising appeals as messages that affects the purchasing behavior.

Singh and Kaur (2011) acknowledge that children are consistent enough to evaluate the advertisement and the impact created by advertisements upon various groups of children varied depending upon knowledge of the existing brands, parental supervision and mode of delivery of advertisements. However, the parents consider advertisement as a good source of information and knowledge for their children and they believed that advertisement plays a
significant role in introducing new product in the family since the children felt disappointed if they were not allowed to buy the products which were displayed in the advertisements.

Zeb et al. (2011) attempted to describe the influence of brands on female clothes buying behavior by using five dynamic factors of brand influence such as brand status, brand attitude, willingness to pay premium, self-concept and reference groups. A quantitative research was conducted upon 400 respondents in the four cities of Pakistan (100 each) and four major brands of clothes were considered for the study. Factor Analysis has identified that brand status; brand attitude and self concept have significant impact upon the consumer involvement in fashion clothes. Moreover, regression and correlation coefficient showed the significant relationship between dependent and independent variables.

Banerjee and Saha (2012) examined the impulse buying behavior in retail stores. Their study identified that price and discounts offered along with any sale or clearance sign were the most effective stimuli which influence the consumers to make an unplanned purchase. Moreover, they proposed that ‘sight’ was the most important sensory abilities which influence the buying behavior of consumers.

Ravikumar (2012) in his study states that consumer behavior reflects the totality of consumers decisions with respect to acquisition, consumption and disposition of goods, services, time and idea by (human) decision making units (over time). It also includes whether, why, when, where, how, how much and how often and how long consumer will use or dispose of an offering. Consumer purchasing behavior covers “all activities and decisions which relate to choosing products, purchasing and post-purchasing use”.

Ravikumar (2012) further states that attitudes are mental states used by individuals to structure the way they perceive their environment and guide the way they respond it. As it is known from theory of Reasoned Action and theory of planned behavior, attitudes have a considerable impact on behavior. A major influencing factor on attitude toward an
advertisement is the general attitude toward the advertising medium and moreover consumer attitudes consist of three components i.e., cognition, affect and conation.

Kumar and Raju (2013) conducted a study on the role of advertising in consumer decision making. Their study had examined that Ads will be able to change the opinion of the customers about the product since customers are likely to watch more of the ads which affect their opinion. Moreover, advertisement will easily convince the customer for product because they are the strong means of communication to convey the intended message to the target group of customers.

Lawan and Zanna (2013) evaluate the socio-cultural influence on the consumer buying behavior by considering cultural factors, economic factors and personal factors. Taking into account consumer buying process, the study found that socio-cultural factors have significant influences at each stage (need recognition, pre purchase/ information search, evaluation, purchase and post purchase) of consumer clothes buying decision process. Tobit Regression Analysis shows a highly significant influences of cultural factors (T=14.83, p<0.000), economic (T=11.89, p<0.000), and personal (T=16.12, p<0.000) factors on clothes buying decision process. Furthermore, the study has shown that for cultural factors, societal norms have the highest influence in fashion buying decision which clearly shows that Nigerian are belonging in the community where the people are sharing a common buying behavior. Besides, Income and basic needs have the highest influence among economic factors, and in case of personal factors, age is the factors which highly influenced the fashion clothes buying behavior.

Desai (2014) felt that advertisement is the most important factors for buying cosmetics as revealed by its attainment of top ranked among the given seven factors influencing choices of brands for cosmetics. Moreover, 23 % of the respondents voted commercial media as a source which provides information about the products, 36% of respondents believed that
television have impact on their brand selection while 24% voted for newspaper and 17% for internet.

Afzal and Khan (2015) developed a research model in which two independent variables aligned on the left side the online advertisement and conventional advertisement have a direct relationship with consumer buying behavior which act as a dependent variable and formed an indirect relationship with two variables advertising characteristics and attitudes acting as mediators in this research. The online advertising includes pictures and multimedia parameters while conventional advertising includes several parameters such as TV ads, Magazines, newspaper and billboards. The researcher examined the impact of online advertisement and conventional advertisement on consumer buying behavior by developing structured equation model. Findings of the study has revealed that the two independent variables does not have direct relationship with consumer buying behavior but there is a significant indirect relationship between both the advertising medium and consumer buying behavior due to the existence of mediators such as advertising characteristics and attitudes. Moreover, among the three dimensions of attitudes (loyalty, previous buying experience and word of mouth), it was revealed that loyalty and previous buying experiences are the factors which significantly influenced consumer buying behavior. Similarly, among the advertisement characteristics, quality, design and content of advertisements are significant factors influencing consumer buying behavior.

1.3.4 Studies on two-wheelers

A study (Reddy, 2006) on consumer behavior towards two-wheelers market had revealed that the awareness of Hero Honda brand motor bike has been highly influenced by advertisement i.e., 45 respondents followed by family members i.e., 10 respondents. Again in his study, Reddy had observed that the highest users of the three leading two-wheeler brands are the students. He further stated that in case of Hero Honda, 30% is used by employees and 50%
by students, 15% of employees used Yamaha while students constitute 40% usage rate and moreover in case of TVS, 40% is used by employees and 50% by students. So altogether, his studies revealed that majority of two-wheeler consumers are the youth especially school going students and for this purpose, college youth are selected as a sample. Saravanan et al. (2009) attempted to explore the consumer behavior of two-wheelers users with regards to their showroom services and has drawn a conclusion that students and employees are more satisfied with the showroom services. Moreover, it was found that the ages of the consumer have a significant impact upon the models of two-wheelers they owned.

Kathivarana et al. (2010) explored consumer evaluation of brand image, product attributes and quality perception in the competitive two-wheeler markets of India. Several product attributes- fuel efficiency, style and design, brand image, price, power and pick up, durability, maintenance cost, resale values, add on features and environment friendly were considered in the study and it was observed that all these attribute together help in creating the brand image in the market. The researcher has employed factor analysis for identifications of the key factor preferred by the consumers. From the statistical analysis, it was found that the ten attributes comes under three components creating the product image and indicate product perceived quality perception. Also, it was observed that there is a strong relationship between the brand image and each of the attributes used in the study.

Furthermore, the researchers have brought out the key demand drivers for the growth of Indian two-wheelers industry as follows:

a. Inadequate public transportation system, especially in rural and semi-urban areas
b. Increased availability of cheap consumer financing in the past 3-4 years
c. Increasing availability of fuel efficient and low maintaining models
d. Increasing urbanization which creates a need for personal transportation
e. Changes in the demographic profile
f. Differences between two-wheelers and passenger car prices, which makes two wheelers the entry level vehicle

g. Steady increase in per capita income over the past five years and

h. Increasing number of models with different features to satisfy diverse consumer needs.

Chadha (2011) did a study on consumer buying behavior towards bikes. It can be inferred from the study that friends (59%) and relatives (23%) were the main sources of information followed by advertisement (13%). Moreover, Garett Ranking Method was applied in the study to find out the most important factors influencing the purchase of Bikes and the results shows a highest rank for fuel efficiency followed by brand name, safety, price and so on.

Gugloth and Shekhara (2012) acknowledge that the growing middle class population, prosperous rural India and paucity of reliable public transport system are the main reasons behind the popularity of two-wheelers in India. They had stressed out the Indian two-wheelers purchase trend as follows:

a. Growing working population

b. Increased access to credit and lower interest loans

c. Increased consumer embrace of financial products

d. Upward migration of household income levels

e. Fast paced urbanization to rise from 28% to 40% by 2020.

Laldinliana (2012) conducted a study on consumer behavior towards two-wheelers from 203 two-wheeler owners in rural and urban Mizoram. The researcher observed that Pulsar manufactured by Bajaj and Karizma by Hero Honda were the most owned bike in Mizoram for the year 2012. Besides, the study showed that 34.98% of the respondents believed Promotion to be the most important factor for buying two-wheelers which was followed by durability, after sales service, appearance and word of mouth respectively in descending
order. Moreover, the researcher found differences between rural and urban respondents in terms of their choices of factors for buying two-wheeler. For rural respondents, 26.03% felt price as the most important factors as compared to 3.85% of urban respondents which was due to their lower purchasing capacity as compared to their urban counterparts. Similarly, 20.55% of rural respondents were influenced by promotion as compared to 43.68% of their urban counterparts and this variance in responses may be due to the influence of advertisement and difference in media exposure between rural and urban respondents.

Mahrotra and Sharma (2012) performed an empirical study on buying behavior of two-wheelers users and for that data was collected especially from those male bikers who drive Hero Motorcorp, Bajaj and TVS brands of two-wheelers. The study has revealed that there are many factors which affect the consumer buying behavior out of which mileage and engine power are the most important factors which affects the buying behavior. Besides, demographic factors such as age, education and occupation are the key factors in influencing their buying behavior.

Devaki and Balakrishnan (2013) did a study on customer preference towards Hero two-wheelers after the termination of Hero Honda. They had identified that majority of the Hero Honda users gave more importance to price followed accordingly by mileage, stylish look and brand image. Furthermore, the majority of the respondents were professional people aged between 31-40 years who preferred middle range bikes like Splendor and Passion. In addition, the study has tested that age group has no significant influence while occupational status has significant influence over the selection of the current model of bike.

Murugan and Shanty (2014) stated that women two-wheelers purchases were driven by different factors such as preference, attitude, decision making and satisfaction. Furthermore, they examined that woman preferences were strongly affected by a variable such as product performance whereas their attitudes were constructed by promotional schemes and utilitarian
benefits, decision makings were based on personal factors and product characteristics while product aspects and value added benefits provides satisfaction for the women two-wheelers consumers in India. The researcher had investigated the extent of perception of women consumers towards the purchase decision of two-wheelers in Metropolitan cities of India namely Chennai, Mumbai, Delhi and Kolkata and it was found that the perception of women consumers of two-wheelers in four regions differs widely with respect to the above variables. Cluster analysis was employed to study four different regions while the significant difference among women consumers in these four regions was identified through one way Anova and the Principal Component Method was used to identify several factors.

Gupta and Shaikh (2014) found that advertising campaign of two-wheeler has significant impact upon the consumer buying behavior. It was stated that advertising was beneficial for both the manufacturer in terms of publicity and the consumer in terms of information and awareness. The researcher also observed that frequent television advertisement is effective for increasing the brand loyalty of the consumers. Likewise, audio-visual advertisement is found to be more effective than print media and celebrity endorsement was highly appreciated.

Kumar and Babu (2014) highlighted the impact of advertisement on purchasing behavior of two-wheelers by women and pointed out its effective medium of advertising. 54.07% of the respondents feel that services is highly important in influencing their purchasing decision and majority 85.19% of the respondents believe that advertising plays a major role in buying two wheelers. Furthermore, majority of the respondents feel that advertising frequency influences their mind favourably and impact of celebrity endorsement in the ads of their brand is normal. The researcher has drawn a conclusion that there is a significant relationship between age of the respondents and the brand of two-wheeler they own. Similarly, income of the respondents and mode of purchase are significantly related.
1.4 Research gap

Analysis of available literature on the subject reveals that studies that were observed in area of two-wheelers were found to focus more on consumer behavior but very few dealt with the role or effects of advertising on consumer behavior particularly in Aizawl. Further, the literature studied effects of advertising on consumer behaviour were not in two-wheeler segment. Whereas, the rate at which advertising affects the consumers’ buying behavior in various other industries fosters an urgent need to understand the attitude towards advertising and effectiveness of advertisements on consumer buying behavior in two-wheeler segment particularly in Aizawl. This study is an effort to fill the research gap by gaining some new insights into the effects of advertising on college youths’ buying behavior and to come up with suggestions, as and when required.

1.5 Significance and scope of the study

The two-wheelers population in Mizoram had experienced a tremendous growth from the period of 2012-2013 and 2013-2014. As per the Statistical Handbook (2014), the number of two-wheelers on road for the period of 2013-2014 was 80,729 including the private owned two-wheelers (79,737) and government owned two-wheelers (992) which shows 12.74 % growth from the previous year 70,449 including private owned two-wheelers (69,509) and government owned two-wheelers (940). The reasons for growth of two-wheelers population in Mizoram remain unanswered questions which encourages researchers to analyze the market as well as the consumer behavior. However, two-wheelers companies were found to encourage their products in the market through advertising by using different forms of media. Thus, to answer the research questions, it can be assumed that advertising is influencing more purchases of two-wheelers and that is why we need to study the effects of advertising on buying behavior.
On the other hand, the study on effects of advertising on buying behavior shall help the advertiser gain a comprehensive knowledge of their target audiences and then know the factors which influence their buying behavior through which a better strategy may be formulated. The findings shall also help in finding out the parameters of media in communicating commercials to the society as it is an imperative mode of disseminating information to different social and economic groups. Furthermore, the study shall help the advertisers/companies in choosing the most effective media amongst different media for promoting their products.

The purpose of the study is to highlight the effects of advertising in buying behavior of college youth in respect of two-wheelers. The study focuses on various related issues like the advertising characteristics such as design, quality, content and duration; AIDA (attention, interest, desire and action) model of advertising communications and attitude towards advertising that influences the college youth buying behavior. Advertising in different media such as television, newspaper, internet, brochures, billboards, magazines and radio has been taken into consideration for the study.

1.6 Statement of the problem

Advertising has been criticized for embellishing the benefits of the products advertised and obscures their limitations and drawbacks. It has been blamed for manipulating people to buy things which they do not want. Some critics have raised serious doubts about the useful role of advertising and blamed it as a wasteful activity that creates a false impression on the minds of the consumers. On the contrary, others agreed that advertising plays an important role in communicating the existences of the product to people who do need such information. They believed that the gains and usefulness of advertising vary widely from one product to another, market situation, competition, and the economic milieu. However, with the change in the
economic, social, cultural, political and business environment of the country, the attitude of the people towards advertising has also changed. It is being used not only for economic and business gains but also for political, social, cultural, religious and governmental motives and objectives. The advertiser, the agency, the media and the consumer perceives advertising according to their desires, expectations and opportunities. The parameters for judging advertising have witnessed a quick change and the quality and performance of advertising agencies have also improved. This has influenced significantly the psychology, sociology and economics of the advertiser, the agency and the media. The goals of advertising have been altered, customized, adjusted and re-defined over the years in India.

Consequently, advertising and two-wheelers goes hand in hand as the advertising plays an important role in creating brand awareness as well as building market shares for two-wheelers companies. In the context of Mizoram, the two-wheelers population was found to achieve a growth rate of 12.74 % from the period of 2012-2013 (79,737) and 2013-2014 (80,729) (Statistical Handbook, 2014). At the same time, thirty seven road accidents on two-wheelers were reported in 2013-2014 as against eighteen for the period of 2012-2013. The highest number of road accidents was found in Aizawl with twenty three accidents in 2013-2014 as against seven in 2012-2013. Even though the number of accidents increased, the number of purchases of two-wheelers has also increased. Growth of two-wheelers in Mizoram may be influenced by the advertising campaigns conducted by different companies. Latest models were offered through advertising campaign which contains dangerous stunts performed by professionals with the aim of influencing the youth to make the buying decision. Therefore, the study intends to examine how precisely advertising affects college youths’ buying behavior in respect of two-wheelers in Aizawl. It takes into account the different advertising media, effects of advertising characteristics on buying behavior,
effectiveness of advertising and brand preferences of two-wheelers, attitudes of college youth towards advertising for buying two-wheelers.

1.7 Objectives of the study

The specific objectives of the study are:

a. To analyse the college youths’ preferences for advertising media available in Aizawl;

b. To study the effects of advertising characteristics on college youths’ buying behavior in respect of two-wheelers.

c. To identify the factors influencing the purchase of two-wheelers among selected college youth;

d. To determine the effectiveness of advertising on college youths’ buying behavior and brand preferences in respect of two-wheelers;

e. To study the attitudes of college youth towards advertising for buying two-wheelers.

1.8 Hypotheses of the study

To achieve the above objectives, the following hypotheses are framed to be tested:

Hypothesis 1: Advertising characteristics has positive effects on college youths’ buying behavior in respect of two-wheelers.

Hypothesis 2: Effectiveness of advertising (AIDA) has positive effects on college youths’ buying behavior.

Hypothesis 3: College youths’ exposure to advertising on two-wheelers has positive effects on their brand preferences.

Hypothesis 4: Attitudes toward advertising has positive effects on college youths’ buying behavior.
1.9 Research Design

a. Population of the study: The students of all the selected five colleges in Aizawl which represents the college youth from different zones of the city that is north, south, east, west and central zones, who owns as well as drives a two-wheelers for going to college were selected as the population of the study.

b. Sample of the study: 50 college youth who owns as well as drives two-wheelers from each of the selected college (total 250) were included in the sample of the study.

c. Sampling design: To get the desired sample stratified random sampling was used under which study area was first divided into five zones North, South, East, West and Central. A college representing each zone of the city i.e., North, South, East, West and Central were selected randomly. In this way, Aizawl North College from North Aizawl, Govt. Aizawl College from South Aizawl, Pachhunga University College from East Aizawl, Govt. Aizawl West College from West Aizawl and Hrangbana College representing Central Aizawl were selected. Further, 50 youths from each college were selected based on simple random sampling, giving a sample size of 250.

d. Data collection: Data were collected from primary sources as well as secondary sources. The study used customer survey as a tool of collecting primary data. A comprehensive questionnaire was designed and administered to the college youths and they were mostly contacted at the college based on their convenience. Data were collected during February-June 2014. In addition to primary data, the secondary data are gathered from books, journals, reports, governmental organizations, magazines, websites and business houses.

1.10 Analysis of data

The data were analyzed by using appropriate statistical tools. Results and conclusions were drawn on the basis of analysis of data. For analyzing the data, the statistical tools employed in
the study includes simple techniques such as frequencies, percentages and averages as well as advanced statistical tools such as factor analysis, correlation, regression and Henry Garrett ranking method which were briefly explain below:

**a. Factor analysis**

Factor analysis is a statistical mechanism used for the reduction of a set of observable variables in terms of a small number of latent factors. The basic purpose of this analysis is to structure factors of variables which are independent of each other. Principal component analysis was employed for extracting the factors. The inter-operability of factors can be improved through rotation of the matrices. Orthogonal rotation varimax was run considering all the factors to be independent from all other factors. To ensure the suitability of data for factor analysis, both the KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy and Bartlett’s Test of Sphericity were employed. The KMO test of sampling adequacy compares the magnitude of the observed correlation coefficients to the magnitude of the partial correlation coefficients. The KMO measure the sampling adequacy of the data and its statistics varies between 0 and 1. A value close to 1 indicates the patterns of correlation are relatively compact and hence the data is appropriate for factor analysis and good for testing. Bartlett’s Test of Sphericity was also conducted to check the overall significance of matrices.

**b. Coefficient of correlation**

Pearson correlation coefficient was used in the study to determine degree of relationships between two or more variables. The correlation between two variables is represented by the letter \( r \) whose values should vary in between -1 and +1. When the value falls in +1 range in the scale, it is a perfectly positive relationship while -1 shows a perfectly negative relationship and 0 shows no relation. In a perfectly positive correlation, the increase in one variable causes corresponding increase in the other variable while perfectly negative
correlation indicates the decrease in one variable causes the corresponding decrease in the other variable. Karl Pearson’s correlation coefficient also known as simple correlation is one the most popular method for determining the extent of relationship between two variables. It is based on the following assumptions:

Karl Pearson’s Correlation coefficient is given by

$$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{n \sigma_x \sigma_y}$$

where,

- \(x_i\) = ith value of x variable
- \(x\) = mean of x
- \(y_i\) = ith value of y
- \(y\) = mean of Y
- \(n\) = Number of pairs of observations of x and y
- \(\sigma_x\) = standard deviation of x
- \(\sigma_y\) = standard deviation of y

c. Regression analysis

Regression was used in the study to determine the cause and effect relationship between two variables which indicates that the change in the value of an independent variable also causes a change in the value of the dependent variable. It is presented in the form of an algebraic equation whereby the value of one variable (dependent) is predicted or estimated based on the value of the other variable (independent).

Simple regression is presented by, \(Y = a + bX\).

While multiple regressions is represented by the equation, \(Y = a + b_1X_1 + b_2X_2 + \ldots + b_nX_n\)

Where \(Y\) = dependent variable, \(X\) = independent variable, \(X_1\) to \(X_n\) = independent variables, \(a\) = constant and \(b_1\) to \(b_n\) = regression coefficients of \(X_1\) to \(X_n\).
d. **Henry Garrett’s ranking method**

To find out the most preferred media and two-wheelers brands among the college youth, Henry Garrett’s ranking technique is employed. In this study the respondents were asked to rate the advertising media from their perception to find out which media is rated as ‘Rank 1, Rank 2 up to Rank 7’ by the respondents. Likewise, the respondents rated the two-wheelers brand as ‘Rank 1, Rank 2 up to Rank 10’. The ranking is calculated as percentage score and the scale value is obtained by employing Scale Conversion Table given by Henry Garrett. The percentage score is calculated as follows:

\[
\text{Percent Position} = \frac{100 \times (R_{ij} - 0.5)}{N_j}
\]

Where, \( R_{ij} = \text{Rank given for the } i\text{th variable by the } j\text{th respondents} \)

\( N_j = \text{Number of variable ranked by the } j\text{th respondents} \)

1.11 **Limitations of the study**

The present study has some limitations which are given as follows:

a. The study is limited to five colleges in Aizawl which were selected on the basis of stratified random sampling method in order to represent the five different zones of Aizawl. So the findings of the study may not be generalized for all the other colleges because of college students’ variations.

b. The study was confined to college youth in Aizawl who falls within an age group of 17-25 years thus; the results revealed from the study may not be compatible for different age groups, other than the youth, of two-wheelers owners.

c. The respondents were contacted at their colleges during their free time or short break, so chances of biasness are there as they got a limited time to fill up the questionnaire.
1.12 Chapter outline

Chapter 1: Introduction

This chapter deals with the introduction of advertising, two-wheelers and buying behavior, definition of keywords, literature review, research gap, statement of the problem, significance and scope of the study, objective, hypotheses, research design, analysis of data, limitations of the study and chapter outline of the thesis.

Chapter 2: Socio-economic profile of the respondents

The second chapter focuses on the socio-economic profile of the respondents where the profile of the state Mizoram and the profile of the respondents were specifically analyzed. It brings out the geography, climate, culture, economy, administration, physiography, infrastructure, education, media and communication of the state. It also analyzes respondent’s college, educational semester, streams, gender, age, religion, parental occupation, family income, siblings as well as the product information.

Chapter 3: Advertising and buying behavior

This chapter identifies the relationship between advertising and buying behavior. Advertising was studied on the basis of its history, extends in India, agencies, council, media and characteristics while buying behavior was analyzed on the basis of buyers’ characteristics, buyers’ decision process and buying roles. The important factors for buying two-wheelers were also discussed.

Chapter 4: Effectiveness of two-wheelers advertising

The fourth chapter determines the effectiveness of two-wheelers advertising on buying behavior as well as college youths’ brand preferences in respect of two-wheelers. The
effectiveness of advertising on buying behavior was studied by adopting AIDA (attention, interest, desire & action) communication model of advertising while the effectiveness of advertising on college youths’ brand preferences in respect of two-wheelers was analyzed by using Henry Garett ranking method.

**Chapter 5: Attitudes of college youth towards advertising**

The attitudes of college youth towards advertising was analyzed in this chapter. The attitude was studied on the basis of four determinants such as product information, credibility, hedonic/pleasure and good for economy. Furthermore, the relationship between attitude towards advertising and buying behavior of college youth was also discussed at the latter part of the chapter.

**Chapter 6: Summary of findings and suggestions**

An effort is made to provide the summary of findings based on the logical conclusions drawn from the previous chapters. Suggestions were made for different groups on the basis of the findings and moreover, scope for further research was also highlighted in this chapter.
References


**Websites visited:**


