

Competition, Competitive Advantage and Role of Integrated Marketing Communications

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ABSTRACT

Purchase decision for a consumer is a complex process. Though product centric, yet it involves series of decisions and questions like what, how, when, where to buy. Purchase decision as is made by individual who in today's scenario is surrounded by an environment with numerous products and each product being made by numerous companies, promotion process of marketing has grabbed every business's attention. Where, companies are investing huge amounts in promotion of products to create brand equity and to develop the desired brand image of products among consumers, so that their product is the highest wanted product among consumers. Advertisement has always been considered as a major tool used for promotion an attempt by this study has been made as what exactly do consumers consider while making their purchase decision in two wheeler category of automobile industry which is one the fastest growing segment industry in India and globally. With people using different brands of two wheeler there are few concepts related to brand that are typically observed in consumer buying behavior patterns.

Brand image: brand image is the perception of consumers regarding a brand. It is the understanding of consumers and this is what matters the most to business men who are regularly working towards having positive brand image of products among consumers. Brand recall is the very concept that defines one of the main objective of advertisement which is not only to make people aware about a brand but also to create a scenario where while conversing of a typical product, a typical brand has highest recall value among the competitor brands for same product. The sample of 580 was collected randomly in Delhi and NCR region, primary data was collected using questionnaire technique. The results were analysed using spss software and it was attempted by this research as to what impact does advertising has on the purchase decision of consumers during their purchase of two wheeler category.

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I. INTRODUCTION

1.2 Background of Study

We live in an environment well equipped with varied range of products different genres of people with their ever evolving needs, these consumers needs give rise to need for development of products and with such huge number of products in market to meet high demands comes the cut through completion of brands promoting these products.

Promotion is the 4th “p” of marketing mix which embodies the product in a shape visible in the market among consumers. Advertising is a subset of this promotion category. Advertising a product in a market is now a mandatory weapon one brand uses against another and all this is done to promote the product among consumers. Where a business corporation are involved in creating brand equity for products and brands and at the same time they are analysing what brand image does their brand holds in the eyes of their consumers and how can they improve that. Consumers are the key to success for any product to survive in the market and advertising is one of the tools widely used to influence consumers to buy a particular product. Hence this study was conducted to understand, what impact does advertising makes on consumers while making their purchase decision.

1. Advertising the concept

Advertising is a word in the field of marketing which bridges the gap between do know to know some more, and know some more to grow some more. Advertising today is the new and mandatory means of marketing, earlier advertising was a tool for marketing but in prevalent world of growth competition and globalization advertising's horizon is flying high with its colours all over the globe.

Advertising is playing a major role in providing each product/brand a space in the market.

The American marketing association defined advertising as

“Any paid form of non personal presentation of idea, goods or service by an identified sponsor”

The concept of advertising dates back to 19th century when papyrus was used to make sales messages and wall posters. Advertising has been dynamic and with changing environment has accustomed itself in that pace of change.

The *types of advertising* are explained below to get the concept clear and loud:

1.1a) TELEVISION ADVERTISING

Advertising is a marketing concept used to communicate, position a product, service or idea in the minds of consumers. Depending on the kind of product and consumers, relevant mode of advertising is chosen by advertiser.

Television advertising referred to as television commercial is a kind of **broadcasting advertising**. Television commercial is the one of the modes used by advertisers when they intent to communicate to masses. Television is one of the strongest channels of communication.

The formation of television commercial is carried out by synchronization and balancing of two teams in an advertising firm, the creative team is involved in form of creative communication for the commercial whereas it is only the media team that broadcasts the commercial to the masses.

1.1b) RADIO

Radio is another mode of broadcasting advertising. It is the strongest mode of communication as it reaches the masses in higher percentage than any channel can reach. The uniqueness of radio is its presence irrespective of geographical and financial barriers prevalent among consumers.

Radio has a two way benefit one major benefit is its reach and the other one being the cost incurred in radio advertising is less than the television commercial making it a better option for advertiser who aim at taping masses for their promotion.

Radio provides a favourable platform for small businesses but yet it needs to be planned before broadcasting.

1.1c) PRINT

Print media is a kind of advertising that uses physically printed media. Print media advertising is one of the traditional forms of media advertising carried out using newspapers, magazines, newsletters, booklets, flyers, direct mail, jackets, insertions and many more.

With such sources available to print media it provides a range to advertisers to choose the source cost effectively. Despite the cost there are other benefits too like print media advertising tends to target specific audience, which means your ad will reach plenty of people who are more likely to be interested in your products and services. When it comes to magazines, you are placing your promotional materials in front of people interested enough in that specific topic to purchase a magazine about it.

But with the digital marketing on rise there is a little set back observed in print media advertising but as is said something old never dies, so is the case with print advertising media it has come a long way in the field of advertising but with newer forms it still has benefits that would make it stay.

1.1c1) Newspaper:

Advertisers can choose from a wide range of different types of newspapers, including local, regional or national types published in daily, evening, weekly or Sunday editions. Newspapers target different consumers with a mix of content, often including business, sports, entertainment, politics and fashion in addition to local, national or global news. Advertisers can buy different sizes of advertising space, from small classified ads with text only, to display ads featuring text, photographs, illustrations and graphics in sizes up to a full page or even a double-page spread.

1.1c2) Magazines

Magazines offer advertisers extensive choices of consumer's profiles in respect of their readiness and frequencies. Consumer magazines cover a wide range of interests, including sport, hobbies, fashion, health, current affairs and local topics. Depending on the consumer profiles and targeted audience there are different kind of magazines available in the market like there would be typical business and trade magazines for specific

industries of finance, other would cover different industries. Publishing frequency is typically weekly, monthly or quarterly. As with newspapers, advertisers can take advertising spaces from classified ads to full page ads in black and white or colour. Can be in the form of entire page, pop outs, jackets and others

1.1c3) Billboards and Posters

Advertising on billboards and posters gives advertisers the opportunity to reach consumers who are on the move. Putting posters in retail malls helps advertisers reach consumers close to the point of purchase. Posters or billboards in train stations, airports or busy town centres have the potential to tap huge groups of consumers. Advertisers can change the messages on billboards and posters at a frequency of their choice.

1.1d) Direct mails

Advertisers use direct mails to target specific audience and for specific prospects. Direct mail often takes a form of flyer, letter or brochure sent via postal services to targeted audience.

1.1d1) Flyer

A **flyer** is a form of paper advertisement intended for wide distribution and distributed in a public place, handed out to individuals or sent through the mail.

A flyer can be a very effective sales support tool, advertisers looking for tapping hundreds of customers can invest in print media using flyers is highly cost effective.

A flyer can play any of the following roles:

- A leave behind when making a door to door marketing
- An attachment to an email with a new client
- As a follow up mailer for clients who need more information
- As a fresh offer

1.1e) DIGITAL ADVERTISING

Digital advertising known as internet marketing is when advertisers leverage internet technologies to deliver promotional advertisements to consumers.

Digital world is the new world where an individual spends much of their time on digital technologies, with Smartphone's, social websites, internet has changed the pace of the markets. From online buying to online promotions, live conversations through web the entire market is one

The advent of digital technologies has blurred the boundaries to make one global market and consumers where advertisers now have a strongest platform to broadcast their idea, product or service among consumers globally

1.1d1) INTERNET

Major benefit of internet advertising is that the information is disseminated immediately not limited by geographical barriers or time constraints. Advertisers customize advertisements making consumer targeting more precise and efficient. For example yahoo search, Google etc. All these enable ads to be shown only on relevant web pages or alongside related search results. Consumers too have a benefit of having a greater control over the content they see, thereby affecting timing, placement and visibility of online advertisements.

Some of the internet advertising forms are explained below:

1.1d1a) Display advertising

Display advertising uses web banners or banner ads placed on a website or blog to drive consumers to visit linked corporate website and increase awareness of product.

1.1d1b) Affiliate marketing

Affiliate marketing is a performance based type of marketing where a business rewards one or more affiliates for each customer or visitor to the website brought by affiliates own marketing strategy.

1.1d1c) Social networking

Social media advertising has come a long way in a relatively short period of time. Social media advertising helps businesses find new potential clients by using users' own shared information to identify interest. Rather than reactively targeting users who search a certain term, social media advertising proactively targets relevant users before they even begin their search.

Social networks are a good option for advertisers because of the advanced options of targeting large consumer base, reliable conversion tracking, and its prevalence on mobile devices.

Because social networks gather such large amount of user information, social media advertising is able to target the consumers in a wider variety of ways than other online platforms. Stretching beyond general demographic and geographic data, social media advertising has opened the door to different interest, behavioral and connection based targeting the consumer methods.

These advanced targeting options increase ad's relevance to users and provide a level of personalization that is not achievable by using other advertising channels. Here are four such advanced targeting options:

- **Interest targeting:** Reach specific audiences by looking at their self-reported interests, activities, skills, pages/users they have engaged with, etc. Interest targeting is often related to keyword targeting, so some platforms allow one to enter both. Interests can be as general as an industry (e.g. automotive industry) or as specific as a product (e.g. convertibles). *Offered by: Facebook, Twitter, LinkedIn (under "Skill"), Pinterest.*
- **Behavioural/Connection targeting:** With behavioural targeting, one can reach consumers based on purchase behaviours or intents and/or device usage. With behavioural and connection targeting, one can reach people who have a specific kind of connection to one's page, app, group, or event. Both types of targeting take past behaviour into account to help one determine intent. *Offered by: Facebook, Twitter, LinkedIn.*
- **Custom targeting:** Reach audiences by uploading a list of email addresses, phone numbers, users IDs, or usernames.
- **Lookalike targeting:** Reach new people who are similar to an audience one is considering.. Lookalike targeting helps businesses extend their custom audiences to reach new, similar users. For those businesses looking to acquire new customers through social media advertising, lookalike targeting can be a fantastic acquisition tool. *Offered by: Facebook, LinkedIn.*

1.1e) Mobile advertising

Mobile advertising is the ability of advertisers to advertise the product or service over mobile devices. Mobile advertising is generally carried out via text messages or applications. The benefit involved in mobile advertising for brands is that mobile devices such as Smartphone's are usually close to the owner throughout the day. This presents a cost-effective way for brands to deliver targeted advertisements across mobile platforms on a daily basis. Technologies such as location-based advertising also give marketers the ability to deliver ads in close proximity to the physical location of a consumer. Although advertisements appear on a small mobile interface, mobile advertisers have the ability to deliver personalized, and thus effective, messaging.

1.1f) OUTDOOR ADVERTISING

Outdoor advertising targets the mass market it very well accomplishes the first "A" That is attention of "AIDA" model. AIDA stands for attention interest desire and action. AIDA the word meets the basic principle of advertising that is grabbing attention arousing interest which leads to desire which in turn makes consumer to take action.

. Outdoor advertising plays a major role in re-enforcing availability of brand, builds loyalty, and increases visibility of brand among consumers.

The events conducted for brands help in new product launches to be talked about and adding glamour helps its in penetration in well established markets. Being communicative in nature it attracts individuals to participate and ass on the value of the event.

1.1g) CELEBRITY BRANDING

Celebrity branding also termed as celebrity endorsement is a marketing tactic featuring a famous personality who can be a sports person, actor, singer, cartoon character or anyone to whom consumers who are targeted are familiar with.

Celebrity endorsement is more of a psychological concept as it plays with psychology of individuals. Marketing with celebrities provides opportunities to heighten the appeal of an advertisement and the product offered. When celebrities endorse a product, they transfer some of their own personal traits and values onto that product.

Celebrity branding is the most acceptable advertising form among consumers, as in celebrities they define role models which in turn leads to increased effectiveness of advertisements.

1.1h) INNOVATIVE ADVERTISING

In the drive to develop something new, effective there is innovation at every level in the field of advertising. The advertising field in itself is made of innovative and creative blend.

The very first objective of formulating an advertisement is capturing the attention and attention is immediately there when something innovative has its presence.

Few of the innovative forms of advertising are discussed below:

1.1h1) Guerrilla marketing

Guerrilla marketing is an advertising strategy, it is designed to promote the products and services in a unconventional way with little budget to spend, it is a creative concept of advertising a product in a manner that it has a lasting brand impression on consumers in minimal budget defined.

Guerrilla is the newest form of advertising and relies highly on the creative minds of advertisers.

1.1h2) viral marketing

Viral marketing is a strategy that uses existing social networking sites to promote a product, information by giving opinions and reasons and spreading via word of mouth. Viral marketing typically supplies its audience with something of value for free. This can be something as simple as an amusing song or game. Whatever the viral content is, it must encourage people to share with others so as many people as possible receive the content's message.

1.1h3) Public service advertising

Public Service Advertisements (PSA) are primarily designed to inform and educate rather than sell a product or service. PSAs traditionally appear on TV and radio, but are also being heavily promoted online these days.

1.1h4) Product placement advertising

Product placement advertising is the promotion of branded goods and services within the context of a show or a movie. It's a way that films and shows get their funding, and is a way for advertisers to reach targeted demographic customers.

1.2 Importance of advertising

The four main objectives of advertising are:

TRIAL: this is for the companies who are in launching stage of a product and use advertising as a medium of introducing a new product in the market or in other words can be said as a means of creating a consumer base for a new product. The purpose is not limited to introduction of a product it also has the objective to develop **BRAND EQUITY** which is creating a value it is based on the idea that a product launched under a well established brand name is more acceptable to consumers than a product with less known brand. Business and advertisers are hence focusing on establishing brand names to have a desired brand image among consumers.

CONTINUITY advertisements have one of their objectives as continuity which means building brand loyalty among consumers.

BRAND SWITCH this objective is basically for those companies who want to attract the customers of the competitors. Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product.

SWITCHING BACK this objective is for the companies who want their previous customers back, who have switched to their competitors. The advertisers use different ways to attract the customers back like discount sale, new advertise, some reworking done on packaging, etc.

To carry out these objectives there are **advertising firms**

With globalization on rise and new products/ brands being launched every day the companies are engaged in cut through competition to highlight their products/brands among consumers.

Herein enters the glamorous field of advertising. Advertising is actually brand building through effective communication and is essentially a service industry.

Organizational structure of an advertising firm

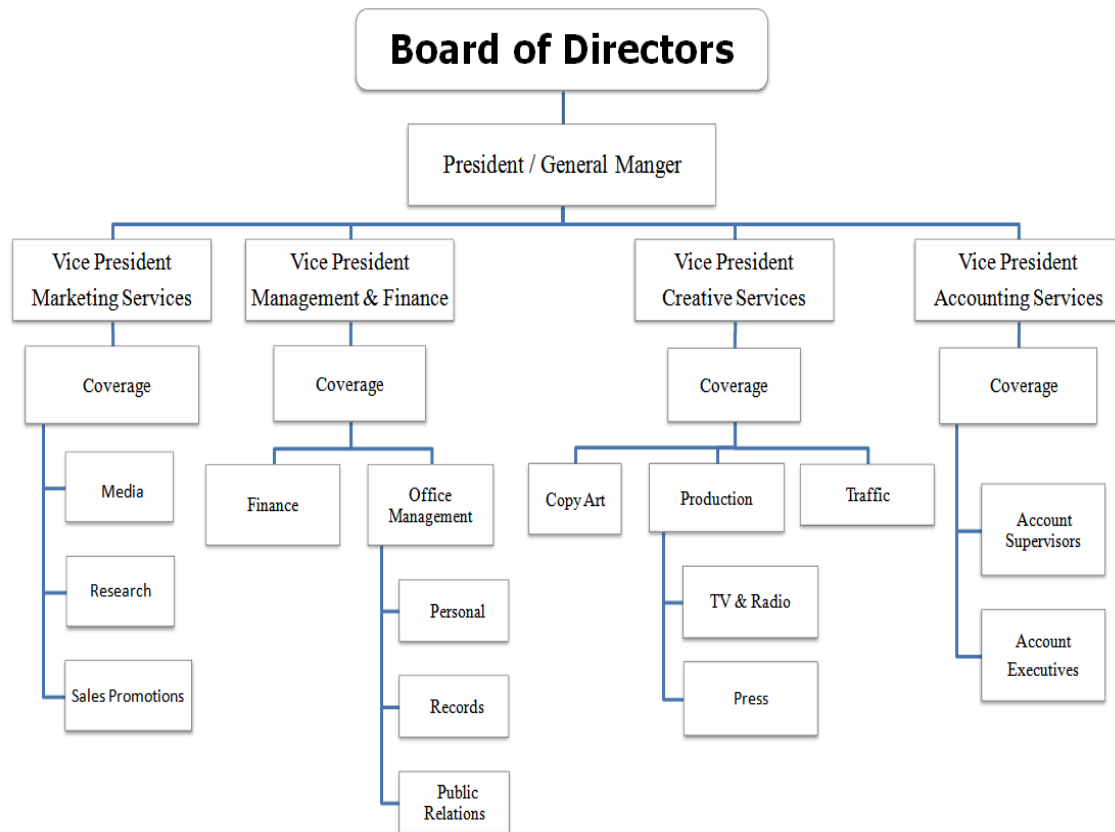


Figure 1: organisational structure

Source: Google images

The organizational structure of an advertising agency consists of the same basic elements, regardless of the firm's size. An account services team manages client relationships, the creative team develops the advertisements and media specialists select the media outlets that will run the ads. A senior management team takes responsibility for the agency's business and financial operations

1.3 Purpose of Study

We are surrounded by mass media all the time in today's world, where each individual has less of self and more of social and virtual presence in a world. Advertisers are playing it big to promote products and create brand image for all products and brands. Among different products being advertised two wheeler category of products is one of the competitive markets that are on rise. Two wheelers are not only useful but with advancement in technology and evolution of consumer needs and wants the functionality of two wheeler segment has also evolved. From being useful economic, consumers now consider it as an asset to meet their passion. With numerous big players of two wheeler category in India brands pay huge sum of investment in promoting these products via advertisements. So, to understand how impactful these advertisements are on consumers purchasing decision when it comes to wheelers is the purpose of this study.

1.4 Significance of Study

The significance of the study lies in the results which would help advertising agencies to understand what position advertisement holds in consumers mind and what the perception consumers have for advertisements, what strategy advertisers can use to created ads which people find attractive and tend to remember which kind of ads. This study would specifically be beneficial for two wheeler segment business's who invest huge percentage of their investment in advertisements to promote their product and create a niche for the same in the market.

1.5 Objectives of the study

1. To analyse two wheeler segment market in terms of brands and products used in market
2. To analyse consumer's perception towards advertisements
3. To determine factors that consumers consider while making a purchase decision
4. To determine the impact television commercial has on purchase decision of consumers

II. LITERATURE REVIEW

In today's scenario organizations and different companies are investing huge amount in different mediums of advertisement like print, digital, television and others to positively impact consumers on their purchase decision. According to research conducted by Ali Hasan advertisement industry is a billionaire industry and fastest growing industry in India. Television according to him is the most impact full medium of advertisement that has positive impact on purchase decision of consumers both irrespective of rural and urban populations.

According to authors Nidhi Rani and Dr Vikas Sharma, television commercials play an important role not only in buying behaviour but also have an impact on the living standards of the individual. According to their study women place heavy importance on branded products being advertised on the television commercials in order to attain lifestyle as endorsed by celebrities promoting products. Their study also reveals how advertising has different impacts on consumers of different age groups and different gender.

Another aspect observed in past studies was regarding brand recall where according to the author brand recall through television commercial has a high impact on the purchase behaviour of the consumer, so the companies need to be careful while creating the brand image in minds of the consumers. According to this study 74% of the people believed that advertising plays an important role while making purchase decision for a product. (Shalini Trivedi, 2013)

With such studies on effect advertisements have on purchase decision of consumers of varied products available in market one segment that is two wheeler category in automobile segment also has grabbed attention.

According to Faiz Ahmed Shakih, 2012; the two wheeler category of automobile industry is the fastest growing segment in India, and in India alone it is one of the largest in the world. This industry has seen spectacular growth as majority of Indian especially youngsters and early jobbers prefer two wheelers as a means of transport. With such fastest growth there is also a high competition being observed by different companies being involved in manufacturing of these products. And to survive in this sector they are investing huge amount of money in the promotions to get their brand a respectable space in the market and among consumers.

With the rise on promotions advertisements is one of the basic promotional tools used today. And television is one of the most attractive and important medium to advertise where people spend most of their day time watching television as a source of entertainment, information and others (Deepak Kumar et al,2013)

III. RESEARCH METHODOLOGY

3.1 Research Design

In this research quantitative approach has been used and the data is a primary data collected from people belonging to all age groups in the area of Delhi NCR region

The company wanted to have an insight on what is consumer's perception towards advertisements that are made for products. Companies are investing such huge amounts of investment on promotion of products to create brand image of products in consumers mind, so how effective is the strategy adopted these companies.

3.2 Data Collection Technique

In this research, **Primary Data Collection** technique was used for collecting the data. For this purpose the data was collected randomly from consumers in malls and markets of Delhi NCR region.

In order to collect the primary data for this research, a **Questionnaire** was prepared which is a primary data collection technique. With the help of this questionnaire, information was collected from the consumers regarding the two wheelers they own, preference of factors they consider while making their purchase decision. Their perception of consumers regarding advertisements on how does an advertisement plays a role in their decision of purchase.

3.3 Sampling Plan

For this research the data was collected from different regions of Delhi NCR in malls and markets a total sample of 580 consumers belonging to different age groups, gender, socio economic profiles and psychographic profiles.

3.4 Data Analysis Technique

The data which was collected using a questionnaire was compiled using software called as **SPSS**. The data was entered in SPSS and processed, results were obtained. From this result, the interpretation was done about the data.

IV. DATA ANALYSIS, FINDINGS AND INTERPRETATION

4.1 data analysis and interpretation

Age:

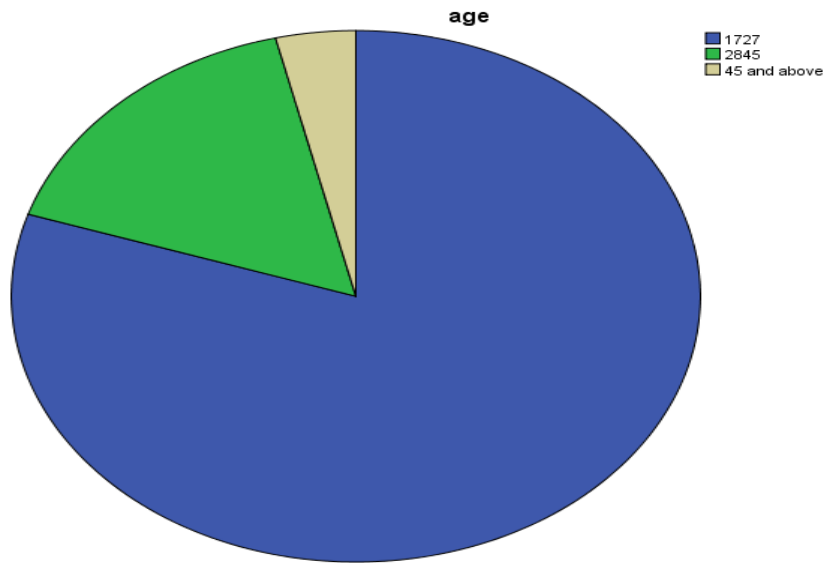


Figure 4.1.0 age

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1727	64	58.0	58.0	58.0
2845	13	16.3	16.3	96.3
45 and above	3	3.8	3.8	100.0
Total	580	100.0	100.0	

Table 4.1.0: Age

A. For how long have you been using a two wheeler?

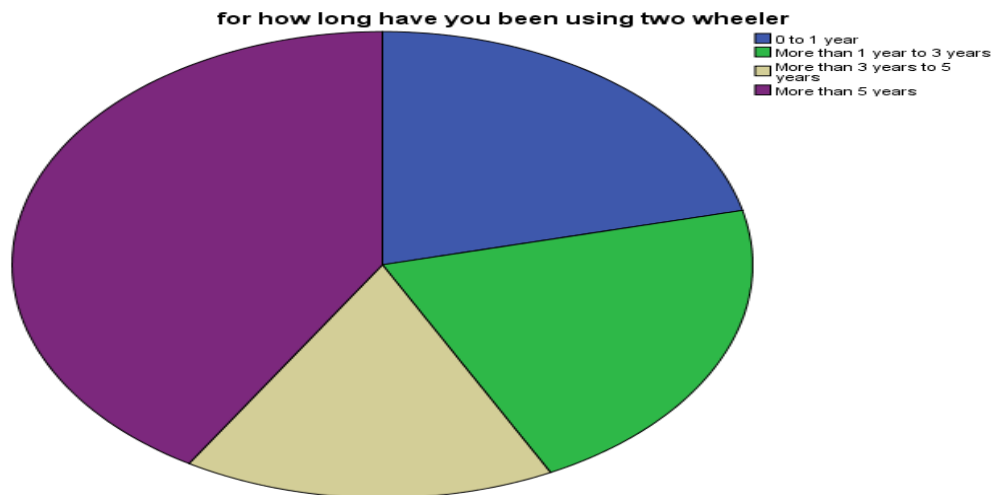


FIGURE 4.1.1 for how long have you been using a two wheeler

for how long have you been using two wheeler

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 to 1 year	17	21.3	21.3	21.3
More than 1 year to 3 years	17	21.3	21.3	42.5
More than 3 years to 5 years	13	16.3	16.3	58.8
More than 5 years	33	41.3	41.3	100.0
Total	580	100.0	100.0	

Table 4.1.1 for how long have you been using a two wheeler

Interpretation

- From the above table and pie chart it is observed that majorly respondents have been using their two wheeler for more than 5 years.
- The result obtained depicts that making a purchase decision of a two wheeler is a long term one as it is a commodity generally used for a longer duration of time.

B. What do you own in a two wheeler?

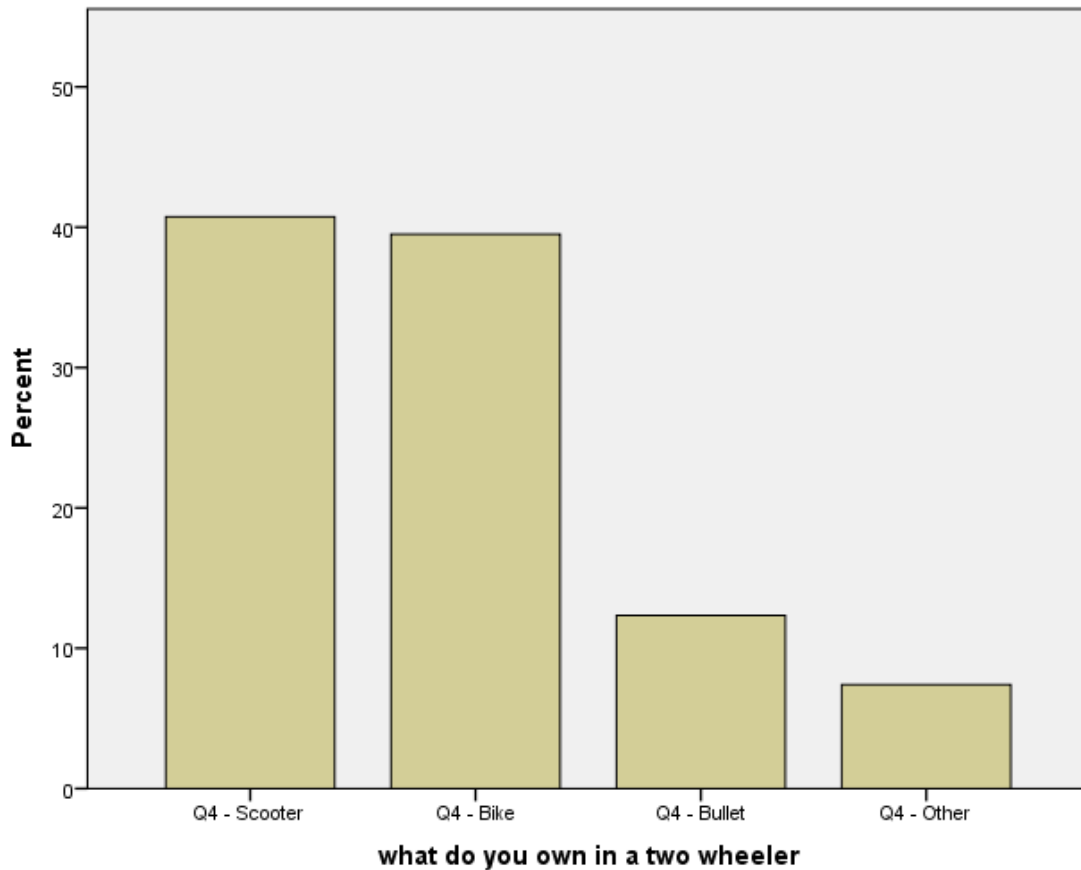


Figure 4.1.2 what do you own in a two wheeler

\$what_d0_you_own_in_a_two_wheeler Frequencies

		Responses		Percent of Cases
		N	Percent	
what do you own in a two wheeler	Q4 - Scooter	33	40.7%	41.3%
	Q4 - Bike	32	39.5%	40.0%
	Q4 - Bullet	10	12.3%	12.5%
	Q4 - Other	6	7.4%	7.5%
Total		81	100.0%	101.3%

a. Dichotomy group tabulated at value 1.

Table 4.1.2 what do you own in a two wheeler

Interpretation

- It can be seen from the graph and table that highest percentage of respondents that is 40% and 39.5% own bikes and scooters as a segment in two wheeler category.
- Two wheeler category of automobile industry is one of the fastest growing industries globally, with new innovations on rise in all sectors two wheeler is not far behind. The major categories of two wheelers are bikes, scooters, bullet and others.

C. Which brand you own in a two wheeler?

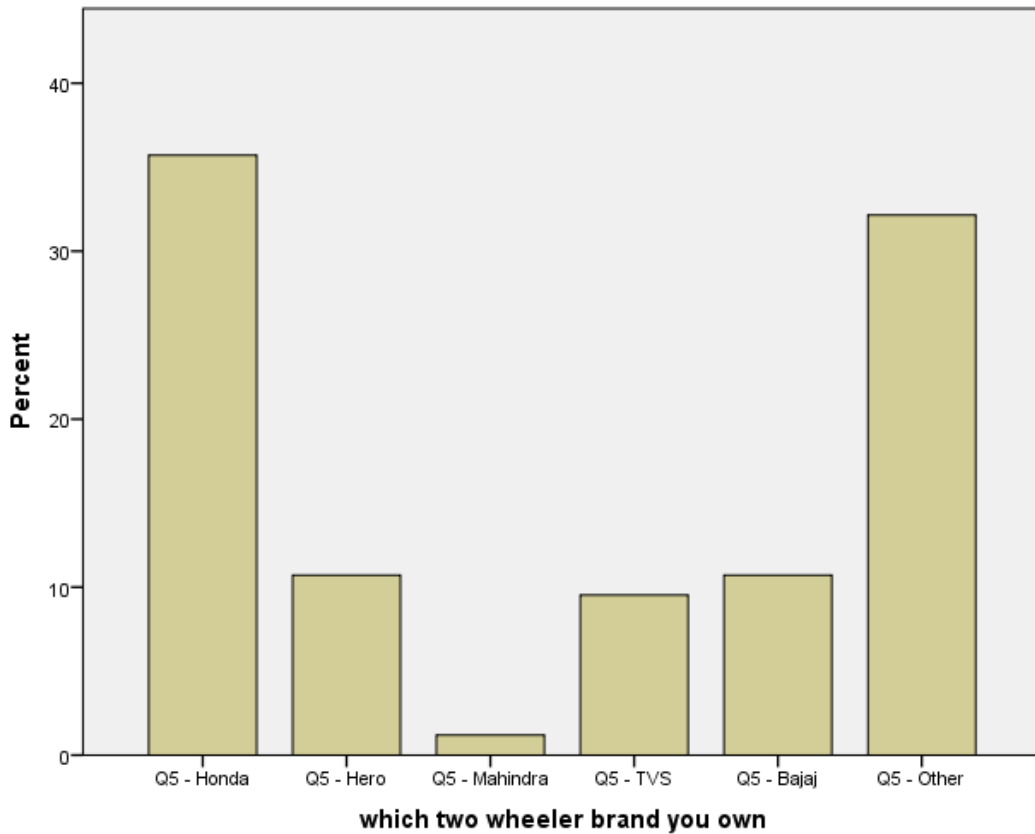


Figure 4.1.3 which two wheeler brand you own

\$which_two_wheeler_brand_you_own Frequencies

		Responses		Percent of Cases
		N	Percent	
which two wheeler brand you own	Q5 - Honda	30	35.7%	37.5%
	Q5 - Hero	9	10.7%	11.3%
	Q5 - Mahindra	1	1.2%	1.3%
	Q5 - TVS	8	9.5%	10.0%
	Q5 - Bajaj	9	10.7%	11.3%
	Q5 - Other	27	32.1%	33.8%
Total		84	100.0%	105.0%

a. Dichotomy group tabulated at value 1.

Table 4.1.3 which two wheeler brand you own

Interpretation

When an industry is fast growing there are also companies and brands that join in to be a part of a completion There are numerous brands offering this sector of two wheeler industry. From the table and chart it is observed Honda has grabbed the highest market share as studies in this study. Followed by others which had a mixture of few brands but majorly royal Enfield bullet. It has to be realized that two wheelers has widened its horizon when it comes to its usage, its functionality is not only limited to being a medium of transport but has replaced or added a section as meeting an individual’s passion too.

Did you have any prejudices towards your current two wheeler brand before using it?

did you had any prejudices towards your current brand of two wheeler before using it

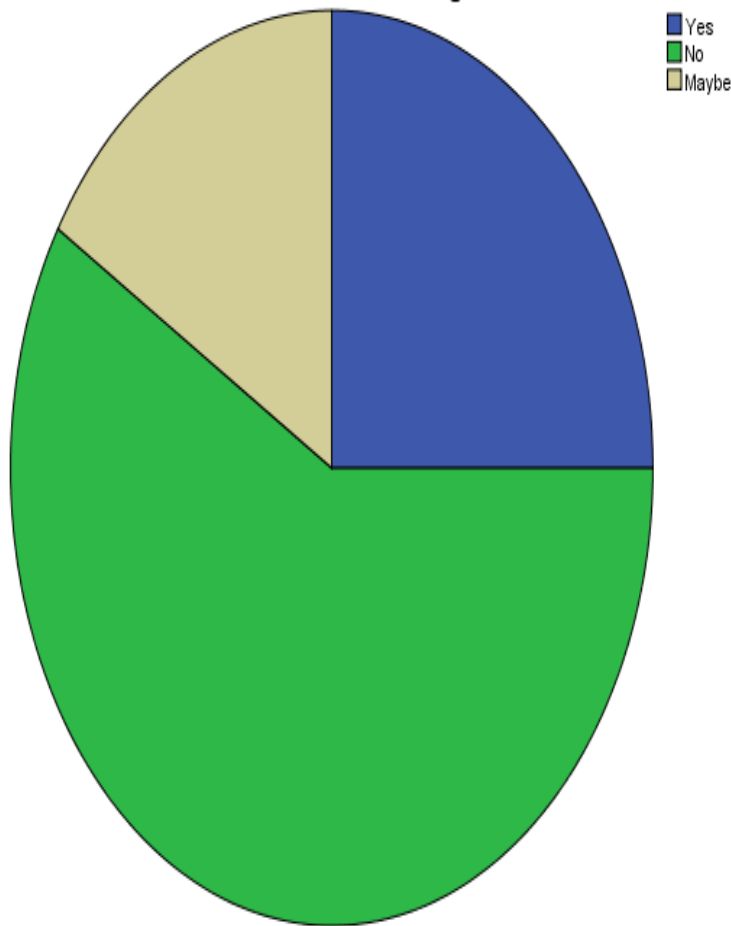


figure 4.1.4 Did you had any prejudice towards your current brand before using it

did you had any prejudices towards your current brand of two wheeler before using it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	25.0	25.0	25.0
	No	47	58.8	58.8	83.8
	Maybe	13	16.3	16.3	100.0
	Total	580	100.0	100.0	

TABLE 4.1.4 did you had any prejudices towards your current before using it

Interpretation

- From the table and chart it can be clearly seen that 47% respondents did not had any prejudices for their brand before making the purchase decision whereas there is also a percentage of people who had few prejudices or were not sure if they had.
- Reason for such prejudices is that making a purchase decision is a complex process and an individual is surrounded by different triggers of promotion of products along with variety of products and brands offering the same products with similar or different costs range. With such choices it becomes all the more complex for a buyer to make a purchase decision wisely.

E. Which of these alternatives caused your prejudices towards the brand?

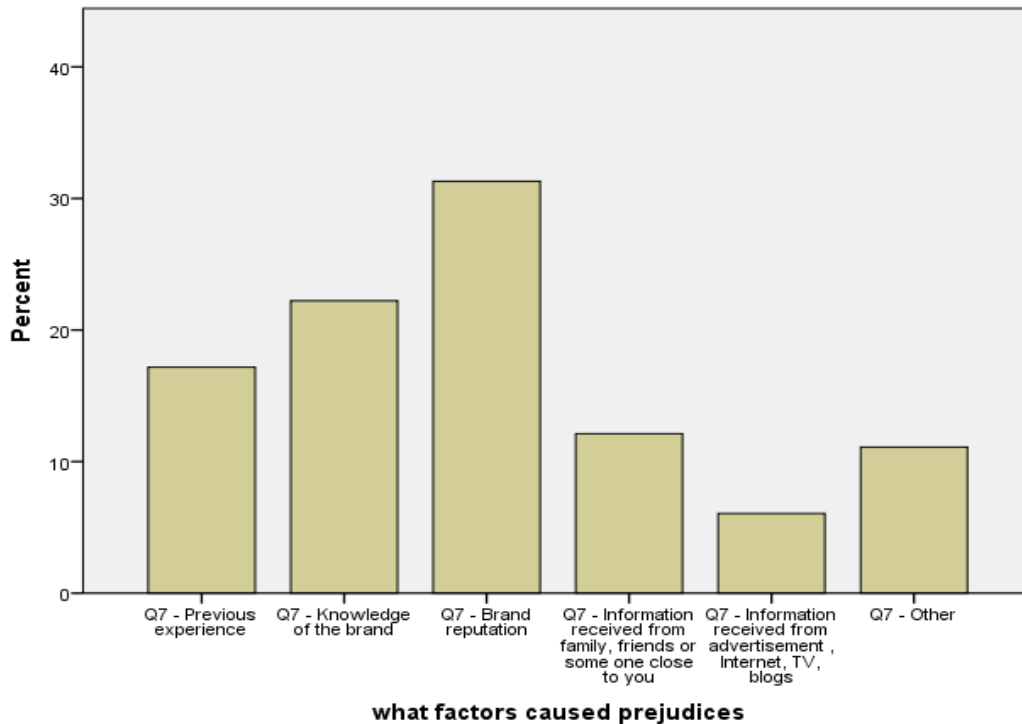


Figure 4.1.5 what factors caused prejudices towards current brand before using it

\$what_factors_caused_prejudices Frequencies

		Responses		Percent of Cases
		N	Percent	
what factors caused prejudices	Q7 - Previous experience	17	17.2%	21.3%
	Q7 - Knowledge of the brand	22	22.2%	27.5%
	Q7 - Brand reputation	31	31.3%	38.8%
	Q7 - Information received from family friends or someone close to you	12	12.1%	15.0%
	Q7 - Information received from advertisement, Internet, TV, blogs	6	6.1%	7.5%
	Q7 - Other	11	11.1%	13.8%
Total		99	100.0%	123.8%

a. Dichotomy group tabulated at value 1.

Table 4.1.5 what factors caused prejudices towards current brand before using it

Interpretation

- As discussed above purchase decision is a complex process, consumers due to many triggers in the environment tend to have certain prejudices
- As can be seen from above table and graph highest percentage of respondents believe brand reputation is the major factor that causes prejudices in the minds of consumers, which in a way is true as the companies are working towards building brand reputation in the market by providing quality products, after service. Advertisements today are not only promoting products and brands but are also aiming at building brand equity in the market and trying to position brand in the minds of consumers.
- If due to any reason a brand fails to manage its image in the mind of consumers it results in trust issues which consumers would have with the brand.

F. When purchasing the product how important is the recommendation of the following?

Descriptive Statistics

	N	Mean
Q8 - Family, neighbors, friends	580	2.27
Q8 - Advertisements	580	3.20
Q8 - Dealers	580	3.92
Q8 - Handling, testing or examining the product	580	2.48
Q8 - internet consumer rating blogs	580	3.12
Valid N (list wise)	580	

Table 4.1.6 importance of recommendation

Interpretation

- Purchase decision is not only influenced by brand image, human is a social being and each and every individual does belongs to at least one social group where he interacts and to understand such thing, an attempt was made to understand the importance given by consumers to different sources of information and support they consider while making a purchase decision as is depicted in table above it shows people while making a purchase decision of two wheelers mostly prefer dealers information provided to them followed by advertisements .
- The result obtained is true in the fact that consumers during the purchase of two wheelers prefer the inputs of dealers more than close relatives and advertisements as dealers in a way directly handle the queries faced by the consumers, and are considered to have firsthand knowledge of the two wheeler and provide better inputs.

G. When making a purchase decision what medium of advertisement influences you the most?

Descriptive Statistics

	N	Mean
Q9 - television commercials	580	1.63
Q9 - print advertisements	580	2.69
Q9 - internet advertisements	580	2.580
Q9 - radio advertisements	580	3.98
Q9 - mobile advertisements	580	3.91
Valid N (list wise)	580	

- Advertisement is a promotional tool extensively used by companies to promote launch and build brand image among consumers. Advertisement is a multidimensional tool having different forms. As can be seen from the table in this research respondents were enquired to rate different mediums of advertisement that influences them the most.
- It was observed respondents get influenced by radio advertisements followed by mobile, internet, print and TVC. Thereby, presenting a contrasting analysis where many previous studies have proved that TVC is the most influential form of advertising. The reason for such a result can be explained as most of the individuals travel in cities like Delhi NCR they are more equipped with radio advertisements than TVC, having a higher influence on the same.

H. Television commercials create awareness of different products available in market

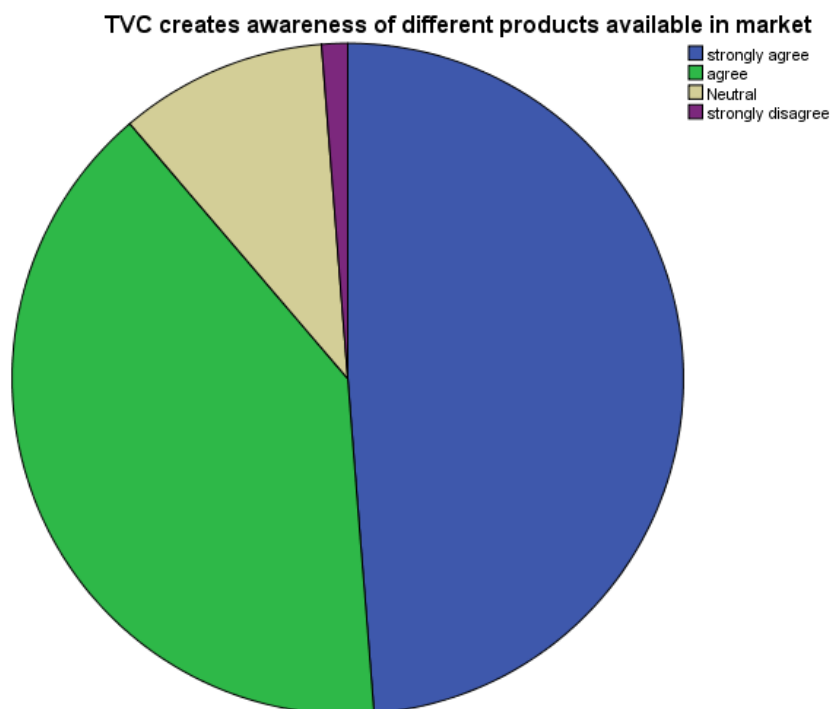


Figure 4.1.8 TVC creates awareness of different products available in market

TVC creates awareness of different products available in market

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	39	48.8	48.8	48.8
agree	32	40.0	40.0	88.8
Neutral	8	10.0	10.0	98.8
strongly disagree	1	1.3	1.3	100.0
Total	580	100.0	100.0	

Table 4.1.8 TVC creates awareness of different products available in market

Interpretation

- TVC is considered to be the most influential forms of advertising. One major fact about TVC is that it creates awareness among consumers about different products available in market
- The results obtained as can be seen from above pie chart and table depicts more than 580% respondents agree with the statement reason being TVC is a form of advertisements that targets mass audience and hence is used by companies in introducing new products so as to have higher customers having knowledge about the same.

I. Television commercials leads an individual with information regarding product attributes

TVC leads an individual with information regarding product attributes

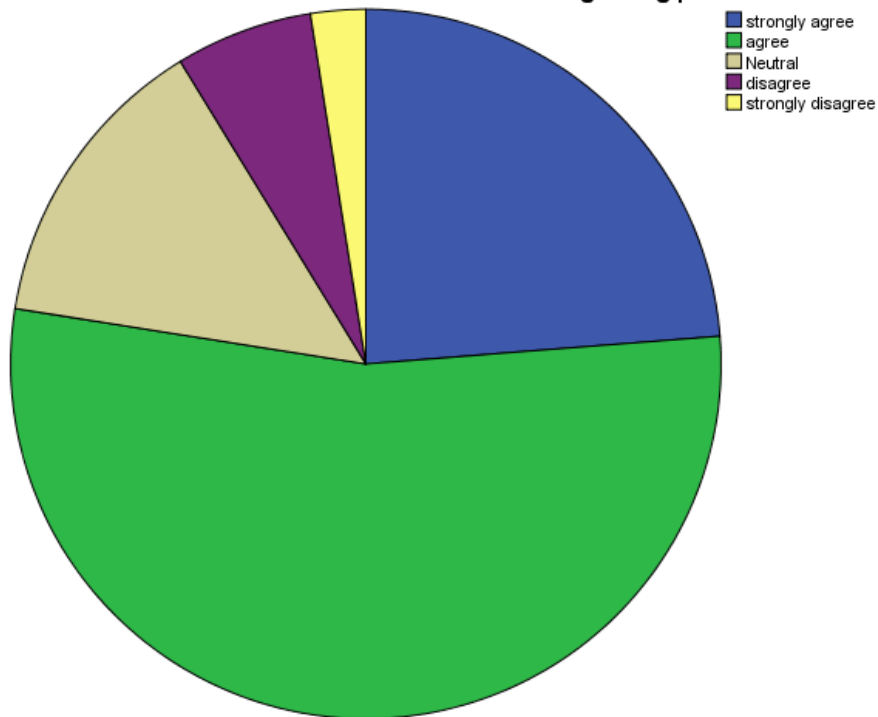


Figure 4.1.9 TVC leads an individual with information regarding different attributes of products

TVC leads an individual with information regarding product attributes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	19	23.8	23.8	23.8
agree	43	53.8	53.8	77.5
Neutral	11	13.8	13.8	91.3
disagree	5	6.3	6.3	97.5
strongly disagree	2	2.5	2.5	100.0
Total	580	100.0	100.0	

Table 4.1.9 TVC leads an individual with information regarding different attributes of products

Interpretation

- TVC and other forms of advertisements are looked upon by consumers as a source of information about the product being advertised

- From the above table and chart it can be observed that majorly respondents agree to this statement reason being advertisements for few consumers means information giving promotional definition of advertisements is not considered by few individuals

J. Famous celebrities in television commercials influences individuals to make purchase decisions

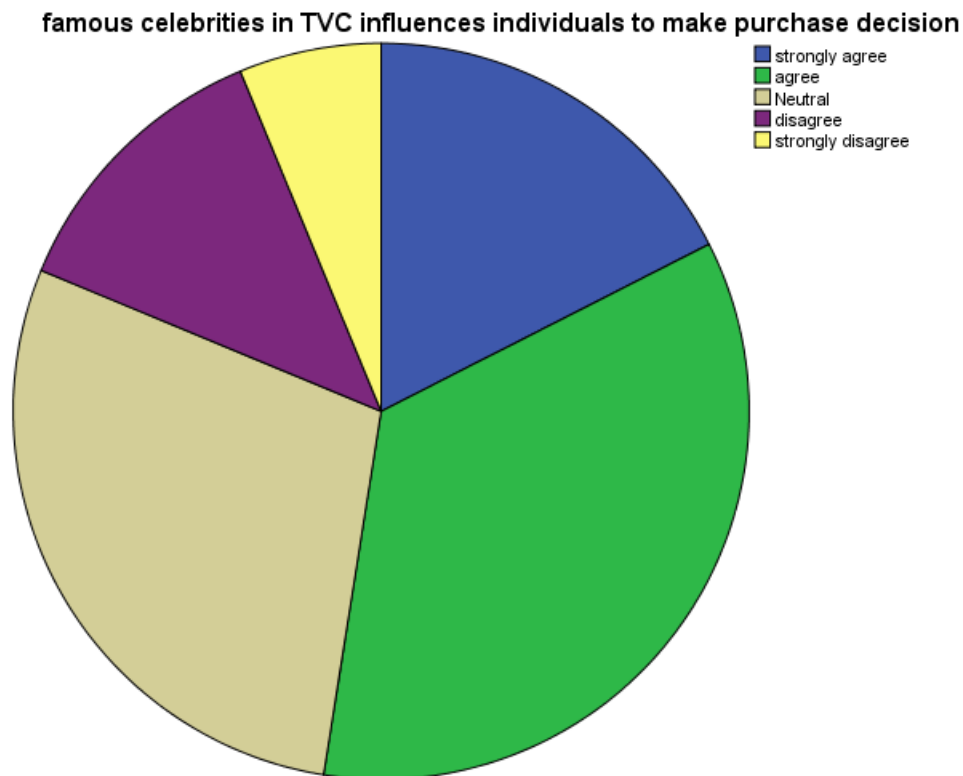


Figure 4.1.10 famous celebrities in TVC influences individuals to make purchase decision

famous celebrities in TVC influences individuals to make purchase decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	14	17.5	17.5	17.5
agree	28	35.0	35.0	52.5
Neutral	23	28.8	28.8	81.3
disagree	10	12.5	12.5	93.8
strongly disagree	5	6.3	6.3	100.0
Total	580	100.0	100.0	

Table 4.1.10 famous celebrities in TVC influences individuals to make purchase decision

Interpretation

- Famous celebrities in television commercials influences individuals to make purchase decisions. Celebrities are the new advertisers, celebrities have the advantage of being popular among the consumers and also serve as role models to most part of the population, it has been observed that consumer relate to celebrities which help them recall brands and products more precisely
- As is depicted by figure and table above there is high percentage of people who consider celebrities presence in advertisements in the factors that influence an individual while making purchase decision but none the less there is also a good percentage of people who are neutral to this.

K. Television commercials affect the lifestyles of consumers

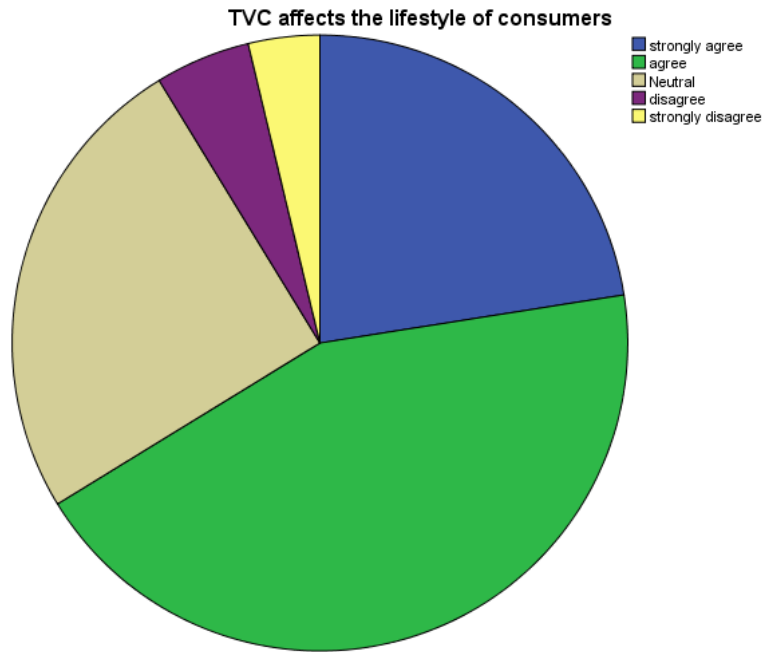


Figure 4.1.11 TVC affects the lifestyle of consumers

TVC affects the lifestyle of consumers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	18	22.5	22.5	22.5
	agree	35	43.8	43.8	66.3
	Neutral	20	25.0	25.0	91.3
	disagree	4	5.0	5.0	96.3
	strongly disagree	3	3.8	3.8	100.0
	Total	580	100.0	100.0	

Table 4.1.11 TVC affects the life style of consumers.

Interpretation

- Television is an influential medium of communication as is seen in figure and table more than 60% of people agree to this statement, reason being with the creative and attractive advertisements people look up to adapt to the society and lifestyles which they believe would make them more acceptable in a society.

L. Television commercials make purchase decisions easier

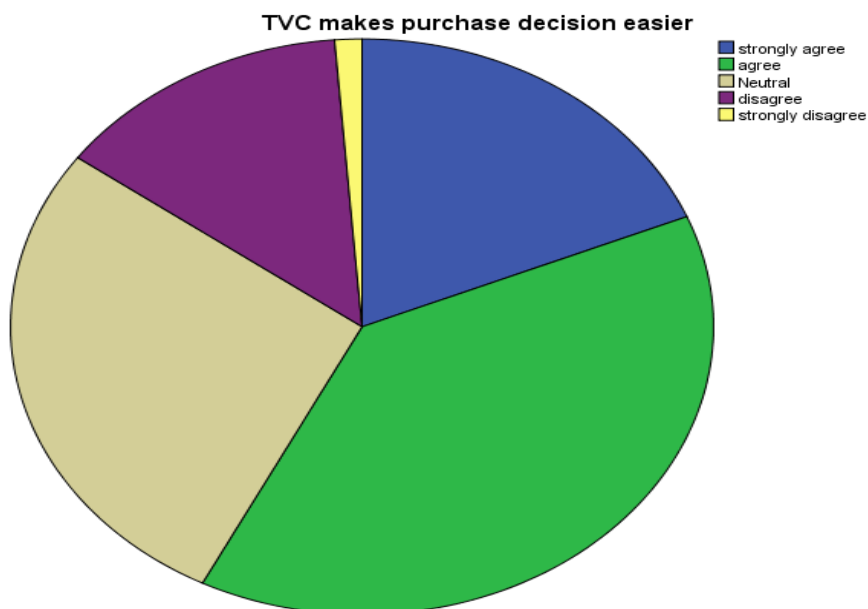


Figure 4.1.12 TVC makes purchase decision easier

TVC makes purchase decision easier

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	15	18.8	18.8	18.8
agree	31	38.8	38.8	57.5
Neutral	22	27.5	27.5	85.0
disagree	11	13.8	13.8	98.8
strongly disagree	1	1.3	1.3	100.0
Total	580	100.0	100.0	

Table 4.1.12 TVC makes purchase decision easier

Interpretation

Purchase decision is a complex behaviour and involves series of decisions and television which is a tool of advertising has its objective of informing consumers about products and making an impact on them to influence their buying behaviour. It can be seen, as depicted in figure and table more than 38% of respondents agree to the statement as it makes it easier for them to recall a product and brand by viewing the television commercial.

M. Television commercials misleads consumers with false promises

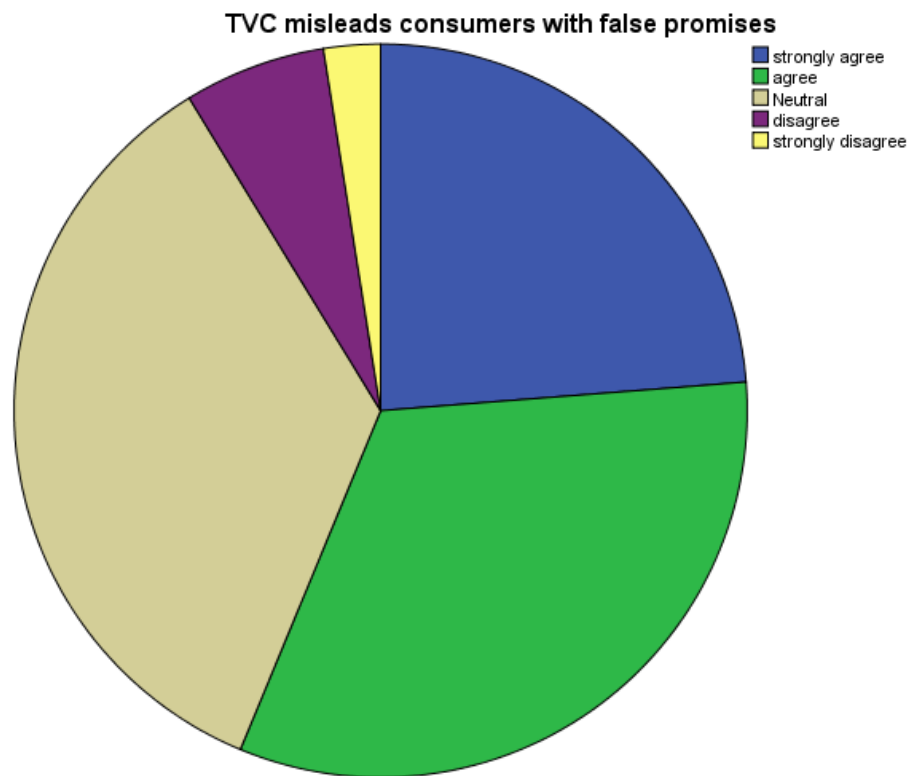


Figure 4.1.13 TVC misleads consumers with false promises

TVC misleads consumers with false promises

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	19	23.8	23.8	23.8
agree	26	32.5	32.5	56.3
Neutral	28	35.0	35.0	91.3
disagree	5	6.3	6.3	97.5
strongly disagree	2	2.5	2.5	100.0
Total	580	100.0	100.0	

Table 4.1.14 TVC misleads consumers with false promises

Interpretation

With all positive impacts there is a chance that advertisements can mislead the customer and make them expect higher quality, performance which might not be the reality. Though it is important that advertisers maintain the ethical code and advertise what is the reality.

The responses observed as shown in figure and table states that 35% are neutral to the statement but yet above 30% agree to this statement which burdens the advertisers to understand the requirement of consumers and stay as ethical in their approach of creating advertisement as they should.

N. Television commercials help individuals to experiment with usage of new products

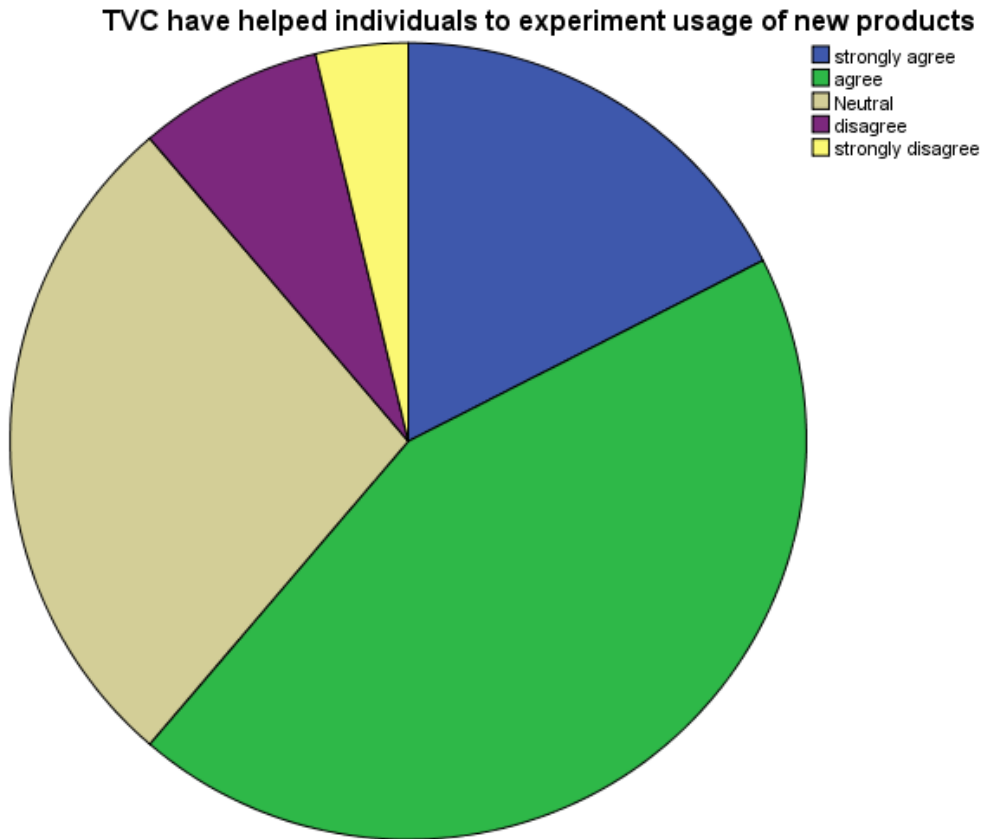


Figure 4.1.15 TVC helped individuals to experiment usage of new products

TVC have helped individuals to experiment usage of new products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	14	17.5	17.5	17.5
agree	35	43.8	43.8	61.3
Neutral	22	27.5	27.5	88.8
disagree	6	7.5	7.5	96.3
strongly disagree	3	3.8	3.8	100.0
Total	580	100.0	100.0	

Table 4.1.15 TVC helped individuals to experiment usage of new products

Interpretation

With the rising competition of new products in market TVC is one of the mediums exclusively used by companies to launch new products. As seen from above table and figure more than 50% individuals agree to this statement clearly depicting `with TVC’s consumers do get a motivation to experiment new products.

O. Which type of television commercials do you tend to remember the most?

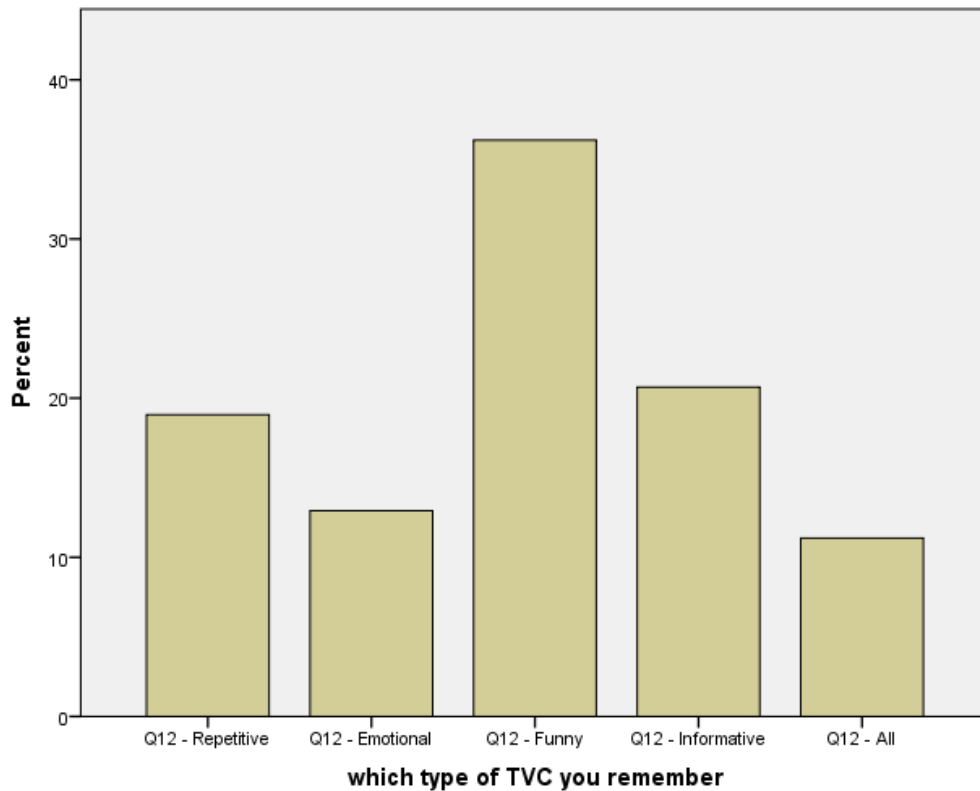


Figure 4.1.16 which type of TVC you tend to remember the most

which type of TVC you tend to remember Frequencies

which type of TVC you tend to remember	Responses		Percent of Cases
	N	Percent	
Q12 - Repetitive	22	19.0%	28.9%
Q12 - Emotional	15	12.9%	19.7%
Q12 - Funny	42	36.2%	55.3%
Q12 - Informative	24	20.7%	31.6%
Q12 - All	13	11.2%	17.1%
Total	116	100.0%	152.6%

a. Dichotomy group tabulated at value 1.

Table 4.1.16 which type of TVC you tend to remember the most

Interpretation

Apart from informative, promotional activities of an advertisement a major discipline that sums up the advertisement is the creative bent added to the advertisement. In this world of advertisement advertisers have to work hard to attract the consumers using different creative ideas and ads. One such attempt was made by enquiring from respondents about what strategy of creative advertisement impacts consumers the most as seen in table and figure respondents tend to remember advertisements that are funny and informative majorly. Reason being television in any form is viewed upon by consumers as a means of entertainment first, followed by information source and others. Hence, all the advertisements having a funny and informative bent are remembered the most.

4.2 Key findings

1. Around 72% consumers own two wheelers, with maximum consumers who have been using the same two wheeler for a time period of above five years.
2. Majorly the respondents were observed to have higher percentage of scooters and bikes as their two wheelers, with Honda being the brand that grabbed the highest percentage of market share among big players in the two wheeler sector.
3. As making a purchase decision is a complex buying behavior and with numerous triggers around an individual in terms of brands, varieties of products it was observed that around 30% individuals had few

prejudices regarding the current brand being used by them. Brand reputation was the major reason held by respondents to have caused such prejudices.

4. it was observed respondents trust more of dealers opinion while making their purchase decision in two wheeler category
5. advertisements take second place as a factor that consumers consider while making their purchase decision in two wheeler category
6. television commercials are considered as an informative medium of communication, where knowledge of products, new entrants is looked upon by people
7. television commercials having celebrities for promotions of products, ideas or services are considered impactful by higher percentage of consumers
8. TVC for consumers has given them the motivation to try new products that are being launched and have used TVC as platform of their introduction in the market.
9. Advertisement is not only the informative form of promotional technique but also has a major creative bent that it needs to adopt in the competitive market to have an upper hand. The advertisers work hard to creatively formulate ads so that consumers find them attractive and tend to remember them so as to formulate the ultimate purpose of advertisement that is formation of brand image among consumers, it was observed advertisements that are made on funny and information story line is remembered the most by consumers.

V. CONCLUSION

In today's scenario where there are numerous choices, varied products, competition is on rise in market of every industry. Automobile industry has always been in limelight not only due to its functionality of meeting transportation needs but also has been a product looked upon by consumers to meet their passions, it is fashion statement for few, for others it is a form of social status symbol.

With the growing industry and hence the competition where there are big companies involved in the manufacturing of two wheelers the competition among big players is on the rise. Each company is working towards having highest market share for their products among consumers and apart from just having the market share the trend now is to retain that space among the existing consumers.

Advertising industry is one such industry that has gained importance due to this prevalent competition as all the companies are investing huge amounts on promotion of their products and advertising agencies are the means to these promotions. Where they creatively work to get the output that is grabbing the attention of the consumers, placing brands in their minds making them trust the brand and increase on sales and retention of consumers with this brand.

Advertising is multidimensional tool having its various forms, TVC which has been considered as the most influential form of advertisement, was found to be contradictory in the present research. Though advertisements are looked upon by individuals as a source of entertainment, information, product awareness consumers do have importance they give to different forms. Radio advertisement in this particular research has been observed to be the most influential form of advertising the reason for the same can be as the study is conducted in the region of Delhi and NCR where people travel for longer duration and are exposed to radio advertisements higher than TVC and other form consumers tend to get influence by them the most.

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