



IMPACT OF TELEVISION ADVERTISING ON CONSUMER BEHAVIOR TOWARDS FOUR WHEELERS IN TELANGANA STATE

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Abstract

This study had been conducted to know the memory of various four wheelers brands through television advertising. A close ended questionnaire had been developed for empirical verification with a sample size of 230. It is found that television had an impact on brand recognition by consumers towards various brands of cars. The major finding is that timing of television advertisement and channel for airing are important for marketers. The frequency of airing television advertisements of four wheelers enhances the brand image. The managerial implications are described in this paper.

Keywords: *Consumer Behavior, Advertising, Purchase Behavior, Automobiles, Durable Products .*

Introduction

Automobile industry plays a vital role in movement of mankind from one place to another. It is impossible to imagine the world even for a moment without movement of wheels. Indian automobile industry is one among the largest automobile industries across the globe. The demand for automobile had increased along with economic development of nation from the past few decades. By 2030 India may become the leader in the automobile industry with its production and consumption capacity. The automobile industry had initiated its journey towards electric cars. Automobile exports grew 14.50 per cent during financial year 2019. It is expected to grow at a compound annual growth rate (CAGR) of 3.05 per cent during 2016-2026 (IBEF, n.d.).

In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the two-wheeler and four-wheeler market in the world by 2020. Major regulatory interventions, such as the accelerated transition from BS IV to BS VI, adoption of electric vehicles, safety rules and stringent vehicle standards are leading to a shift in vehicle technology. This is creating significant challenges, not only for automotive industry but also in related sectors such as energy, oil & gas, transportation, and urban development (PWC, n.d.).

Research Objectives

1. To study the association between occupation and awareness on brands in television advertising with regard to four wheelers.
2. To know the various brands memorized by audience after watching television advertisements.
3. To study the impact of personal norms, social norms and attitude on purchase intention towards four wheelers.

Scope of the Study

The automobile industry is large and many companies provide various categories of products. For this study only four wheelers (cars) have been considered. The automobiles are advertised in various modes but only impact of television advertisements is considered in this research study. The consumer behavior with regard to Telangana State had been described in this research study. Therefore the results cannot be generalized to other geographical locations.



Literature Review

Ojha (2018) had mentioned that transportation facilities, life style and income are primary factors influencing the behavior of consumers towards four wheelers. Bhattacharjee (2014) had described the economic environment of India had positive impact on consumers and demand for luxury products like four wheelers and other automobiles for personal use had increased in the recent decades. Many global automobile companies have entered into India market by anticipating potential demand for four wheelers.

Brennan et al (2015) had performed content analysis to know the trend of advertisements in news papers. The advertisements settings display the stereotypic behavior of gender according the product. McMillin (2015) had explained that life of people in the economy is shown in television advertisements. Further the environment in the advertisements has an impact on trust of consumers towards the brand. Maheshwari et al (2017) had used Delphi technique to analyze the effectiveness of advertising in television with regard to advertisements.

Brasel and Gips (2014) had discussed about the role of subtitles in advertisements on brand recall in television advertising. It is found that subtitles in same language enhance the effectiveness of television advertisements. When there is large difference between the preceding advertisements and current advertisement then audience observes the advertisement. Hence it is important for the marketer to know the preceding advertisement information for selecting the time slot of advertisement (Jeong, 2017).

Wilbur (2016) had conducted a study using set-up box information and found that movie advertisements are negatively associated by viewership and advertisements related to clothing, websites and insurance are positive associated. It is also found that advertising viewership is influenced by time like more viewership during evening and rainy evenings. Jerath and Pandey (2015) the location and gender has an impact on attitude and behavior towards the content in the advertisement.

According to Prieler et al (2010) the celebrity endorsement is important for consumers with regard to durable products. Khairullah and Khairullah (2013) had found that blend of Eastern values and Western values in advertisement are having positive impact on consumer behavior for modern products. Conley (2016) had described about the impact of automobile industry on the environment. The advertisements of automobiles influence the consumers to think about product and the environment.

Research Methodology

A structured closed ended questionnaire had been used for collecting primary data. The respondents are selected with non probability sampling method. It is essential for respondent to have knowledge about automobile with regard to four wheelers for participating in the survey. The statistical tools used for data analysis are multiple response analysis, regression, cross tabulation and frequency analysis. All the respondents are male with an average age of 34.78 years. Secondary data had been gathered from books, journals and electronic sources. The recent television advertisements are viewed to gain knowledge about advertisements of various four wheeler brands.



Data Analysis

The sample size for the study is 230 and out of the total respondents' majority of the respondents are having driving license. The large portion of the respondents have own car and they watch television advertisements of four wheelers. Majority of respondents are having income between 20,001 to 40,000 INR as per Table 1. Many of the respondents are employees and next majority group are having own business with regard to occupation.

Table 1: Profile of respondents

Variable	Characteristic	Frequency
Brand in Memory	Mahindra	120
	Toyota	82
	Tata	60
	Maruti	104
	Others	94
Driving License	Yes	196
	No	34
Own Car	Yes	184
	No	46
Car Advertisements	Watch completely	36
	Sometimes	138
	Can't say	56
Income	Less than 20,000 INR	46
	20,001 to 40,000 INR	104
	Above 40,000 INR	80
Occupation	Employee	116
	Business	79
	Others	35
Total Respondents		230

(Source: Primary Data)

Table 2: Multiple Response Analysis for Brand Frequencies

		Responses		Percent of Cases
		N	Percent	
Brand in Memory ^a	Mahindra	121	25.7%	52.6%
	Toyota	86	18.3%	37.4%
	Tata	64	13.6%	27.8%
	Maruti	110	23.4%	47.8%
	Others	90	19.1%	39.1%
Total		471	100.0%	204.8%

a. Dichotomy group tabulated at value 1.

(Source: SPSS Output)



Interpretation

The multiple response analysis is performed on the primary data by giving dichotomous values to each option for the item related to awareness on brand. For this question the respondent can select more than one option therefore multiple responses had been implemented through SPSS software. It is observed that Mahindra brand had been remembered by majority of the respondents. After Mahindra the respondents have opined that they remember the advertisement of Maruti brand. Overall there are 471 responses from 230 respondents and 39.1 percent have remembered other brands of four wheelers advertisements of other brands as per Table 2.

Table 3: Brand in Memory versus Occupation Cross-tabulation

			Occupation			Total	
			Employee	Business	Others		
Brand in Memory ^a	Mahindra	Count	40	46	35	121	
		% within \$Brand	33.1%	38.0%	28.9%		
	Toyota	Count	40	34	12	86	
		% within \$Brand	46.5%	39.5%	14.0%		
	Tata	Count	5	35	24	64	
		% within \$Brand	7.8%	54.7%	37.5%		
	Maruti	Count	64	23	23	110	
		% within \$Brand	58.2%	20.9%	20.9%		
	Others	Count	59	20	11	90	
		% within \$Brand	65.6%	22.2%	12.2%		
	Total		Count	116	79	35	230
	Percentages and totals are based on respondents.						
a. Dichotomy group tabulated at value 1.							

(Source: SPSS Output)

Interpretation

Among the responses for Mahindra majority of the people with own business have remembered the advertisement in television. For Toyota brand many employees approximately 46 percent have remembered the advertisement. For TATA brand the 54.7 percent of total responses are from respondents with own business as per Table 3. For Maruti the majority is from employees for remembering the advertisement. Approximately 65 percent of respondents who have remembered advertisements of other brands are employees.

Table 4: Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.452	0.354		15.416	0.000
	Personal norms	0.196	0.045	0.250	4.333	0.000
	Social Norms	-0.135	0.034	-0.224	-3.917	0.000
	Attitude	0.356	0.055	0.367	6.526	0.000

a. Dependent Variable: Purchase intention

(Source: SPSS Output)

Hypothesis testing

H1: The personal norms have positive impact on purchase intention for four wheelers.



H2: The social norms have positive impact on purchase intention for four wheelers.

H3: The attitude has positive impact on purchase intention for four wheelers.

Interpretation for hypothesis testing

H1 is rejected because the significant value for personal norms is 0.00 (less than 0.05) as per Table 4. Hence personal norms of respondents are having positive intention to own four wheelers in future. H2 is rejected because the significant value for social norms is 0.00 as per Table 4. But beta value is negative therefore social norms have negative impact on purchase intention for four wheelers. H3 is accepted because significant value for attitude is less than 0.05 as per table 4. Therefore attitude towards television advertisements has positive impact on purchase intention towards four wheelers.

Discussion

The television advertisements are frequently watched by respondents. Majority of the respondent with driving license and having four wheelers are watching television advertisements of cars. The brand image of four wheelers is being remembered by respondents. Hence it can be stated that television advertisement has positive impact on purchase intention of consumers. Mostly individual decide at the personal level to watch advertisements of cars in television. The television advertisements of all the selected brands in this study are effective. The occupation has an impact on memory of brands of various cars. It is observed that Mahindra is mostly watched by businessmen and employees are remembering Maruti advertisements. Hence according to personal requirements consumers keep the brand image in their memory. The TATA brand is remembered by business men and employees.

Managerial Implications

The appeal of advertisements is different to different market segments. The television advertisements of cars should be modified frequently to appeal for market segments. For example some advertisements show cars for adventurous people and few advertisements appeal as cars for family needs. The marketers need to be clear about the target market segment. The advertisements targeting employees should be aired in evening and weekends. The advertisements targeting business people can be aired at any time. It is also important to study the television viewing pattern of businessmen so that time slot of television advertisement can be selected. The television advertisements should motivate the viewers to follow the brand name on their social networking sites. The companies need to maintain two-way communication by synchronizing television advertisements and social networking sites.

The selection of television channel is important because some channels related to spirituality may not be suitable for modern cars. But movie channels and sports channels are better option for airing automobile advertisements. The marketers need to promote the automobile brands during summer seasons in sports seasons like Indian Premier League (IPL). The television advertisements should be designed to be followed by other popular advertisement. Now a day a trend began where television advertisements are aired during the program time and not during specific break time.

Conclusions

Television advertisements should be developed by associating with professional advertising agencies. The core benefit of the automobile or brand need to be communicated with the target consumers. The advertisements should convey the unique features of the product. The personal norms of consumers need to be enhanced so that they develop positive purchase intention and positive attitude towards the brand. The frequency of advertisement should be increased so that consumers keep the brand image in



their memory. It is important to enhance the brand image of four wheelers so that consumers feel appreciated for associating with the brand. Automotive Industry participants must, therefore, reinvent themselves to find new ways of creating and delivering value in the future. India is emerging as a priority market for global automotive companies. Indian companies are globalizing as well.

Future Research

In this study only men have been selected to know their memory of television advertisements related to four wheelers. The future research should be conducted to know the opinion of female respondents for memory of brand image of various automobiles. The impact of family on purchase decision towards cars needs to be done. Future researchers need to consider the factors like mileage, design, automation and brand image on purchase decision of four wheelers. The purchase decision process needs to be deeply analyzed so that insights can be given to automobile manufacturers. The impact of brand on selection of cab services can be analyzed by future researchers.

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