

Advertisements Lead to Customer Response towards Buying Car

M.Robinson¹ P. Selvam²

¹Assistant Professor ²P.G. Student

^{1,2}Department of Management Studies

^{1,2}Anna University (BIT campus), Tiruchirappalli.

Abstract— Advertisement is one of the marketing communications and it is using audio or visual way from establish. The sponsors of advertising are often business who wish to promote their products or services. The company was adopted different types of strategies, for example the celebrity's endorsement and animated spoke- characters are using car advertising. The advertisement is motivating from people to buying products and too aware, and to easily recall that particular car products. This paper presented the customer response is affecting more advertising variables. Those variables are supported by the creating good advertising as well as attracting the customers. Using these variables is increasing buying power, good impression to the customer.

Key words: Advertisement, Celebrity's endorsement, good impression, buying power

I. INTRODUCTION

The advertisement is more important to the public because it is one of the communications to reach the information and too aware of them. The advertisement is too aware of people about the many products and services. The company was creating the interest and innovative way to attract the customer by the advertisement based upon the product features, product offers, etc. This type of advertisement is creating more positive economic conditions because more customers are buying their cars. Many companies are clearly established the people by using the advertisements, after the advertisements the more customers are buying their products to improve the company image. The term customer response is very essential for this type of advertisements, more variables are affecting the customer response are namely, brand name, company loyalty, product offers, animated spoke- characters and the celebrities endorsement. These variables are creating excitement for people and to improve that buying powers as well as increase the company image.

II. LITERATURE REVIEW

RadhikaMadan (2010), many advertisement organizations should have some set of strategies, which one of the strategy is Celebrity endorsement. Because the celebrities give some gravity force to attract the customers. The celebrity is the biggest and easiest way to cover the more audience, to create the company image and make them loyal towards the brands. Celebrities help the advertisement of the products to reach the audience for the good communicative ability of all over the world.

Wen-Shin Huang, Tsuifang Hsieh and Han –Shen Chen (2011), this study explores to suggest that consumers are more affected by the animated spoke- characters, which is increasing the advertisement communication effect. Consumers to take purchase decisions are based upon the product and the brand values, these are the essential reasons.

Hence, regardless of high or low involvement of buying Products, consumers consider their real demands when purchasing products.

Thérèse Roux (2014), this study was effectiveness of car advertising from the generation y- consumer (y-generation is student of 18-30 age). This paper implies, I found that the more effective response in the car advertising as well as recall there the positive correlation between the recall and the more attention paid to the car advertising in the generation y- consumer.

Vikram Shende(2014),today the automobile industries is most lucrative industry in India. They have find out the customer expectations and their market offerings by the advertisement.

This study was the purchase decision process and its interaction with consumer behavior parameters across all the segments of car such as small & Hatch Back segment, Sedan class segment, SUV & MUV segment and Luxury Car segment. So the paper I found that the customer's preferences for the particular car segments factors.

III. ADVERTISEMENT

According to American Marketing Association “advertising is any paid form of non- personal presentation and promotion of ideas, goods and services by an identified sponsor”.

Advertisement is one of the communications with users of a product or services. The term advertisements are public notices designed to inform and to motivate public. The advertisement is non-personal, public communication about causes, goods and services, ideas, organizations, people and places, through means such as direct mail, telephone, print, radio, television and internet. This is such a way about informing to any type of products and to change the public mentality and to change the people thinking behavior. The commercial advertisements are radio and television, According to the Canadian-US advertising pioneer, John E. Kennedy (1864-1928), an advertisement is “Salesmanship in print”.

Importance of advertising is,

- 1) Promotion of sales
- 2) Introduction of new product
- 3) Creation of good public image
- 4) Mass production
- 5) Research
- 6) Education of people
- 7) Support to press

IV. CUSTOMER BEHAVIOR

“Consumer behavior is the study of how individual customers, groups or organizations select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

V. FACTORS INFLUENCING THE CUSTOMER BEHAVIOR

Five factors are commonly affecting the consumer behavior?

- 1) Purchasing Power
- 2) Group Influence
- 3) Personal Preferences
- 4) Economic conditions
- 5) Marketing campaigns

A. *Purchasing Power:*

The term purchasing power is very important plays in the consumer behavior. The consumers generally analyze their purchasing capacity before making a decision to buy and products or services. The products are may be good conditions but not able to meet in the purchasing ability, it will have high impact on its sales. They have segregated in many segments of a market because the buying capacity is based on the consumer behavior. Underlying, analyzing and keeping track of consumer behavior is very critical for a marketing department to retain their position successfully in the market place.

B. *Group Influence:*

Group influence is also seen to affect the decision made by a consumer. They have two types of influential groups are namely, primary influential group and Secondary influential group. The first group is primary influential group consisting of family members, classmates, immediate relatives and the second group is secondary influential group consisting of neighbors and acquaintances are seen have greater influence on the purchasing decisions of a consumer.

C. *Personal Preferences:*

This is the personal level, consumer behavior always influenced by various shades. The various shades are likes, dislikes, priorities, morals and values. The certain dynamic industries are fashion, food, personal care, etc. though advertisement can help in influencing these factors to some extent.

D. *Economic conditions:*

The economic situation prevailing is greatly influenced by the consumer spending decisions. The consumer spending decisions are clearly known about the economic situation. This holds true especially for purchases made of vehicles, houses and other household appliances are known about the based on the advertisement. The economic environment should positive then to make a consumer in more purchasing power.

E. *Marketing campaigns:*

Advertisement is greater role plays in the market, this also influencing the purchasing decisions made by the consumer. The marketing campaigns done on regular basis van influence the consumer purchasing decision to such an extent that they may opt for one brand over another or frivolous.

VI. DISCUSSION AND THE CONCLUSION

Advertisement is the most important tool to inform public the any news about any products and services. The advertisements are to create awareness about the products and services. This type of advertisements is using some different kind of strategies. The some kind of creating advertisements are how to affect the customers buying power. The

customers' response is affecting some variables based upon the advertisements; the variables are namely, brand name, product offers, celebrities' endorsement, animated spoke-characters and company loyalty. The brand name and the company loyalty are creating good impression for the customer response. The product offers are creating goodwill of company and to increasingly customers buying power. The celebrities' endorsement is easily recall and to easily find out that particular company. So before the advertisement should follow the some creation of factors, then to provide the better advertisements as well as more information is should be provide.

REFERENCES

- [1] Hunang, Wen- Shin; Hsieh, Tsuifang; Chen, Han- Shen. (2011). The advertisement effectiveness of animated spokes- characters. African journal of Business Management, 9971-9978.
- [2] Thérèse Roux. (2014). The Effectiveness of Car Advertising Media: Perceptions of Generation-Y Consumers. Mediterranean Journal of Social Sciences, 5(Vol 5 No 20), 1877-1887.
- [3] Vikram Shende. (2014). Analysis of research in consumer behaviorof Automobile passengercar customer. International Journal of Scientific and Research Publications, 4(2), 2250-3153.

<http://www.Slideshare.net>

<http://en.m.wikipedia.org>.

www.google.co.in/advertisement
economictimes.indiatimes.com.