

**A STUDY ON CONSUMER SATISFACTION OF ADVERTISEMENT
AND PURCHASE DECISION WITH SPECIAL REFERENCE TO HERO
MOTORS IN SALEM CITY.**

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ABSTRACT

Advertising is virtually everywhere in daily life and its forms and roles are both contested and admired. Some see advertising as both the mirror the maker of culture. Its words and images reflect the present and the past even as they contribute new sounds and symbol that shape the future. Others say advertising is purely an economic activating with one purpose to sell, whatever your view many advertisers and agencies believe that advertising create “Magic in the market place.”

Advertising is not developed or delivered in a vacuum. It's one element – a key element – in the process of marketing. Business, individuals, governments and non-profit organizations that purchase a product and advertising helps persuade customer to select one product rather than another.

Advertising play an important but relatively limited role in marketing. It can be used to promote a product many advertising appears in effect the marketing process provides the frame work in which advertising is created. The emergence of the marketing concept with its emphasis take on an expanded, role as a marketing communications assumed greater importance in business.

Advertising provides an efficient, inexpensive and fast method of reaching the much sought after consumer. Its extensive use now rivals that of personal selling. Advertising has become a key ingredient in the effective implementation of the marketing concept.

KEY WORDS: Advertising, Purchase Decision, Consumer satisfaction

INTRODUCTION

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COMPANY PROFILE

The success of the Hero Group lies in the determination and foresight of the Munjal brothers, who shared their vision with their workers and led the Group to a position where its name has become synonymous with top-quality two wheelers.

The flame kindled by the Munjal brothers in 1956 with the flagship company Hero Cycles; Mr. Satyanand Munjal, Mr. Brijmohan Lall Munjal and Mr. O. P. Munjal continue to carry the torch and are actively involved in the day-to-day operations of the Hero Group.

The saga is being continued with the same zeal by the second and third generations of the family and the large working force of the Hero Group. The spirit of enterprise which dominates the progress of the Group is characteristic of the land where it all began – the City of Ludhiana, in Punjab – home to some of India's finest workers and entrepreneurs.

The Hero Group is a thriving examples of three generations of a family working and striving together to ensure quality, satisfaction and extensive growth.

STATEMENT OF THE PROBLEM

Today is the day of speedy and mechanized life style. To cope up with the system that prevails in the present day, speedy transport has become one of the major factors.

The usage of transport medium has been drastically improved in the current era. One such major medium is two wheeler motorbikes. The utility of the two wheeler are cast effective, easy in handling and easy operated in heavy traffic.

All the consumers have different tastes, likes and dislikes and adopt different behaviour patterns, while making purchase decisions. Similarly, if the customer gets satisfied with his purchase then it persuades him to buy the same frequently. Hence the detailed study on advertisement and purchase decision provides us the reason why consumer influenced by advertisement while making purchase decision.

SCOPE OF THE STUDY

This study focuses on how and why consumers make decisions to goods and services, consumer behaviour research goes behind these factors of consumer behaviour and considers the users consumers make of the goods they buy and their subsequent evaluations.

The dissatisfaction with a choice of an automobile perhaps leads to many reasons. This can be continuing poor service problem. Poor influencing of the existing consumer towards potential consumer and vintage model for prolong period, each of this possible consequence of convenience post purchase.

OBJECTIVES OF THE STUDY

- ❖ To know the impact of advertisement in the purchase decision.
- ❖ To know the weather advertisement made awareness about the product.

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- ❖ To know the advertising strategies to promote a product.

RESEARCH METHODOLOGY

A Research Method is purely and simply basic framework or plan for the study that guides the collection of data analysis of the data. In Consumer Surveys, we adopted this descriptive research for collecting and analysis of the data. It is the systematic way to solve problems. It may be understood as a Science of studying how research is done scientifically.

RESEARCH DESIGN

Research Design is the plan conceived so as to obtain answer to research questions and to control variance. The research has used descriptive research design in the project.

SAMPLING

An integral component of a research design is the Sampling Plan. Specifically, it addresses three questions: When to Survey, how many to Survey and how to select them. In this study the researcher has used simple random sampling method.

SAMPLE SIZE

The total sample consists of 200 respondents who are living in and around Salem district.

DATA COLLECTION METHOD:

PRIMARY DATA & SECONDARY DATA

The Primary data is collected well-structured questionnaire, which comprises of Socio economic information and the information pertaining to study. Secondary Data is collected through various books, journals, articles and web sites.

HYPOTHESIS

- ❖ There is a significant relation between Age and Media of Advertisement.
- ❖ There is a significant relation between sex and media of advertisement.
- ❖ There is a significant relation between sex and inducement of advertisement.
- ❖ There is a significant relation occupation and media appealing.

- ❖ There is a significant relation age and opinion towards drawback in the advertisement.
- ❖

LIMITATION OF THE STUDY

- Due to paucity of time and certain reasons the study has been limited to 200 respondents only.
- Being the sample size in small it cannot actually represent the whole population.
- The study is limited only selected area alone.
- Respondent's view which could be bias in nature.
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REVIEW OF LITERATURE:

Kalavani (2006) in her study on **consumer preference** exposed that, “purchase decision taken by the consumer is purely psychological, owing to this feature predicting the mind of the consumers is very difficult.”

Kannan (2002) in his study on “**A study on Advertisement Effectiveness**”, The two wheeler industry is all about impulse for buying, and it is at utmost importance that the consumer get the product and hence the maintenance of the advertisement take a lead role in determining the customer satisfaction status.

Mehmet I. Yagci , Abhijit Biswas and Sujay Dutta (2009) in their study on “**Effects of comparative advertising format on consumer responses**”, distinguish between ads that compare two different brands (Across-Brand Comparison or ABC ads) and those that compare different versions of the same brand (Within-Brand Comparison or WBC ads). Results from an experiment indicate that when comparative ads use attributes that are relevant to product performance, ad type and brand image interact such that an ABC ad leads to less favorable consumer perceptions than a WBC ad when image of the sponsor brand is low but not when it is high.

DATA ANALYSIS AND INTERPRETATION

Table - 1

The Respondents On The Basis Of Their Age

Age	No. of Respondents	Percentage (%)
Below 20	25	12.5
21-25	52	26
26-30	52	26
30&above	71	35.5
Total	200	100

Source: Primary data

Inference

From the above table it is clear that 12.5% of the respondents are below 20, 26% of the respondents are 21-25, 26% of the respondents are 26-30 and 35.5% of the respondents are 30 & above.

Maximum 35.5% of the respondents are 30 & above and minimum 12.5% of the respondents are below 20.

Table - 2

The Respondents On The Basis Of Their Gender

Gender	No. of Respondents	Percentage (%)
Male	161	80.5
Female	39	19.5
Total	200	100

Source: Primary data

Inference

The above table reveals that 80.5% of the respondents are male and 19.5% of the respondents are female.

Maximum 80.5% of the respondents are male and minimum 19.5% of the respondents are female.

Table - 3
The Respondents On The Basis Of Their Occupation

Occupation	No. of Respondents	Percentage (%)
Business	50	25
Government	28	14
Private	47	23.5
Professional	21	10.5
Student	54	27
Total	200	100

Source: Primary data

Inference

The above table reveals that 25% of the respondents are business man, 14% of the respondents are government employees, 23.5% of the respondents are private employees, 10.5% of the respondents are professionals and 27% of the respondents are students.

Maximum 27% of the respondents are students and minimum 10.5% of the respondents are professionals.

Table -4
The Respondents On The Basis Of Their Monthly Income Level

Monthly Income	No. of Respondents	Percentage (%)
Below 5000	58	29
5001-10000	71	35.5
10001-20000	57	28.5
20001-50000	14	7
Above 50001	nil	nil
Total	200	100

Source: Primary data

Inference

From the above table it is inferred that 29% of the respondents belongs to monthly income of below 5000, 35.5% of the respondents belongs to monthly income 5001-10000, 28.5% of the respondents are belongs to monthly income 10001-20000, 7% of the respondents belongs to monthly income of 20001-50000 and nil percent of the respondents belongs to income level of above 50001.

Maximum 35.5% of the respondents are belongs to monthly income 10001 – 20000 and minimum 7% of the respondents belongs to income level of 20001 -50000.

Table -5

Classification of the Respondents On The Basis Of the Awareness of the Product

Aware of the Product	No. of Respondents	Percentage (%)
Yes	200	100
No	nil	0
Total	200	100

Source: Primary data

Inference

From the above table it is inferred that 100% of the respondents are aware of the Hero Motors products and nil of them are unaware.

Maximum 100% of the respondents are aware of the product.

Table -6

Classification of the Respondents towards the Source of Information

Source of Information	No. of Respondents	Percentage (%)
Past experience	21	10.5
Newspaper	23	11.5
Friends	59	29.5
Magazines	24	12
Personal observation	11	5.5
Books, Pamphlets	3	1.5
Salesman	14	7
Radio	1	0.5
Shop visits & Retail outlet	6	3
Television	33	16.5
Posters/Hoardings/Banners	1	0.5
Movies	1	0.5
Others	3	1.5
Total	200	100

Source: Primary data

Inference

The above table reveals that 10.5% of the respondents receive information from the past experience, 11.5% of the respondents are from newspaper, 29.5% of the respondents receive information from friends, 12% of the respondents are from the magazines, 5.5% of the respondents are from personal observation, 1.5% of the respondents are from books, pamphlets, 7% of the respondents are from the salesman, 3% of the respondents are from shop visit & retail outlet, 16.5% of the respondents are from television, 0.5% of the respondents are from poster/hoardings/boards, 0.5% of the respondents are from the movies and 1.5% of the respondents receive information from the other sources.

Maximum 29.5% of the respondents receive information through the source of friends and minimum 0.5% of the respondents receive information through posters, movies and radio.

Table - 7
The Respondents towards the Media of Advertisement

Media of advertisement	No. of Respondents	Percentage (%)
Television	121	60.5
Newspaper	27	13.5
Magazine	30	15
Outdoor	20	10
Others	2	1
Total	200	100

Source: Primary data

Inference

The above table inferred that 60.5% of the respondent's media of advertisement is television, 13.5% of the respondent's media of advertisement is newspaper, 15% of the respondent's media of advertisement is magazine, 10% of the respondent's media of advertisement is outdoor and 1% of the respondent's media of advertisement is others.

Maximum 60.5% of the respondent's media of advertisement is television and minimum 1% of the respondent's media is other media.

Table - 8
The Respondents towards the Advertisement of Hero Motors

Feel of Advertisement	No. of Respondents	Percentage (%)
Interesting	48	24

Informative	55	27.5
Induce to buy	19	9.5
Eye catching	25	12.5
Very attractive	30	15
All of the above	23	11.5
Total	200	100

Source: Primary data

Inference

The above table reveals that 24% of the respondents feels that the advertisement is interesting, 27.5% of the respondents feels that the advertisement is informative, 9.5% of the respondents feels that the advertisement is induce to buy, 12.5% of the respondents feels that the advertisement is eye catching, 15% of the respondents feels that the advertisement is very attractive and 11.5% of the respondents feels that the advertisement is all of the above.

Maximum 27.5% of the respondents feels that advertisement is informative and minimum 9.5% of the respondents feels that it id induced to buy.

Table -9

Opinion of the Respondents towards the Appealing Media

Media Appealing	No. of Respondents	Percentage (%)
Television	95	47.5
Newspaper	51	25.5
Magazines	42	21
Outdoor	12	6
TOTAL	200	100

Source: Primary data

Inference

The above table reveals that 47.5% of the respondent's appealing media is television, 25.5% of the respondent's appealing media is Newspaper, 21% of the respondent's appealing media is magazines and 6% of the respondent's appealing media is outdoor.

Maximum 47.5% of the respondents appealing media is television and minimum 6% of the respondents appealing media is outdoor.

Table - 10

The Respondents Opinion on Channel of Advertisement

Channel of Advertisement	No. of Respondents	Percentage (%)
Kalaignar	4	2

Sun	93	46.5
Jaya	13	6.5
Star Vijay	5	2.5
NDTV	19	9.5
Raj	1	0.5
Pothigai	1	0.5
More than one	46	23
Others	18	9
Total	200	100

Source: Primary data

Inference

The above table reveals that 2% of the respondents came across the advertisement at Kalaignar TV, 46.5% of the respondents came across the advertisement at Sun TV, 6.5% of the respondents came across the advertisement at Jaya TV, 2.5% of the respondents came across the advertisement at Star Vijay TV, 9.5% of the respondents channel of advertisement is NDTV, 0.5% of the respondents channel of advertisement is Raj TV, 0.5% of the respondents channel of advertisement is Pothigai TV, 23% of the respondents came across the advertisement at more than one channel and 9% of the respondents have came across the advertisement in other channels.

Maximum 46.5% of the respondents have seen the Hero Motors advertisement in Sun TV and minimum 0.5% respondents have seen the advertisement in raj and Pothigai channel.

Table - 11

The Respondents Opinion on Message of Advertisement

Conveying Message	No. of Respondents	Percentage (%)
Yes	168	84
No	32	16
Total	200	100

Source: Primary data

Inference

From the above table it is inferred that 84% of the respondents reveals that the advertisement is conveying message and 16% of the respondents reveals that the advertisement is not conveying message.

Maximum 84% of the respondents say that the advertisement is conveying message and minimum 16% of the respondents say that advertisement is not conveying message.

FINDINGS:

- ❖ The study consists of 200 Respondents, out of that 80.5% of the respondents belong to Male and remaining 19.5% of the respondents are belonging to Female category.
- ❖ Out of 200 respondents, 100% of the respondents come under the category of Advertisement awareness.
- ❖ Out of 200 respondents, 27% of the respondent's occupation falls under student category.
- ❖ Out of 100%, 35.5% of the respondents belong to the age group of 30 and above.
- ❖ Out of 100%, 35.5% of the respondents earn a monthly income of 5000- 10000.
- ❖ Out of 200 respondents, 100% are aware of the brand.
- ❖ It is conclude that 100% of the respondents have seen the advertisement.
- ❖ It is conducted that the felling of advertisement is like Informative.
- ❖ Most of the respondents have come across the advertisement towards the media of television.
- ❖ Out of 200 respondents, 47.5 % of the respondent's opinion's focus towards television channel advertisement.

SUGGESTIONS :

- The awareness of advertisement is at high level. So it must be still developed to sustain the position.
- Some important decision wants to be made in models of advertisement and presentation because it makes some drawback in the advertisement.
- Large improvement faculty wants to be made in advertisement campaign.
- The advertisement through the newspaper, magazine and outdoor must be improved.
- The advertisement must be improved and it must be attractive, so that it should be easily recalled at the time of making decision to purchase.
- It is the responsibility of the advertiser to give more informative advertisement to the buyer.

- Some of the respondents feel that advertisement is not conveying the message, so the advertiser should concentrate on the message conveyance of the advertisement.

5.3 CONCLUSION

The two wheeler industry is all about impulse for buying and it is at almost importance that the consumer gets the product and hence the maintenance of the advertisement takes a lead role in determining the customer satisfaction status.

This research project which was primarily aimed at determining the effect at the various attributes of the advertisement in determining the volume of sales in the outlet eventually arrived at the fact that a clear demarcation cannot be made in identifying the factory influencing sales of both the performance and the underperformance advertisement.

More emphasis should be given on the direct determinants of sales like the pamphlets, the point of purchase items like the banners, stickers, name boards etc, the customer executives should take due care to check whether articles reach the retail outlets and are displayed as per the standards set by the company.

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