

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

Effects of Advertisement on the Consumer

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Eng. Prince Pal Saini

Business Administration

Thesis title

Effects of advertisement on the consumer

Objectives of thesis

The diploma thesis aims to analyze effects of advertisement on the consumer. In particular, it is focused on consumer awareness, perception and their effects on consumer behavior.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60 – 80 pages

Keywords

advertisement, consumer behavior, consumer demands, media, market research, marketing strategy

Recommended information sources

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Declaration

I declare that I have worked on my diploma thesis titled " Effects of Advertisement on the Consumer" by myself and I have used only the sources mentioned at the end of the thesis.

As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 13th March2019

Prince Pal Singh Saini

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ABSTRACT

Advertisement is an integral part of our daily life it connects us with new products and services by using different media like newspaper, television, magazines, and hoardings. It is basically an effective method of marketing which encourages the consumers to purchase goods and services. Advertisement enhances the economic activity which improves the income of product. It also motivates the customers to consume more materials and improves the standard of living. This research work is mainly focus on to find out the role of advertisement on building the consumer perception and studies the impact on buying behavior. The consumer's behavior plays an effective role in the market and it depends on the brands and packaging of goods and products. The consumer behavior is an effective tool for marketing manager, and it is very complex phenomenon to understand the mutual advantage of buyers and marketers. In this Diploma Thesis the Primary Data has been collected by research work based on the feedback of the 100 persons and then their view is considered for the further descriptive analysis. After performing the analysis on the theoretical part of the thesis questionnaire, then it is used for data interpretation. The questionnaire result clearly shows that advertisements have positive impact on customers and it also change the perception towards the products. The outcomes in result and analysis chapter show the significant results based on respondent's views.

Keywords: advertisement, results, consumers, marketing, questionnaire, consumer behavior, perceptions, brands, data.

ABSTRAKT

Reklama je nedílnou součástí každodenního života, spojuje nás s novými produkty a službami pomocí různých médií, jako jsou noviny, televize, časopisy a billboardy. Je to v podstatě účinná metoda marketingu, která spotřebitele povzbuzuje k nákupu zboží a služeb. Reklama zvyšuje ekonomickou aktivitu, která zlepšuje příjmy z produktu. To také motivuje zákazníky, aby konzumovali více materiálů a zvyšuje životní úroveň. Tato výzkumná práce se zaměřuje hlavně na zjištění role reklamy při budování vnímání spotřebitele a také na studium dopadu na nákupní chování. Spotřebitelské chování hraje účinnou roli na trhu a závisí na značkách a balení zboží a výrobků. Spotřebitelské chování je efektivním nástrojem marketingového manažera a je velmi složitým fenoménem k pochopení vzájemně výhodného vztahu kupujících a obchodníků. V této diplomové práci byly primární údaje shromážděny výzkumnou prací na základě zpětné vazby 100 osob a jejich názor je posouzen v další popisné analýze. Po provedení analýzy v teoretické části práce je použit dotazník pro interpretaci dat. Výsledek dotazníku jasně ukazuje, že reklamy mají pozitivní dopad na zákazníky a také mění vnímání výrobků. Výsledek ve výsledkové a analytické kapitole ukazuje významné výsledky na základě názorů respondenta.

Klíčová slova: reklama, výsledky, spotřebitelé, marketing, dotazník, chování spotřebitelů, vnímání, značky, data

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CHAPTER 1

INTRODUCTION

Advertisement is a way to influence the consumers to buy the products and services by using oral messages, images, videos, and textual data. Basically, it is a way to create the awareness in the minds related to the products. In the era of technologies different methods of advertisement are used to influence the persons. From getting up in the morning, travelling in metro, in newspaper, during listening radio and watching television everywhere we are surrounded by some advertisements of clothes, daily usage products, electronics equipment [1].

Types of advertisements

- TV Advertisement
- Radio Advertisement
- Newspaper Advertisement
- Online Advertisement
- Advertisement by Celebrities

The advertisements help the consumers to know about the brand of the products and their features. It aware you about newly launched mobile, house products, toothpaste, and kitchen products also. By watching the advertisements, it is easy for the consumers to differentiate between the products according to their needs. Now the days, advertisements made in such a way they have directly impact on the mind of consumer because they relate them with some sentiments. The main goal of advertisers is to make the product famous and enhance the business. They make the advertisements by focusing the age groups and the products [2].

Pros of advertisement:

- Enhance the sale of products at reasonable prices.
- Aware the persons about new ideas and products for daily use.
- Person belongs to every age group can easily understand the product.

1.1 Concept of Advertisement

The concept of advertisement according to William J. Stanton “The advertisement is a concept consist of different activities involves in presenting to a group orally, visually and openly using message or information related to product or service. This message called as advertisement which is disseminated through different media and paid by identified sponsor.

Therefore, sellers adopted all the different methods of advertisement like newspaper, television, and personal selling and make good public relations for their brands and target the consumers in every possible way. The concept of advertisement further expanded by using the context of diversified market according to the need of consumers. Marketers used different marketing techniques to fulfill the consumers need. The market scenario has changed drastically from different retailers to whole sellers and street shopping to mall. The consumer’s behavior changed due to emergence of internet and it revolutionized the market [3].

1.2 Consumers Behavior

The consumer's behavior plays an effective role in the market and it depends on the brands and packaging of goods and products. The consumer behavior is an effective tool for marketing manager, and it is very complex phenomenon to understand the mutual advantage of buyers and marketers. The consumer behavior helps to understand the nature of consumers need and wants to provide the best method to satisfy them.

In the developing countries consumers attracts to a product only when they have purchasing power and in need of goods. Communication plays an important role in the field of advertisement because it helps to know about variety of similar product. Communication provides the information about different brands of similar product which helps consumer to decide which product is best for them. The advertising communication depends on the AIDA model which based on the [3]:

A: Attention

I: Interest

D: Desire

A: Action

In advertisement of product consumer's attention matters most and it is gained by effective message and communication in the advertisement. If user takes attention in some product than it shows some interest and desire to buy it according to their need and features. If the quality of product according to the advertisement is good, then it enhances it sale and satisfy the consumers.

CHAPTER 2

OBJECTIVES AND METHODOLOGY OF THESIS

2.1 Objectives

- **To identify the role of advertisement on building consumer perception**

Advertisement plays a vital role in making the perception and choice of the product from the similar range of products. Advertisement presents the product in the visual form with the detail of its features and advantages. The best content of the advertisement for product helps to increase the sales of the product. The advertisement related to the emotional side of the consumers affects the most of the consumer's mind.

- **To study the impact of consumer awareness and perception on buying behavior**

This goal of the study related to the impact of advertisement on consumer awareness and their perception related to that product. This goal also reveals the perception related to the product in different consumers. The perception of each consumer helps to find out their will to buy the product or not and it is different for each consumer.

2.2 Methodology

The Methodology part consist of two main divisions “The Literature Review” which is elaborated from secondary data available and by performing the careful review on it. This review is used to write the theoretical part of the diploma thesis.

To review the secondary data, we have used the following channels for collection of the data:

1. Internet Websites
2. Text Books
3. Articles
4. Journals
5. Some Group Discussions

The Primary Data has been collected by research work based on the feedback of the 100 persons and then their view is considered for the further descriptive analysis. After performing the analysis on the theoretical part of the thesis, a Questionnaire has been prepared for the persons to answer. The questionnaire method provides highly accurate data because interpretation of question is accurate. This Survey has been performed City: Chandigarh of Country: India and some persons have been approached via email, Face-To-Face and some by Facebook. It has been considered to send this questionnaire to only 100 persons as to collect quality data rather than quantity of data. The Questionnaire was provided to 50 males and 50 females of various age groups.

Data collection process for this work took approximately two weeks. The questionnaire consists of two parts in which one part contains the basic information related question and second part contains the questions related to “Effects of Advertisement on the Consumer”. In the end, there is Descriptive analysis is basically a process in which summary of the data based on the description given by the respondents. In this analysis feedbacks of 50 respondents have been considered for

the analysis of Effects of the Advertisement. In this different question and their answer-based graphs are drawn.

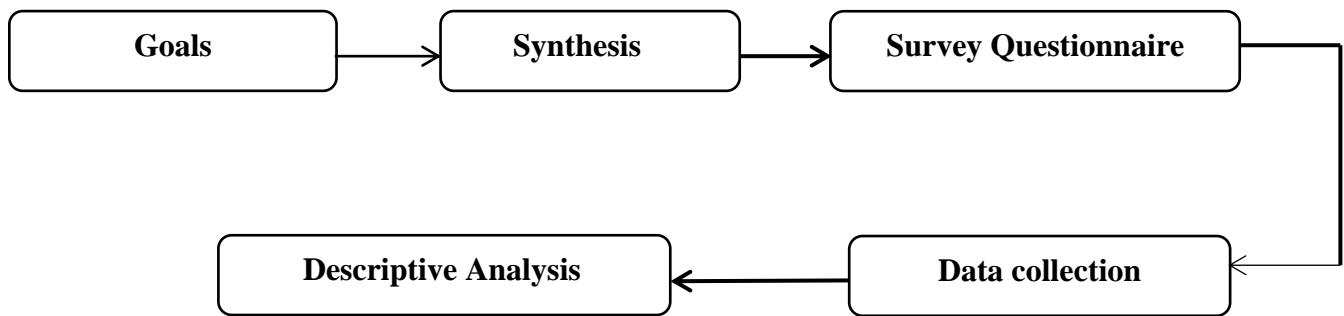


Figure 2.1 Flow chart of research methodology

CHAPTER 3

LITERATURE REVIEW

This chapter describes the related study on the propose topic in which it describes the effect of advertisement on the consumers. The review represents the research done in the last decade and the change in the approaches. Here the studies also consider enhancing the knowledge related to the latest approaches.

Different types of communication medium and tools are used for the advertisement purpose to influence the consumers. The ads on the TV affect the most because visual things are easy to remember by the brain. To study the impact of advertisement many researchers uses different platform and tools which helps to find the adequate results. The advertisement which gains the consumer's attention is the effective advertisement and it leaves the traces of the brands in memory. Eyes movement indicates the visual attention of the consumer and helps to store the information for long time.

3.1 Advertising Media

Advertising media play an effective role in appropriate transmission and communication of advertisement. The advertisement media prospect the consumers most and depend on the media of communication through which message conveyed to the consumers. The effective media provides the maximum coverage at minimum cost of advertisement. The decision of advertising media is critical because selection and choice of media affects the most on consumers. Advertising media is mainly of two types that are:

1. Print Media
2. Electronic Media

Print media is the media based on the printing the advertisement on the newspapers, magazines, journals, posters, and packaging. The electronic media related to broadcast the advertisement through electronic medium like radio, television. The other type of advertising media is outdoor media that related to large hoardings, gantry, and posters.

The latest advertisement media is online advertisement by using the internet which includes digital marketing, web and online account mails of products. In the era of technology and advancement digital advertisement media also plays an effective role because most of the consumers also connected to the internet and used smartphones for their daily needs. The concept of digital or online advertisement based on the search of consumers on their search engines. The cookies help to provide the related advertisement of product and provide more choices of that product. This concept is more fruitful in the field of e-commerce industry and helps the seller in sales [4].

The effective and original advertisement idea will be waste if it is to properly utilize at the right time and right place. Hence the selection of advertisement media is an important factor to achieve the advertisement objectives.

3.1.1 Print Media

Print media is an effective and oldest method of advertisement and it is also a challenging task. This media mainly based on the creative skills of designing, writing and visualization of advertisement. This media is one of the best methods of publicity because it is an important part of our culture and social life. This media prints the advertisement according to the product and target area. This media mostly used by the 70% companies to raise their product's consumption.

The information and advertisement print by print media makes a longer impact on the minds of consumers. In India, major advertisement printed by using magazines, newspapers, booklets, pamphlets, brochures, and handbills.

Types of Print Media

- **Newspapers**

Newspaper is a part of daily life and it is a best method of advertisement and also reused when someone wants to re-read the news of some articles. The newspaper carries day to day activities across the local area, national and international region with detail description. It provides the latest information to the readers about the happening events in the place around them and affects him directly or indirectly.

Newspaper is a source from where consumers read factual information due to its credibility. The readers hold high level of interest in the articles they read from the newspaper and also pay attention to the advertisement and new stories. The consumer's response allows advertiser to provide a lot of copy details in their advertisement.

Newspaper advertisers also provides discount on the large size advertisement related to the discount on grocery items and other special offers on different products. The classified portion of the newspaper provides the advertisement related to retail properties, education, business, and technology [5].

The classified newspaper provides the advertisement according to the product and services. These advertisements arranged according to the reader's convenience and it does not include illustrations. The below given figure show the different types of advertisement in the newspaper.



Figure 1.1: Advertisements in Newspaper ^[53]

- **Magazines**

Magazine is also an effective printed media which were read and preserved for a long time as compared to newspaper. The newspaper mostly published daily, weekly, and monthly and cover the all event related top social, economic, and political events but magazines covers a specific interest topic. The magazines have more casual readers and they depend on the appeal. Most of the magazines published in the regional language which connects the persons more.

The consumer's attention to the advertisement based on their needs and wants. Magazines related to business and trade provides the details of products and schemes. The famous magazines are Forbes, Business India, India Today, Outlook, Society, Woman's Era, and PCQuest.



Figure 1.2 Advertisements in Magazines [54, 55]

- **Outdoor advertising media**

The oldest and one to the most common media of advertisement is outdoor advertisement media. This media consists of hoardings, posters, bill boards, bus shelters, mobile display van and painted shops. This media called outdoor because it resides outside the home in the open place where many customers pass during the whole day and observe the advertisement. The Outdoor advertisement produces the visual sensation when it comes into contact with spectator's vision. The attraction to the advertisement board based on their color collection and way to express the message from the ad [6].



Figure 1.3 Outdoor Advertisements ^[56]

3.1.2 Electronic Media

Electronic media of advertisement consists of television, radio, internet and web. The radio advertisement is one of the oldest-way and mostly helpful in the rural areas. The radio advertisements are audio in nature, and they covered a large area which includes the remote areas also. Radio advertisements provide a lot of information related to education, health and social events.

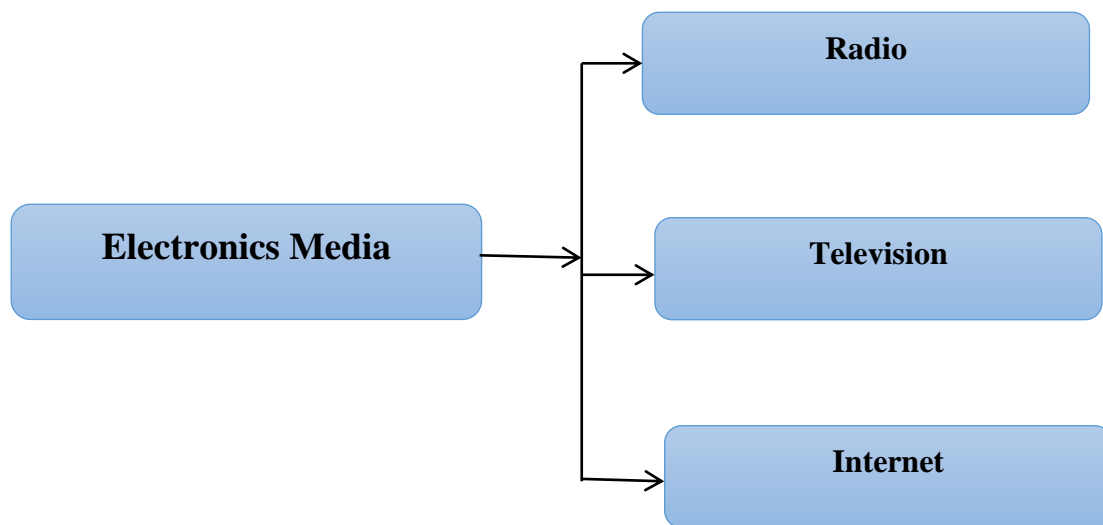


Figure 1.4 Electronic media of advertisement.

Television is the most attractive method of advertisement because it provides audio and video of the product in the advertisement. This visual impression of the advertisement stays for a long time in the consumers mind and it its more impressive.

The latest way of the advertisement is digital advertisement by using internet. This can be classified as websites, banners, sponsorships, and buttons. The advertisement on webpage shown in the form of banners on the side of webpage [7].

Nguyen, Cathy, et al (2018) investigated the co-branding effects in advertisements on consumers memory. Co-branding basically an approach in which two brands are in partnership with having different features and help each other in sale. The study revealed that there is no positive effect on consumer's memory of related ad.

Shareef, Mahmud Akhter, et al. (2018) studied the effect of advertisement on Facebook on the attitude of consumers. The main goal of this study was to develop the scale item of consumer's attitude toward the advertisement on Facebook. In this experiment a research assistant was appointed who was an active member of Facebook which introduces a message related to the product Samsung tab. The findings of the study identified the attitude towards advertisement on different product by using source derogation, self-concept, hedonic motivation, and experiential messages.

Shulga, et al (2018) studied about the factor which affects the consumer participation in advertisement. The study represented that the brand attachment has monetary rewards in consumer generated advertisement. The Consumer's attitude and willingness to participate played a role of mediator between the attachment with brand and their loyalty. Result of this study indicated that monetary reward did not influence significantly.

Friedman, Katherine L., et al. (2018) examined the behavior of adolescent boys towards the advertisement of alcohol and tobacco in rural and urban area boys. The study based on the 11-16 years boys which view the 5 advertisements for 8 second per ad. These advertisements are also in magazines which males commonly read. The results concluded the boys preferred non-tobacco advertisement over tobacco advertisements. The finding of this study shows that advertise which promote the SLT particularly concerned the adolescent boys.

Shiller et al. (2018) discussed about the effect of ad blocking on website and its effect on the quality and traffic. In this study three different methods are used to measure the impact of ad blocking on site traffic. The first method checks the changes in the site ranks in previous years after ad-block by users. The second method is geographic proximity of users which employ the ad-blocker. And third analysis of ad-block effects on different site. The quantitative result shows that ad-blocker has great impact on quality of content created on the websites.

Chandrasekaran et al. (2018) studied the impact of offline ad content on online brand search. The advertisement on the TV affects the online brand search because consumers of every age group watch TV show. The study reveals that the informational content of TV ads enhances the online brand search and emotional content on TV does not have effect on the online brand search.

Bell et al. (2018) discussed about the positive effects disruptive advertising on consumer preferences. Disruptive advertisements are that type of advertisements which are evaluated negatively, and they are annoying because they disturb the favorable activities. These advertisements only increased the preferences of the brands and brand preference is unaffected by emotional advertisements. This also leads to the avoidance in the advertisements.

Tuchman et al. (2018) studied on the behavior of consumers related to the television advertisements. It is very common in these days user chooses to change the channel when advertisement comes between the serial or any movie they refer to watch something else which is beneficial and informative. In this study, a new model is developed in which ads are combined according to the users demand and their interest. Advertisements help the consumer to know about the new product launched in the market and also about their feature. This will help to enhance the purchase of that product and show the effect of advertisement if the sale is increased of that particular product.

Wakefield et al. (2018) compared the effects of advertisements on the drinkers from long term harms and short-term harms from alcohol. The study was based on the 16-64 years age group. The result of the study shows that the consumption of alcohol was reduced after watching the advertisement with warnings and harmful effects. This study concluded that the advertisements have also the positive effects on the persons on health-related products and they take them seriously and follow them.

J. S Keem et al. (2018) analyzed the consumer's behavior, experiences, and avoidance of mobile shopping applications advertisements. The analysis based on the 200 male and female consumers in the age group between 20-30 years. These age group consumers are mostly use mobile application shopping. This analysis based on the persons who do not use any mobile application for shopping, second the age group that clicks on advertisement by their type. Third type of age group is consumers which attract by the reward type advertisements in pop-up form. This study

advised to operate their application with caution which helps to prevent the consumers from irritation.

Shareef, et al. (2017) conducted the study to conceptualize the value of advertisement and consumer's attitude related to advertisements. The main goal of this study was to identify the credibility by using the theoretical model. This model also identifies the positive attitude of the users towards the advertisement on Facebook. The study was conducted on the three different groups that are associative group, aspirational group, and market themselves. The study revealed that there is a significant difference in developing advertisement and message related to the advertisements.

Wang et al. (2017) studied the impact of emotion appeal in the advertisements in purchase of production. This studied show that the guilty green appeal is more effective for promotion of green products. The significant effects also observed on the emotional appeals for green product and purchase intention of consumer. But there is no significant effect between Confucian culture and green involvement.

Chou et al. (2017) evaluated the effect of old songs in nostalgia advertisement and young Indian consumers. In this study, it is observed that the old Bollywood songs are used in the advertisement to make some impact on the consumers because they are attached with song. The old songs generate effect on the young Indians toward the song and the singer related to that song. This approach of song involvement in advertisement provides positive effects in the product sale.

Van Reijmersdal et al. (2017) studied the online advertisement effect on children. The concept of profile targeting is used to send the advertisement on children's account. The investigation based on the brand attitude and intention of purchase. This is based on the form of product and selection of product. In this work three different mechanisms are tested that liked of advertisement, relevance of advertisement; recognize the target of the advertisement.

Tran et al. (2017) studied the behavior of online marketing by using social media platform Facebook. The concept of personalized advertisement is discussed in this work by using the customer's behavior reactions and attitudinal reaction for the ad. The segments of customers are also prepared in this work on the basis of personal view of customers. The three segments used for study were ad lovers, accommodators, and ad haters.

Aribarg, et al. (2017) studied the behavior of consumers related to native ads and study about their response. The consumer response noticed in attention or confusion related to the ads. The result of this study shows that traditional display of ad may be at loss when it is placed at the margin area on the website with another material. The study also reveals that brand awareness of product plays an effective role consumer response.

Maheshwari, Prateek et al. (2017) presented a qualitative analysis of the Indian automobile industry. Indian automobile industry is highly competitive, and technology driven. In the latest business scenario, there is high competition and ensuring the success rate of advertisement is a critical task and it requires a large budget for effective campaigning. This study mainly performed to identify the drivers for effective advertisements of automobiles. For this purpose, structured Delphi approach is used to identify the drivers for print media advertisement.

Honka, Elisabeth, et al. (2017) presented the article based on the effects of advertisement on consumers awareness and purchase decisions. For this purpose, detailed information of customer's shopping process related to banking and retail sector. The model describes the account opening and shopping process of consumer and choices.

Nayum, Alim, et al. (2016) analyzed the latent class cluster which differentiates the consumers among conventional car buyers based on latest purchased car features. The analysis of variance and least square error were performed on the 5 groups of car buyer and electric car buyers on the basis of psychological variables. This study indicated those battery electric car buyers groups have different psychological behavior from car buyers. The conventional car buyers evaluated more attribute rather than electric car buyers.

Zeugner-Roth et al (2015) conducted a study that identified with customer behavior are to a great degree important in various aspects. The centralization of purchasers conducts in the dynamic business condition licenses organizations to offer attractive products in the worldwide commercial center. The information about purchaser behavior permits organizations and firms in anticipating buyer aims to buy in-group (home-nation products) or out- group (foreign products).

Vikram Shende (2014) concluded that the automobile industry today is the most beneficial industry. Because of increment in disposable income in both rural and urban area and accessibility

of simple finance are the key drivers of high-volume car segments. More competition is warming up with a large group of new players coming in and worldwide brands like Porsche, Bentley, and Ferrari all set to venture into the Indian market. This article shows an investigation of research in the area of Consumer Behavior of Automobile Car Customer. Appropriate conception of buyers purchasing behavior will help the advertiser succeed in the market. All segments in the Indian Car industry were anticipated and exposed that the purchaser has an alternate requirement of practices in each section, while a primary driver for car buy is discretionary cash flow. Incentive for cash, security and driving comforts top the positioning as far as client necessity; while the observed quality of clients for the most part relies upon brand image. The target of this examination is the distinguishing proof of variables affecting client's preferences for a specific fragment of cars. This paper equally endeavors to unite findings and proposals to defeat exhibit situation of staleness in deals and improve future interest in automobile car market.

Teixeira, et al. (2014) studied about how and when to entertain the consumers by using advertisement. The study reveals that the positive content like music audio and visual imagery make advertisement more attractive. The survey on customers also conducted by considering different ads in homes and workplaces and examines the level of entertainment of ad. A new method of web-based face tracking system helps to measure the response, interest and purchase intent. This study helps to know about how different ads and their entertainment level effects on purchase of product.

Chrysochou, et al. (2014) studied on the health-related ads and how they effect on product evaluation. The study shows how the health-related ad motivates the consumers for their health. Mainly the health-related ads are distinguished in three parts that are functional claims, health imagery, and process claims on product evaluations.

Fazal, et al. (2014) examined the buying behavior of consumers after advertising in the rural areas. The data collection from the rural areas is done by using questionnaires and analyzed by using statistical analysis. The simple regression method and correlation analysis is done for analysis process. The result shows that the advertisements are positively correlated with buying behavior but negatively correlated with consumers buying behavior.

Ramita Verma et al (2013) examined that, in India's car market the extravagance cars are the quickest developing portion. In India Luxury car market developed at a quickened pace in the recent years. Looks into and contemplates have exposed that the luxury car market is emerging at a relentless speed of 25% for every year with an ever-growing number of quantities of luxury cars entering the Indian car market. India is one of the quickest developing economies of the World. With the predictable development rate of 8-9 % throughout the former five years the discretionary cash flow of Indians has been developed in a great way. Moreover, the development of the HNI (High Net worth Individuals) persons group in India is crossing sign of 25%, the most noteworthy in the World. Due to these components the Luxury market of the World, which was based in USA, Europe, China, Japan, and Korea, up until now, has begun moving its emphasis on India. Examiners evaluate that the extravagance auto section would be developed at a rate of 28% every year. More than 7,000 extravagance autos were sold in India consistently and almost 20 worldwide extravagance brands were seeking the quantity of the overall industry. The Indian extravagance auto advertising has tripled its size in the previous five years. It is relied upon to develop at a similar pace for 2-3 years. This paper features the Pest investigation of Indian Luxury Car Market and to examine the focused.

Manish Kumar Srivastava, A.K. Tiwari et al (2013) examined the purchaser's behavior for A3 section vehicles, for example, SX4 and Honda City in a locale Jaipur. Data collected from 100 participants 50 each from Maruti SX4 and Honda City. Participants were considered from different variables like Occupation, Gender, and Income class. Moreover, the client buys parameters considered in investigating are Safety, Max Speed, Price, Comfort, Mileage, Styling, Power and Pickup, After Sales Service, Brand Name and Spare Parts Cost. The above parameters and investigation made in this it exposed that, whereas buying A3 segment car buyers give more importance to Safety, seating and driving solace and Brand Name. Similarly stated status and commercials in car magazines are more convincing communication mediums for improvement of Cars.

Prasanna Mohan Raj et al (2013) examined the elements influencing customers brand inclination of the economy section MUV's and SUV's. The data collection was made through direct communication and client capture overview utilizing survey. Elucidating examination was used to change information into comprehensible arrangement and variable investigation was used for

distinguishing proof of variables affecting buyer's preferences. According to the result, the preferences of a given brand can be clarified regarding six factors specially money related factors, stylish interest, Product dependability, recurrence of non-value advancements offered, reliability and client feeling or relationship towards the brand. There is required for advertisers to mull over these variables while making products development in the SUV fragmentation of Automobile market.

Balakrishnan Menon, Jagathy Raj V.P. et. Al (2012) determines that, due to value contrast in Diesel and Gasoline, near about one third of the car owners were having diesel vehicles. The research demonstrating that nearby 1/7 of car for the city drive for family utilization, however, using the second car for office and business purpose. Foreign brand cars specify a perfect preference in the Kerala car segment. Similarly, it was watched that in the data social event and purchaser buy start arranging, TV ads on car models and brands, appearance on the web site of the maker and visit to merchants were the prime sources where customer assembles data on car models.

Samin Rezvani, Goodarz Javadian Dehkordi, Muhammad Sabbir Rahman et al (2012) investigated the nation of starting point and diverse variables that influence the purchaser buy anticipation, moreover feature the relationship of variables and customer buy a goal. The research shows that particular person thinks about which country product generate from and where they are made and consider these components while assessing the quality of the products. Simplifications of the nation and the preferences of customers influence the reason expectation. Culture, political framework, and the economy of the nation can be a reason for affectability of individuals. There are several variables that affect consumer buying goal. Research and strategies have revealed that all the same, when purchasers can evaluate all the natural product qualities by communicating the product, the influence of unnecessary encourages has more effect on purchaser product assessment. Nation of root is one of the outward signs; likewise, there is presumably that nation of source has an impressive impact on the purchase intention procedure.

K. Vidyavathi et al (2012) throws light on the different perspectives that the markets must emphasize on to draw in the planned purchases. The interest in the little Automobile segment is growing a direct outcome of the emerging number of nuclear families and in addition parking problems. Thus, the manufacture should discover the requirements, tastes and inclinations of

buyers with a particular end goal plan the products. Also, proficiency and driving comfort are the most vital parameters took after by the convenience of extras and their price.

Nikhil Monga, Bhuvender Chaudhary, Saurabh Tripathi et al (2012) attempts to answer a portion of the inquiries in regard to mark the identity of chose cars in India by leading the statistical surveying. This identity designing will help in recognizing what a client thinks about a given brand of car and what are the conceivable components managing a conceivable purchase. Additionally, measuring the consumer loyalty will fill a similar need of deciding the client recognition. In this manner, by measuring the readiness of energizing clients of a car to prescribe it to others will assist the car producers with checking out the whole consumer Buying Behavior. The investigation demonstrates that brand recognition is something which begins developing before a car is obtained and goes ahead with its utilization. On behalf of the examination findings, merchants assume a vital part in working up the brand impression of the cars.

Balakrishnan Menon and Dr. Jagathy Raj V.P. (2012) explored that the variety of decisions accessible to the Indian passenger car purchasers, it definitely changed the way the auto buy situation in India and especially in the State of Kerala. This changed the car scene from a seller“ market to buyers“ showcase. Car clients began building up their very own inclinations and buying designs, which were up to this obscure point on the Indian car segment. The primary motivation behind this paper is to think of the ID of conceivable parameters and a structural improvement, that impact the consumer buys conduct examples of traveler car proprietors in the State of Kerala, so further research should be possible, considering the system and the distinguished parameters.

Balakrishnan Menon et al (2012) concluded that Globalization and advancement, with the section of numerous unmistakable outside producers, changed the vehicle situation in India, since mid-1990's. World Leaders in car assembling, such as, Honda, Ford, General Motors, Toyota, Mitsubishi, Benz, Suzuki, Renault, BMW, Hyundai, Volkswagen and Nissan set up their assembling units in India in joint wander with their Indian partner organizations, by making utilization of the Foreign Direct Investment arrangement of the Government of India, These makers began catching the hearts of Indian auto clients with their decision of mechanical and

creative item includes, with quality and unwavering quality. With the variety of decisions accessible to the Indian traveler car purchasers, it radically changed the way the auto buy situation in India and especially in the State of Kerala. This changed the car scene from a venders' market to purchasers' market. The aftereffects of the examination add to the down to earth learning base of the car business, particularly to the traveler auto fragment. It has likewise an awesome contributory esteem expansion to the producers and merchants for tweaking their advertising designs in the State.

Ms. K. Vidyavathi (2012) found that the market is presently tremendously consumer driven. The concentration is moving for item based promoting to require based advertising. So, it is critical that we think about the buyer observations and conduct of the Automobile proprietors which will give us input on how marketing strategies can be functioned. A Chennai town in Tamil Nadu State, which is in the southern piece of India, has a dynamic and developing business sector for Automobiles. This town was chosen for this investigation. A Simple Random testing procedure was received in the investigation to choose the specimen respondents. As the measure of the universe is limited, the examination has been led to the respondents who are the proprietors of the considerable number of fragments of traveler Automobiles. A sum of 350 Interview plans was arranged and out of this, lone 327 meeting plans were topped off and gathered. Information was gathered through a meeting plan with respect to the impression of the respondents on the use of Automobiles. This investigation presumes that buyer conduct assumes an indispensable part in markets Automobiles and there is more degree for broad research around there.

Samin Rezvani et al (2012) conducted the study to audit the nation of root writing and say distinctive factors that impact buyer purchase intention, and furthermore feature the relationship of factors and client buy expectation in view of the past writing. This research is profitable for advancing the purchaser conduct writing and offering help for connections between the factors and buy expectation. Moreover, it additionally enables advertisers who to take a shot at related themes as per the nation of root point of view. The current writing demonstrates that the greater part of the factors said in this paper have an association with the client purchase intension from the nation of source perspective. Be that as it may, there are many variables for which it has not been resolved whether they impact purchaser by goal identified with the nation of root issue and there is a wide extension for future innovative work.

Nikhil Monga et al (2012) explored in response a portion of the inquiries with respect to the brand identity by choosing cars in India by directing the statistical surveying. This identity, drawing will help in understanding what a customer thinks about a given brand of car and what are the conceivable variables managing a conceivable buy. Additionally, measuring the consumer loyalty will fill a same need of deciding the client recognition. In this way, by measuring the "readiness of existing clients of a car to prescribe it to others" will assist the car producers with chalking out the whole Customer Buying Behavior. This examination will be useful for the new car participant organizations in India to discover the conceivable holes between the client desires and the present market offerings. The research will break down the pertinence of existing examination ideas, hypothesis, and apparatuses for assessing customer fulfillment.

Satish and Bharadwaj (2010) conducted a research on information, research behavior among new car purchasers. Information was gathered from two Indian Metros, Bangalore and Chennai. The factors chose for the examination were taken from past research. The information was broken down with the assistance of factor examination and factors so brought were connected with owners of cars. The four elements were separated, e.g. styling and comfort, esteem for cash, security and dependability and incidental and so on. The gatherings were recognized utilizing cluster examination, which was connected to look action factors and identity factors. Four clusters so shaped were named, expansive direct searchers, extreme substantial searchers, low wide searchers and low searchers. So, the investigation was the first to segment the car purchasers in India and furthermore the outcomes were bolstered with past examinations.

Peter de Haan et al (2009) conducted a study to recreate the car market keeping in mind the end goal to figure the impacts of feebate frameworks in view of a vitality naming plan utilizing classifications A to G. Exceptionally fuel-productive (A) cars get a money motivation, very wasteful (G) cars pay extra expenses. Customers have distinctive value versatilities and behavioral choices to respond to feebate. They can change into a littler measured car, however, as vitality productivity differs broadly inside size fragments; they can likewise adhere to the favored size class and pick a more motorist. Also, already claimed cars impact the following car to be picked.

Liu Dongyan et al (2008) explored an investigation plans to give an outline on youthful Chinese customers' car buy behavior. This investigation is predominantly centered on Beijing youngsters. Both essential and optional information was accumulated amid the examination. The outcomes

demonstrate that car buying choice is an essential choice for the vast majority of Chinese buyers. Buyers get data from various channels, car deals staff, Internet, family/companion (verbal), auto indicates and so forth, however, with the quick advancement of a great deal of shoppers begin to utilize the internet to get car data that internet has turned out to be second astutely utilized divert to get data in our investigation. The consequences of this examination disclose to us that Chinese customers take "security" as the most critical trademark and take "esteem for cash" as the second most vital and "riding solace" as the third vital trademark when obtaining an auto. "Safety" and "esteem for cash" view as extremely important, which won't not be fundamentally not quite the same as western auto clients.

Rani (2008) presented a study of the passenger car industry in India. Patterns in the Indian car industry had been contemplated preceding progression and post-advancement time. She verbalized that wide marking approach which gave new licenses to general gatherings of car items began in 1985. In post-advancement period, the passenger car industry in the nineties was described by an expansion in the quantity of brands accessible in the market which made brands contend on the premise of an item includes. Chart of offers of cars expanded from 264803 units in 1994-95 to 819918 units in 2004-05. The car business contributed 19% of circuitous duties in 2007 and gave coordinate work of more than 2 million and aberrant work of around 10 million. As indicated by the author, fundamental difficulties for the Indian car industry were street framework, transportation, fills, innovation foundation and engineering. The greater part of the fares was in minimizing car section and over some undefined time frame, it is assumed that it could develop to incorporate extravagance autos too.

Kaushik and Kaushik (2008) presented customer's preference towards the passenger car brand in South West Haryana locale. He considered pre-buy and post-buy conduct and factors affecting the brand inclination of passenger cars. The judgmental Sampling strategy was utilized and contemplate was done in Bhiwani and Mahendragarh areas of Haryana in long stretches of June to August 2007. Multidimensional Scaling Techniques and cross arrangement were utilized. It was seen from the examination the Maruti 800, Alto and Wagon R were most top choices in that district and clients were more impacted by companions, relatives as opposed to merchants and deals with persons. Brand name, fuel, productivity and cost were observed to be essential determinants for purchasing cars in that district.

Goyal and Aggarwal (2008) endeavors to Try to locate the relative consequence of different variables that mesmerize the buyers while selecting a specific car in its fragment. For this reason, the survey was done, and contributor was selected by accommodation testing strategy. Different measurement methods like Mean, Standard Deviation, Factor Analysis, and Bi Variate Correlation had been used. This investigation reveals that if there should arise an occurrence of procurement of luxury cars, the elements like attracts, baggage limit, look is most critical elements and in the event of medium car, after deals benefit, convenience of extra parts, model, shape and motor limit were imperative. If there should arise an event of small cars, the components like, frill, motor limit, after deals administration and cost were principle observation. Thus, it was advised that the auto producers needed to permissible comprehend the relative significance of different qualities for the multiple fragments of cars.

Moodley (2007) indicated a combination of data sources, stretching out from the web, suggestions, counsel, test drives, through the print media was referenced before the purchase. From the perspective of individual impact, partners, relatives and companions were seen to be the most effective in the decision. Value, brand, fuel use, features and focal points close by a help/engine design were recognized as a principle five thing factors that affect the passenger car buyers. The situational factors had a particularly strong emphasis on cash related consequences. Singular pay, frequently planned installments, advance charges, lifestyle and installment period were perceived as the fundamental five factors that affected the dim average workers while making a buy. In this way, it is settled that a large portion of the persons grasps the purchase trade process. The bigger part demonstrated that, they were incorporated or possibly stressed by the in the midst of purchasing method.

Verhoef et. al (2007) addressed that researchers found the brand and dealer maintenance in the new car segment and moreover thought about the coordinating piece of brand level. The examination investigated how many merchants add to brand maintenance and focused how this dedication is coordinated by brand level. The data were accumulated from late car buyers and test appraise was 999 car buyers. Revelations exhibited that merchants offering volume brands could improve brand consistency norms. It was revealed that merchants of regarded and economy brands were not capable impact brand maintenance. Outward vendor advantage characteristics have the

tiniest impact for shippers offering economy brands, while dealer portion esteem is the basic determinant for trader maintenance for these shippers.

Teng et al. (2007) presented a dual mediation model which is used to explain the consumer responses related to an ad its brand. The proposed model is tested on the specific age group women and checks the effect of the multiple ads and multiple brands on consumer's purchasing behavior.

Langford and Schultz, (2006) examined that buyers tend to be genuinely irregular and in this manner are broadly difficult to get it". Further to that customer preference and characteristics are mind boggling, frequently joined in factors unclear to even themselves. It is along these lines supported to express that purchasers say a specific something and a while later act is ways that for all intents and purposes of the time appear to be conflicting. He got the above view and through measurable examination showed that no relationship between brands favored and the certifiable purchase outlines.

Mandeep Kaur and Sandhu (2006) investigated to discover the significant features which a client looking while going to buy a new car. The best car proprietors recognize that comfort and safety are the most significant features of the passenger car followed by luxuriousness.

Renganathan (2005) analyzed the consumer markets and the purchaser's behavior of cars in Chennai territory. The specimen estimate for the investigation was 135 containing individuals who claim a car and the individuals who will update from a bike to four wheelers. Outcomes demonstrated that 39% of the reviewed respondents anticipate that a car will be for rich and average sized. It simplifies that, the style and appearance of a car likewise influence a customer's expecting to purchase a car. It could also lead a few battles and street appears in provincial ranges and take into account the individual markets. Further, he proposes that when an organization needs a viable publicizing to convince the shoppers, it must be focused on choice of big-name endorsers.

Wedel et al. (2000) presented a model which is based on the eye fixation on the print advertisement. In this model analysis is based on the textual, pictorial and brand of the product in the advertisement. Then the attention of eye for information extraction from the advertisement and it is stored in the memory. This study reveals that the pictorial data has more effect on the consumer's mind.

Inferences from the Literature Review

| Author's name | Year | Strategy Used for Study | Outcomes |
|-----------------------|------|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Nguyen, Cathy, et al. | 2018 | Co-Branding Effects | Investigated the co-branding effects in advertisements on consumer's memory. The study revealed that there is no positive effect on consumer's memory of related ad. |
| Shareef et al. | 2018 | Effect of advertisement on Facebook | The findings of the study identified the attitude towards advertisement on different product by using source derogation, self-concept, hedonic motivation, and experiential messages. |
| Shulga et al. | 2018 | Study factors which affect the consumer participation in advertisement. | Result of this study indicated that monetary reward did not influence significantly. |
| Friedman et al. | 2018 | Effect of Advertisement on boys related to tobacco | The finding of this study shows that advertise which promote the SLT |

| | | | |
|------------------------|------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | particularly concerned the adolescent boys |
| Shiller, et al. | 2018 | Ad blocking on website and its effect on the quality and traffic. | The quantitative result shows that ad-blocker has great impact on quality of content created on the websites. |
| Chandrasekaran, et al. | 2018 | Impact of offline ad content on online brand search | The study reveals that the informational content of TV ads enhances the online brand search and emotional content on TV does not have effect on the online brand search. |
| Bell et al. | 2018 | Disruptive advertisements and its effects | These advertisements only increased the preferences of the brands and brand preference is unaffected by emotional advertisements. |
| Tuchman et al. | 2018 | Behavior of consumers related to the television-ad | Advertisements help the consumer to know about the new product launched in the market and also about their feature. This will help to enhance the purchase of that product and show the effect of advertisement if the sale |

| | | | |
|------------------------|------|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | is increased of that particular product. |
| Wakefield et al. | 2018 | effects of advertisements on the drinkers | This study concluded that the advertisements have also the positive effects on the persons on health-related products and they take them seriously and follow them. |
| Keem, et al. | 2018 | Study on avoidance of mobile ads | This study advised to operate their application with caution which helps to prevent the consumers from irritation. |
| Shareef, et al. | 2017 | Social Media Marketing | The study was conducted on the three different groups that are associative group, aspirational group, and market themselves. The study revealed that there is a significant difference in developing advertisement and message related to the advertisements. |
| Wang, Jianming, et al. | 2017 | Study related to green product ads | The significant effects also observed on the emotional appeals for green product |

| | | | |
|----------------|------|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | and purchase intention of consumer. But there is no significant effect between Confucian culture and green involvement. |
| Chou et al. | 2017 | Nostalgia advertising and its effects | This approach of song involvement in advertisement provides positive effects in the product sale. |
| Van et al. | 2017 | online advertising and its effect on children | In this work three different mechanisms are tested that liked of advertisement, relevance of advertisement; recognize the target of the advertisement. |
| Tran et al. | 2017 | Personalized ads on Facebook | The segments of customers are also prepared in this work on the basis of personal view of customers. The three segments used for study were ad lovers, accommodators, and ad haters. |
| Aribarg et al. | 2017 | Consumer responses to native advertising | The study also reveals that brand awareness of product plays an effective role consumer response. |

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|-------------------|------|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Maheshwari et al. | 2017 | Advertising effects on automobile industry | This study mainly performed to identify the drivers for effective advertisements of automobiles. For this purpose, structured Delphi approach is used to identify the drivers for print media advertisement. |
| Honka et al. | 2017 | Effect of advertisement on consumer awareness | Presented the article based on the effects of advertisement on consumers awareness and purchase decisions. For this purpose, detailed information of customer's shopping process related to banking and retail sector. |
| Chaudhuri et al. | 2017 | Effect of promotion on sales | This study indicated those battery electric car buyers' groups have different psychological behavior from car buyers. The conventional car buyers evaluated more attribute rather than electric car buyers. |

| | | | |
|-----------------|------|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Zeugner et al. | 2017 | Study on consumer behavior | The information about purchaser behavior permits organizations and firms in anticipating buyer aims to buy in-group (home-nation products) or out- group (foreign products). |
| Shende et al. | 2014 | Study on Consumer Behavior of Automobile Car Customer | The target of this examination is the distinguishing proof of variables affecting client's preferences for a specific fragment of cars. This paper equally endeavors to unite findings and proposals to defeat exhibit situation of staleness in deals and improve future interest in automobile car market. |
| Teixeira et al. | 2014 | web-based face tracking system | A new method of web-based face tracking system helps to measure the response, interest and purchase intent. This study helps to know about how different ads and their entertainment level effects on purchase of product. |

| | | | |
|-----------------------|------|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chrysochou et al. | 2014 | Health related ads and their effect | The study shows how the health-related ad motivates the consumers for their health |
| Rehman, Fazal, et al. | 2014 | Buying behavior of consumers | The simple regression method and correlation analysis is done for analysis process. The result shows that the advertisements are positively correlated with buying behavior but negatively correlated with consumers buying behavior. |
| Ramita Verma et al. | 2014 | Indian luxury car market | This study revealed that the luxury car market has tripled in size in last 5 years. |
| Manish Kumar et al. | 2013 | Study the purchaser's behavior for A3 section vehicles. | Study the client buying parameters considered in investigating are Safety, Max Speed, Price, Comfort, Mileage, Styling, Power and Pickup, After Sales Service, Brand Name and Spare Parts Cost. The above parameters and investigation made in this it exposed that, whereas buying A3 segment car |

| | | | |
|--------------------|------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | | buyers give more importance to Safety, seating and driving solace and Brand Name. |
| M.Prasanna et al. | 2013 | Study the elements influencing customers brand. | According to the result, the preferences of a given brand can be clarified regarding six factors specially money related factors, stylish interest, Product dependability, recurrence of non-value advancements offered, reliability and client feeling or relationship towards the brand. |
| Jagathy Raj et al. | 2012 | Study the contrast value in diesel and gasoline | It was observed that in the data social event and purchaser buy start arranging, TV ads on car models and brands, appearance on the web site of the maker and visit to merchants were the prime sources where customer assembles data on car models. |

| | | | |
|------------------------|------|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rezvani, Samin, et al. | 2012 | Investigated the nation of starting point and diverse variables | When purchasers can evaluate all the natural product qualities by communicating the product, the influence of unnecessary encourages has more effect on purchaser product assessment. Nation of root is one of the outward signs; likewise, there is presumably that nation of source has an impressive impact on the purchase intention procedure. |
|------------------------|------|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

CHAPTER 4

ANALYSIS

In this research work, Hyundai Motor Co. considered for the advertisement analysis. In this analysis different factors are used to study about their effects on the consumers.

Hyundai is basically a South Korean based automobile company which manufacture automobile and engines worldwide. It is the second largest company in automobile industry mainly focused on the customer's need, product performance, design and services. Hyundai manufacture many types of cars by considering the age group and interest of the customers. The most famous cars by Hyundai in small cars are Santro, i10, i20 and in SUV Accent, Elantra, Verna and Tucson.

4.1 Marketing Strategy of Hyundai

Now the days Hyundai considers the behavioral segmentation approach of marketing in which marketing done in different segments based on the age group. It mainly considers the 4P strategy of marketing which includes Product, Price, Place, and Promotion.

1. **Product:** Hyundai provides a variety of cars according to different type of customers like youngsters, women, and consumers who love SUVs. Hyundai mainly offered different variety of cars like Verna, Accent, Avante, i10, i20, i30, Veloster, Coupe, Sonata, i40, GRD, Aslan, Genesis. Hyundai SUVs: Creta, Santa FE. Creta is a compact SUV whereas Santa FE is a premium SUV in its segment.
2. **Price:** The automobile industry is very competitive industry and growing at the rate of 7-8% per year. It uses competitive pricing strategy globally and global competitor of Hyundai is Ford, Toyota, and Maruti. Each player provides best value for cars and varies according to features and location.
3. **Place:** Hyundai cars sold in many countries worldwide through showrooms, dealers and have multiple manufacturing plants. It sells according to the location and customers demand in that region. Hyundai recently opens many research and development centers in various locations to improve the features according to customer's reviews.
4. **Promotion:** Hyundai mainly used promotional approach for marketing mix in which it uses the following methods for promotions.

- Media Review: Hyundai promotes through experts opinion and review which affects directly the decision of customers.
- T.V, Radio Advertisements: Advertisement helps to create awareness about new features and models of the cars.



Figure 4.1 TV Considering different theme and car models [26]

- Road shows, Stage show, and exhibition Neon Signs on public places where it targets the specific group of consumers.



Figure 4.2: Road show and exhibition of Hyundai cars [27]

4.2 Strategy of Advertisement

Due to competition in automobile industry the sales of the Hyundai cars model decreased, and it also got effected from other factors like improper advertisement and a smaller number of service station. This thing can be overcome by the Hyundai by using new market strategy that is 4P and Emotional advertisements.

In 2018, Hyundai completed its 20 years and introducing new Santro car with updated features and advertisement of this was mind blowing. The advertisement of Santro based on the emotional sides of the customers and they pick the stories from the consumers related to their Santro car in ‘Brilliant Moments’ commercials. Hyundai also launches “Ghar Ghar ki Pehchan” advertisement strategy in rural area by contacting the local authorities of the Villages.

From these factors the growth rate of the Hyundai increases 4.6% in the December 2018[67]. The previous year growth of the Hyundai shown in the table given below.

Hyundai registers 4.6 percent sales growth in December 2018: Achieves best ever domestic sales

Hyundai India said that the company achieved its best ever domestic sales of 5,50,002 units in 2018 on the back of all-new Santro, Grand i10, Elite i20, Verna and Creta. For 2019, Hyundai aims at innovative mobility solutions and technologies.

Figure 4.3 Sales growth by the end of 2018^[67]

| HYUNDAI | | | |
|----------------|---------------------|---------------------|---------------|
| Model | January 2017 | January 2016 | Growth |
| i10 Grand | 13010 | 9934 | 31% |
| i20 Elite | 11460 | 9604 | 19% |
| Creta | 7918 | 6589 | 20% |
| Eon | 5047 | 5431 | -7% |
| Xcent | 3351 | 3708 | -10% |
| Verna | 897 | 1224 | -27% |
| Elentra | 184 | 42 | 338% |
| Tucson | 148 | 0 | - |
| Santa FE | 2 | 29 | -93% |
| i10 | 0 | 1455 | -100% |
| Santro | - | - | - |
| Total | 42,017 | 38,016 | 11% |

Figure 4.4 Car sale model wise in year 2016 and 2017 with growth rate [28]

In October 2018 Hyundai launches new Santro car by updating its features and design. The engine of old Santro improved and it improves its power and gear. The latest Santro comes with 4-cylinder petrol engine and it is capable of churning out 69 BHP of power. It is enhanced with 99NM of peak torque and 5-speed gearbox. Not only this, but there is a factory fitted CNG kit also on offer across two trim levels.



Figure 4.5 OLD and NEW Santros [28]

After using the new method of advertising and features in the new Santros car sales of the car increases and the position of Hyundai also improves in the automobile market. Hyundai makes the 2nd largest place in the industry in year 2017-2018. The graph given below represents the market position of each company percentage wise:

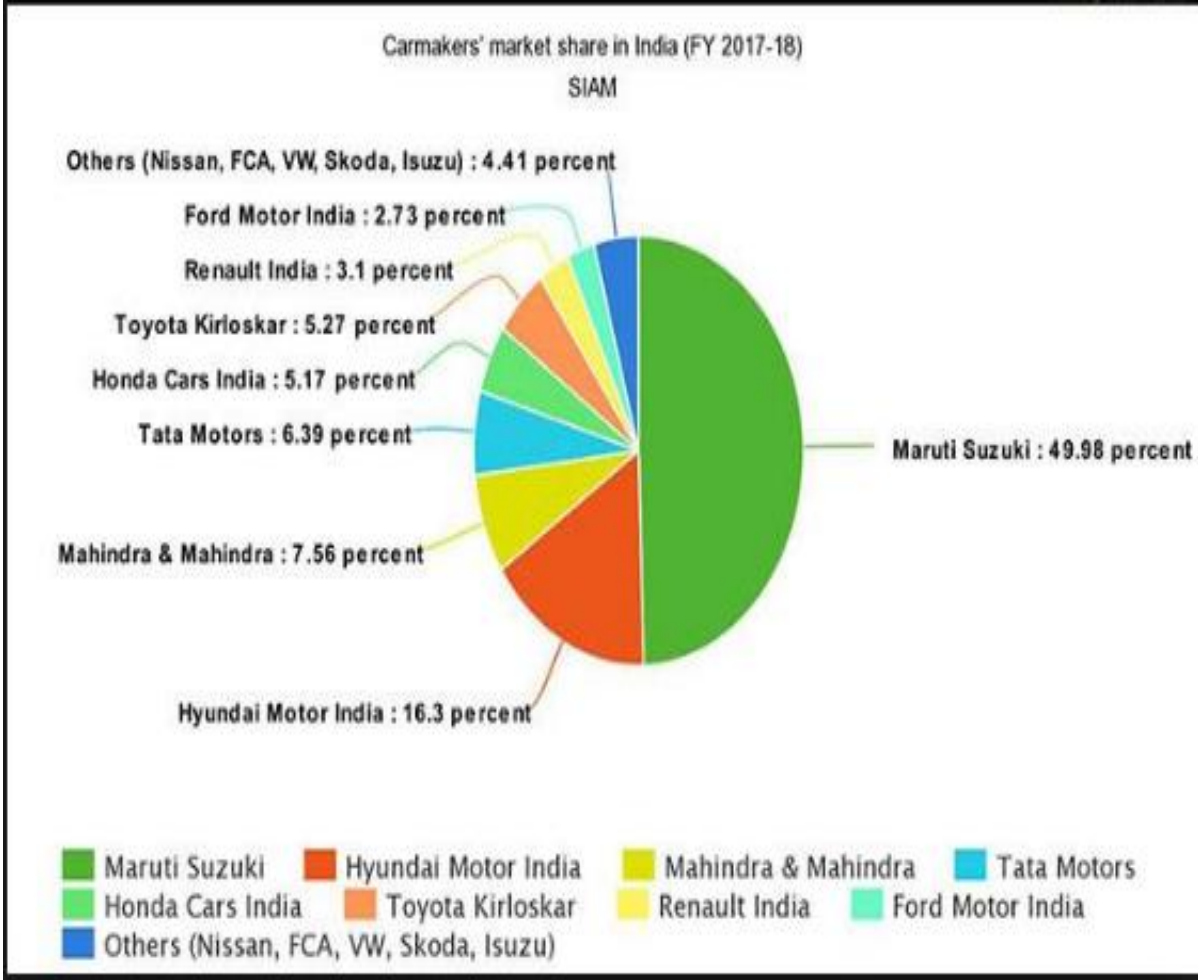


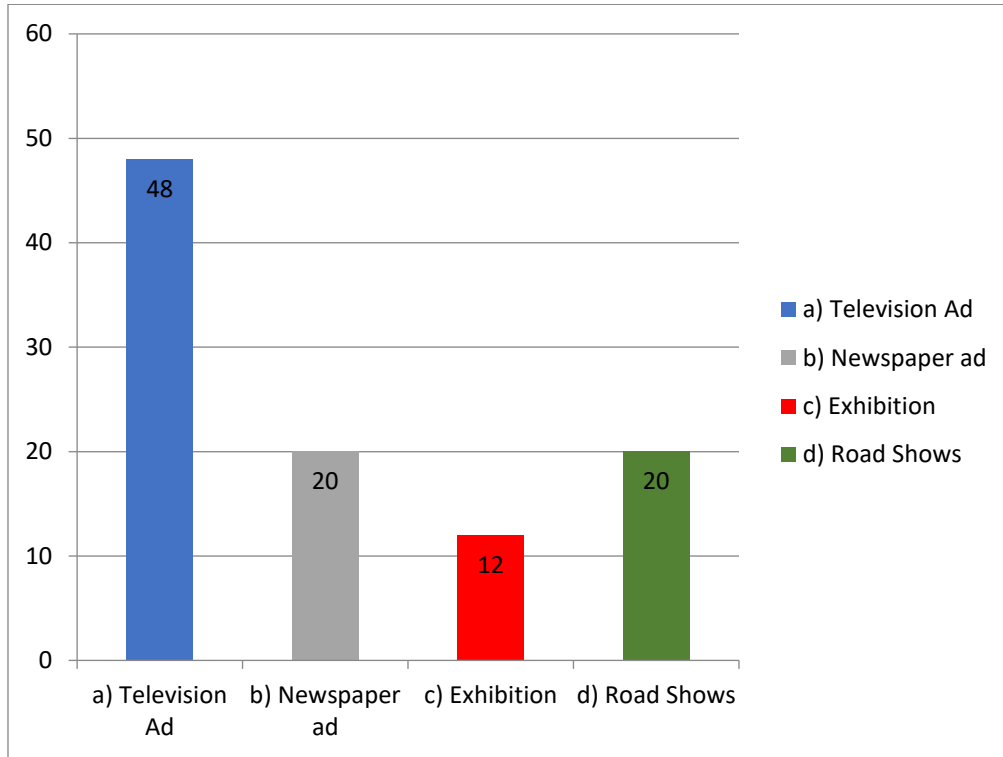
Figure 4.6 Brand share percentage in Indian Market ^[63]

CHAPTER 5

RESULTS AND DISCUSSIONS

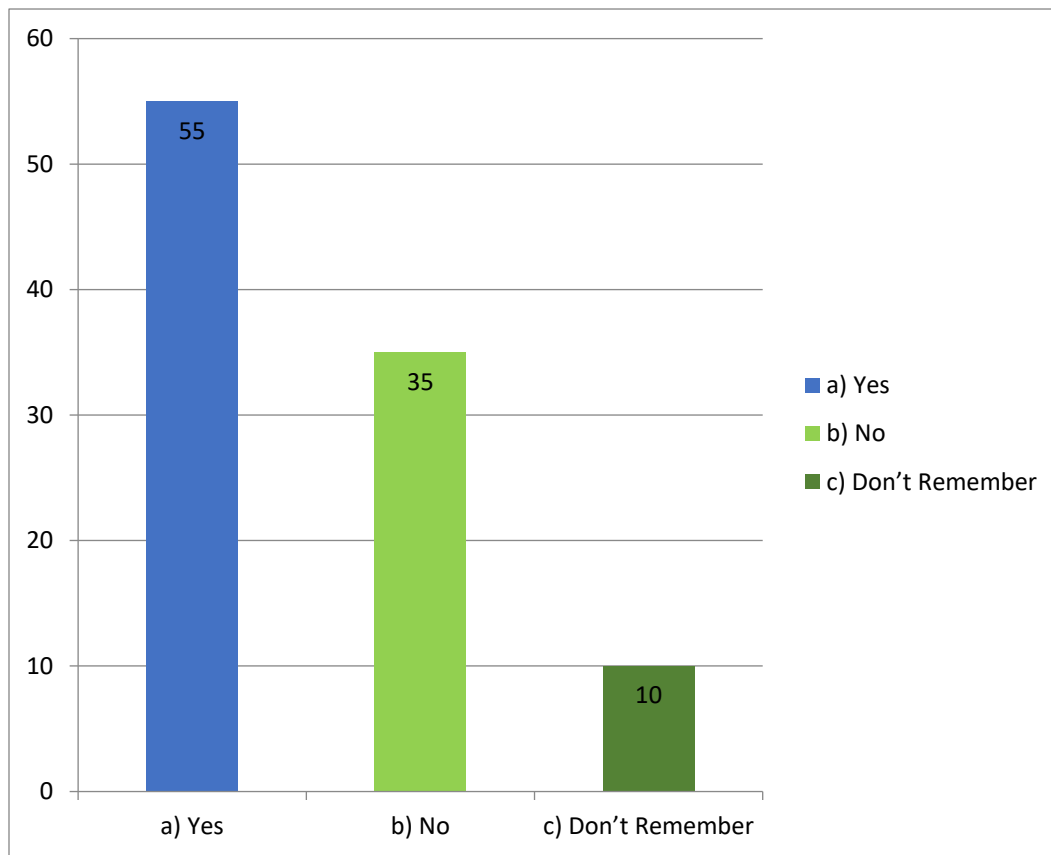
Advertisement plays an important role in our day to day life when we go out for shopping or look for some Services like Telecom Services. We remember some new product when we start our shopping at market. Some products advertisements affect our mind a lot and we are influenced to buy that products. In this Diploma Thesis the data is gathered, to find out how much advertisement affects the customers. This data is collected from random 100 respondents who filled the answers of the Questionnaire based after the synthesis on the Theoretical part of this thesis. The Questionnaires were sent via email, social media and to some Face-to-Face for filling of answers, the whole data collection process took two weeks and then this data is utilized to form the graphs and to perform descriptive analysis. The results of the Questionnaire are described briefly in the discussion part of this thesis.

1. Which Media helps you to come across with advertisements?



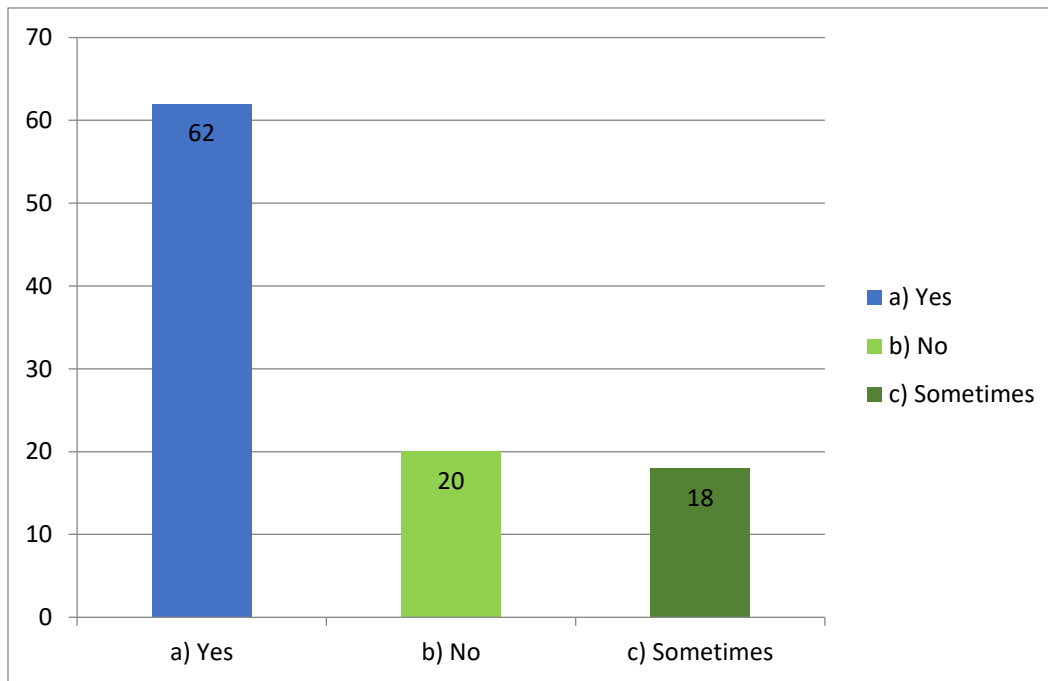
The above given graph represents the media which helps to come across with advertisement by using 4 different media. In this graph blue represents the television which influences the most and 48 persons voted for it. The green represents the newspaper (20), red represents the exhibition (12), and brown bar represents the road shows (20). The survey shows less numbers of persons come across from exhibition.

2. Have you ever changed your perception towards a product because of its advertisement?



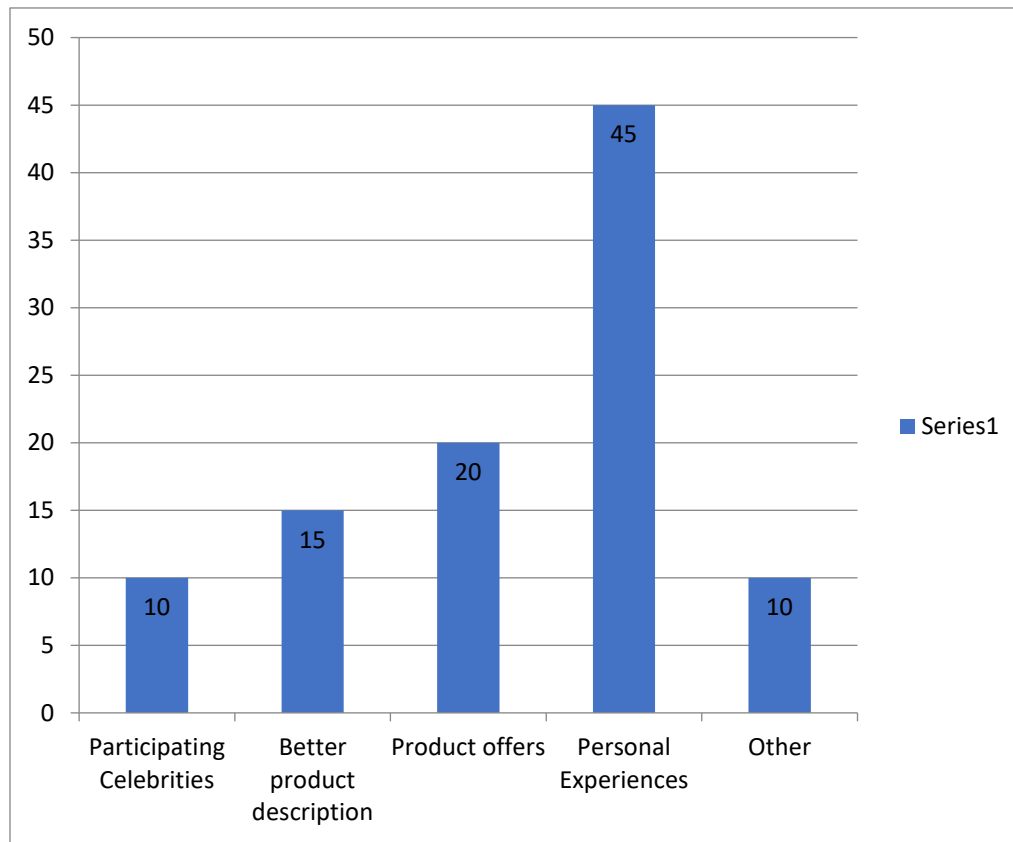
The above given graph depicts the changed perception towards a product due to its advertisement. The blue graph shows the persons who changed the perception, green shows persons who do not change their perception, and red represents the persons who do not remember related to their perception. Persons who change their perception are 55, who do not change their perception are 35 and persons who do not remember are 10.

3. Have you ever purchase a product because of its advertisement?



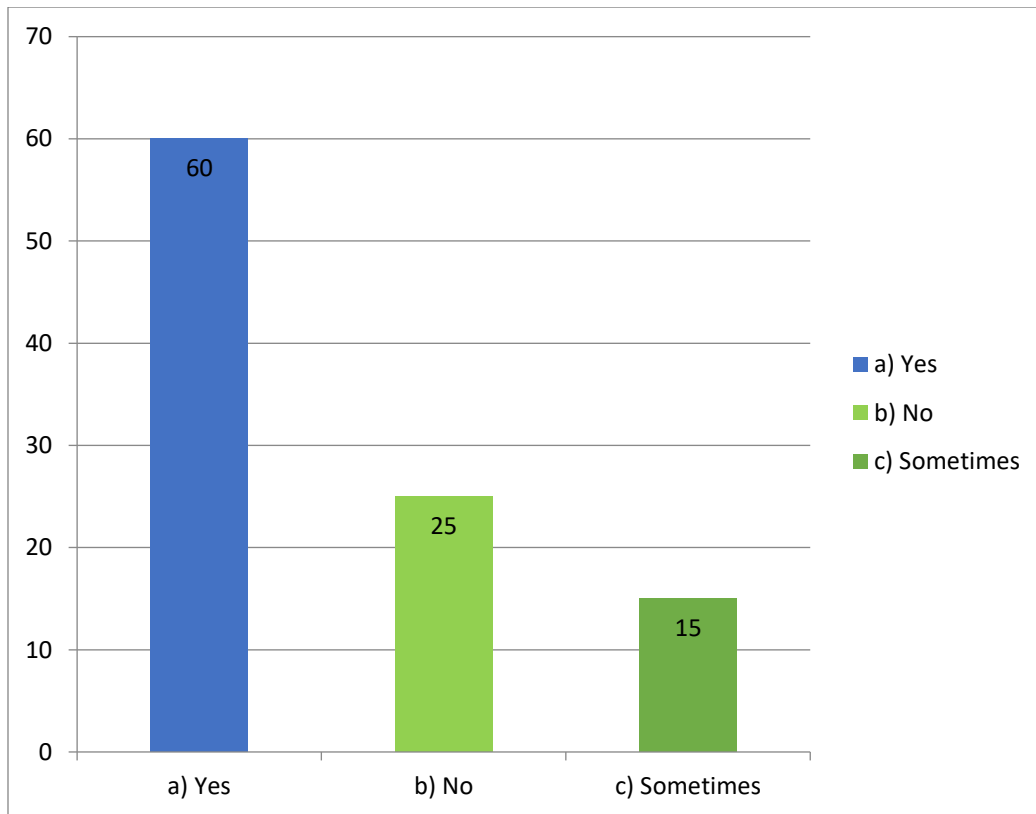
The above given graph depicts the result of product purchase because of its advertisement. The blue bar in graph represent 62 purchases the product due to advertisement, 20 persons in green bar shows persons who do not purchase the product due to advertisement, and 18 persons in brown bar sometime purchase the products due to advertisement.

4. What things in advertisement change your mind?



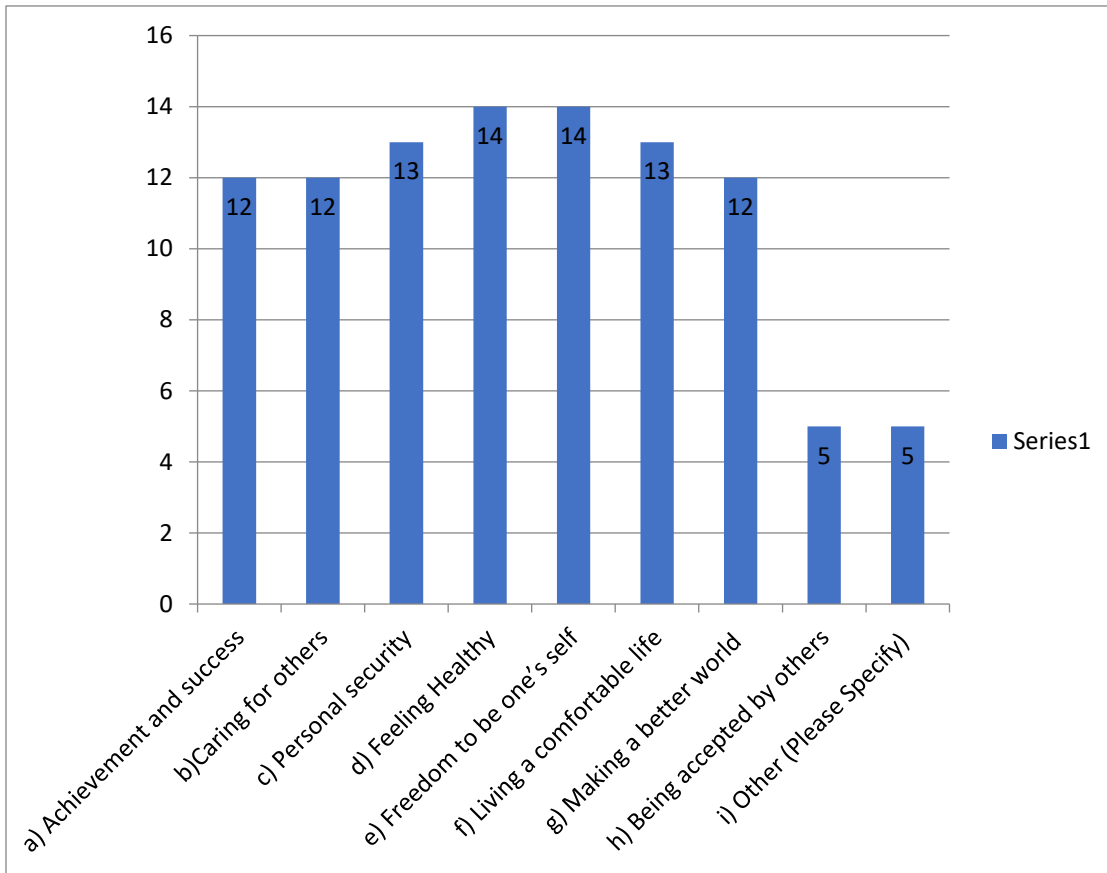
The above given graph represents the factors of advertisements which change the mind of consumers. The graph represents the factors participating celebrities affects (10), better product description (15), product offers (20), personal experiences (45), and others (10). This graph clearly express that the persons mostly change the mind after their personal experiences.

5. Do you think that advertisement affect's the consumer's behavior?



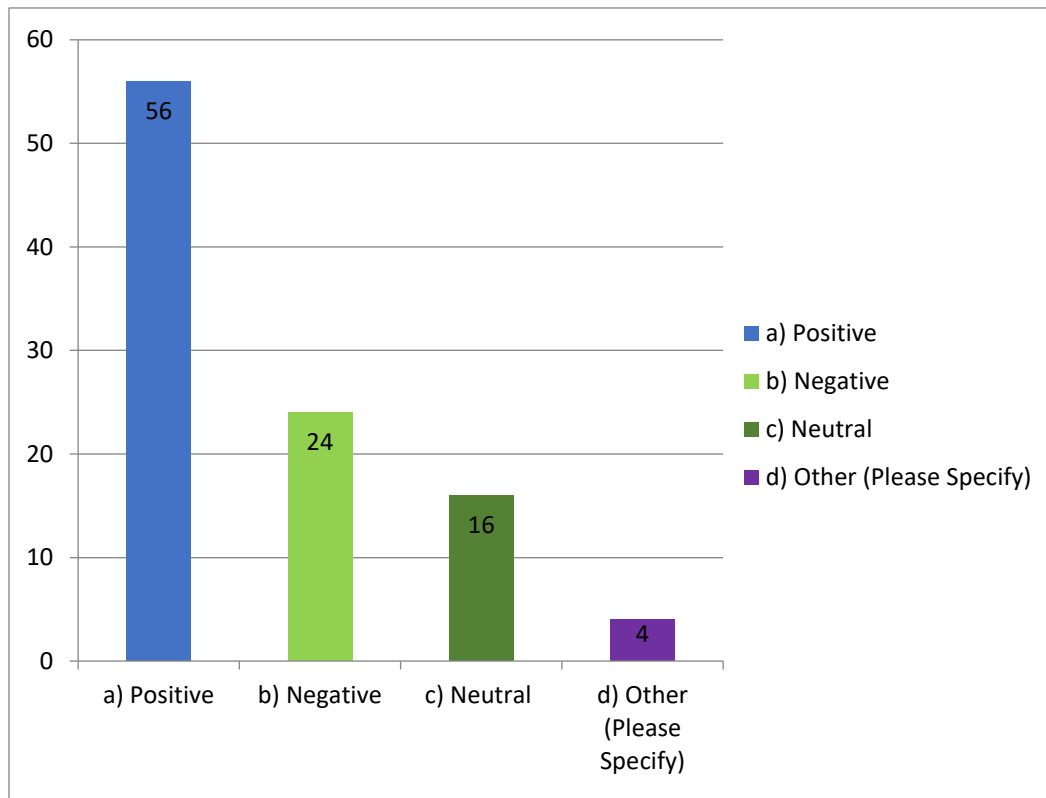
The graph represents the effect of advertisements on consumer's behavior in which blue bar shows the persons who have effect of advertisement and these are 50. The green bar shows the persons who have no effect of advertisement is 25 and brown bar shows the 15 persons have some time affected.

6. Which concept or feeling is closely related with the ad?



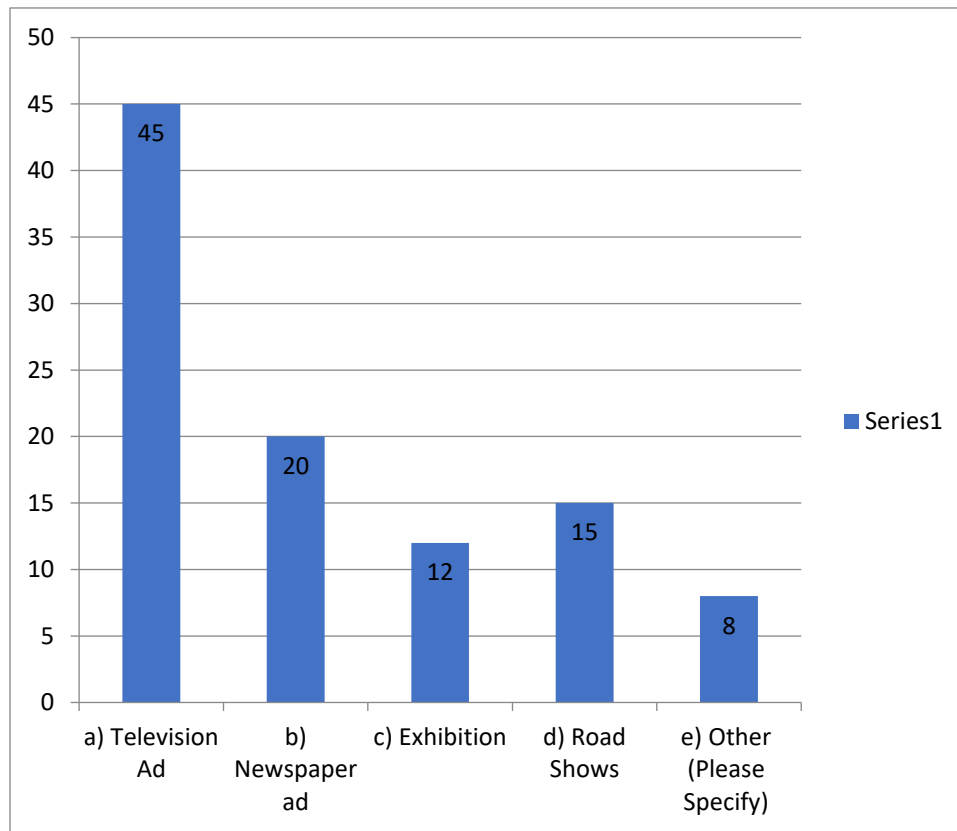
The graph represents the result of persons feeling related with the ad and these factors are Achievement and success (12), Caring for others (12), Personal security (13), Feeling Healthy (14), Freedom to be one's self (14), Living a comfortable life (13), Making a better world (12), Being accepted by others (5), and Other (5). The data given in graph represents that feeling healthy and freedom to be one's self is more closely related to the persons.

7. What are the impressions of advertisements on the consumers?



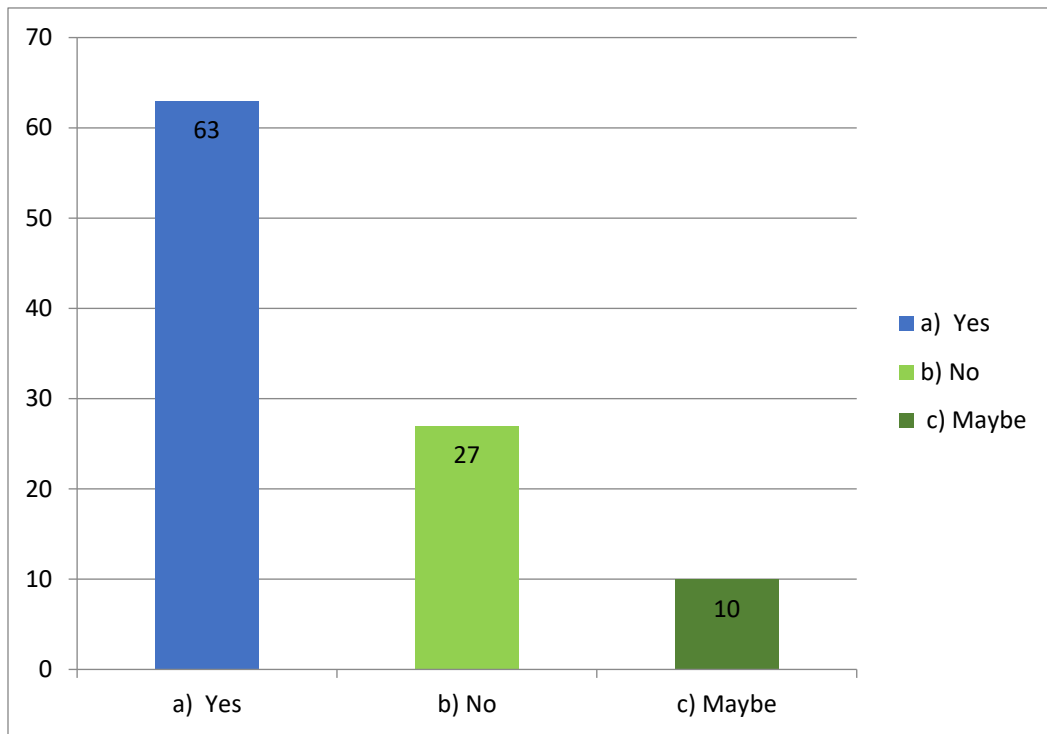
The above given graph represents the impressions of advertisements on the consumers. The positive impression of advertisements is on 56 persons shown in blue bar, negative impression on 26 persons shown in green bar, neutral impression on 16 persons shown in brown bar, and 4 persons have other impression.

8. Which promotional media is influencing you to buy the product?



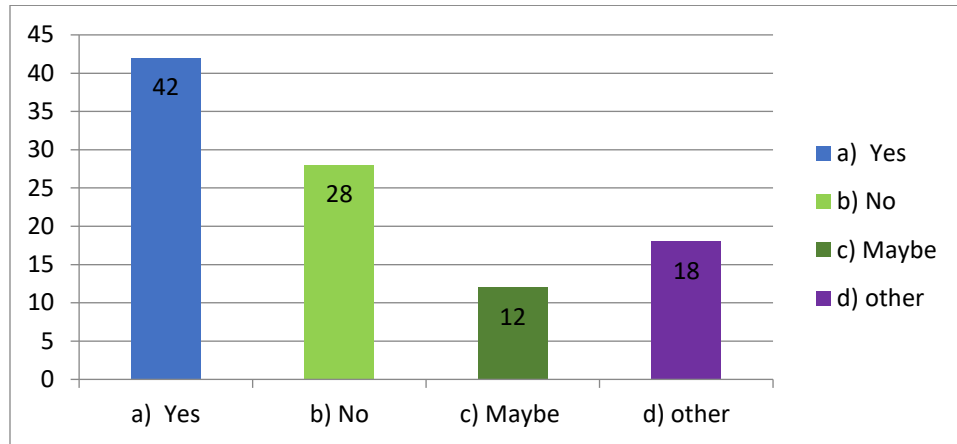
The above given graph depicts the promotional media influence the persons to buy the product. In this graph blue represents the television which influences the most and 45 persons voted for it, newspaper (20), exhibition (12), road shows (15), and others (8). The survey shows less numbers of persons come across from exhibition.

9. Do you think the advertisement of a product makes Brand Image in Market?



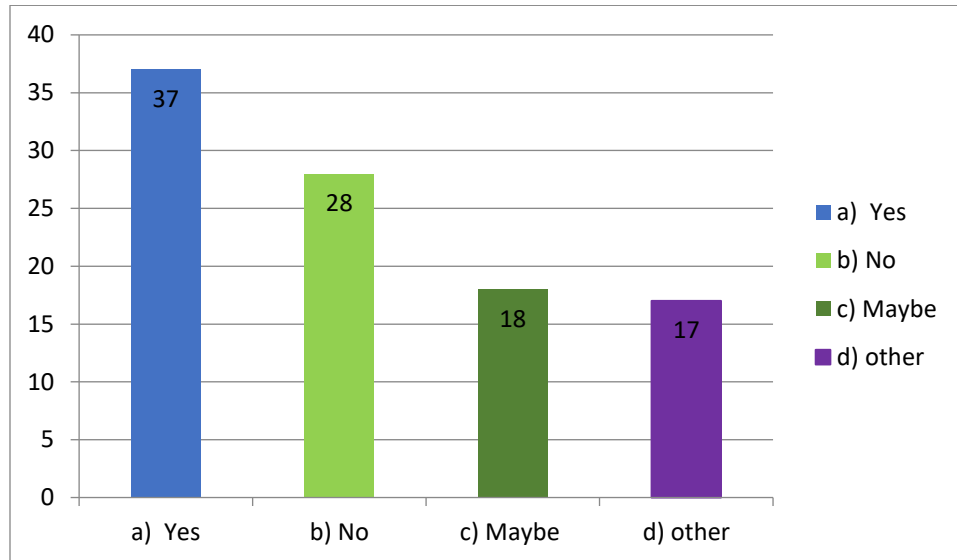
The graph represents the result of persons view on advertisement of product makes brand image in market. In this graph blue bar presents the persons who said advertisement of a product makes brand image in market but persons in green bar (27) said no effect of advertisement. There is 10 persons who said may be ad effects the brand image in market.

10. Do you consider that advertisements of the products make consumers believe in History/Story created by the Brands?



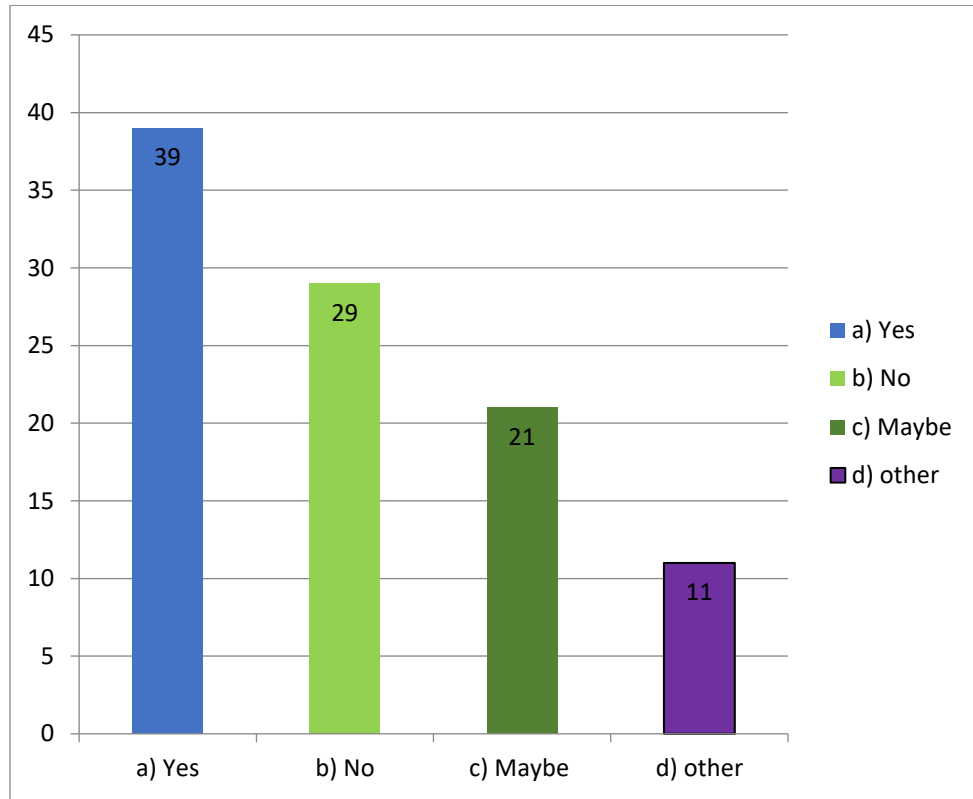
The above given graph represents the view of consumers on advertisements of the products helps to believe in history/ story created by the brands. In this graph 42 persons says yes, 28 persons says no, 12 persons says maybe, and 18 persons also have other specific view on it.

11. Usage of famous Celebrities in advertisements helps companies to create Brand awareness more rather than normal actors?



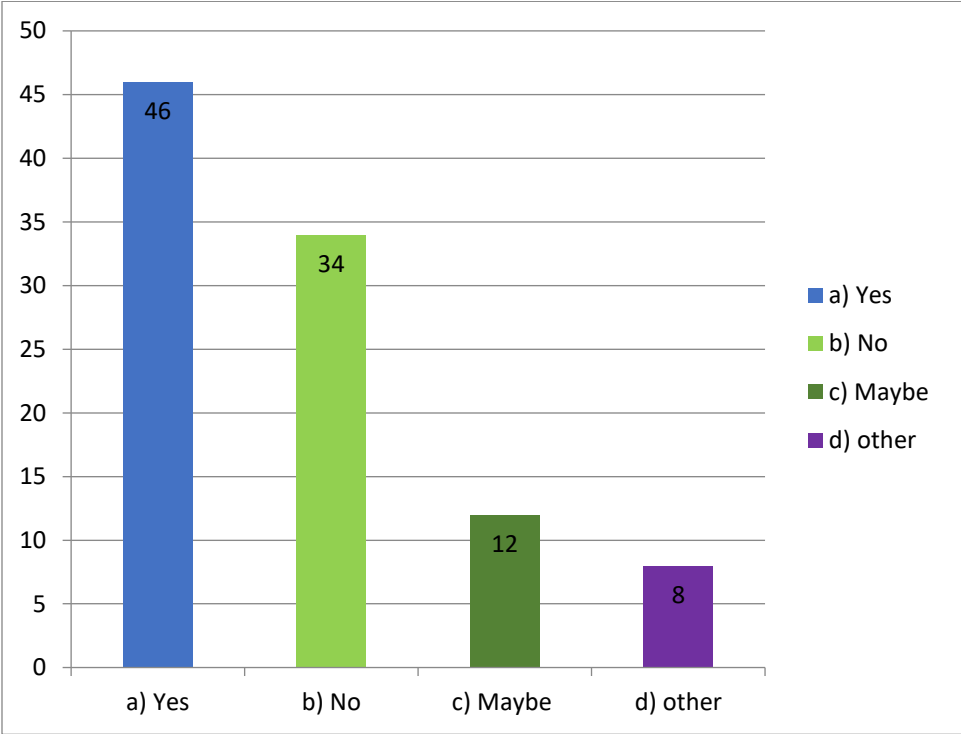
The above given graph depicts the effect of famous Celebrities in advertisements helps companies to create Brand awareness more rather than normal actors. The blue bar represents the 37 persons who says yes, 28 in green bar who says no, 18 persons says may be, and there is 17 persons who have another point of view.

12. Do you consider that Brand associated with big superstars gain advantage in the market from their competitors?



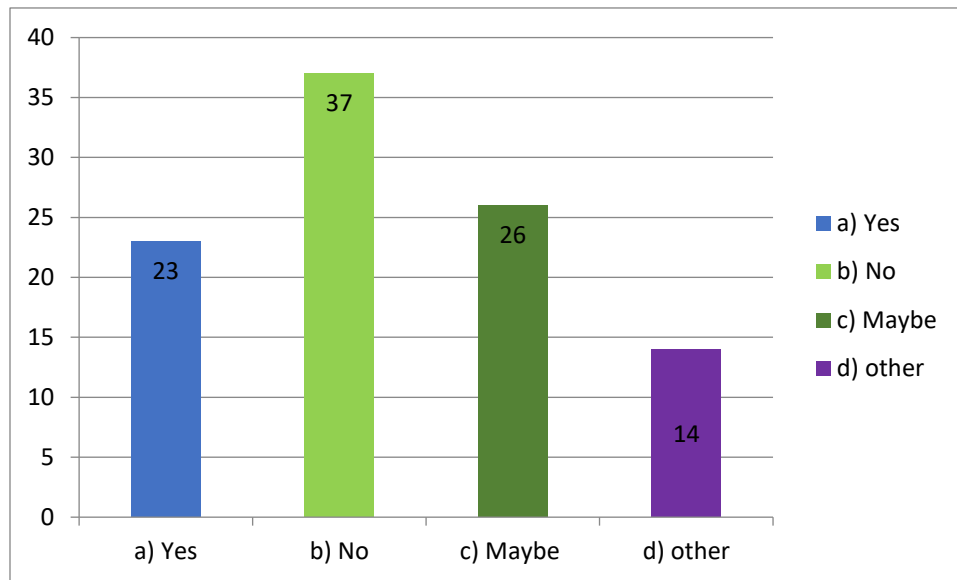
The above given graph represents the views of respondents on the effect of Brand associated with big superstars gain advantage in the market from their competitors. This graph represents that 39 persons says yes on it, 29 says no on it, 21 says may be and 11 persons have other views on it.

13. Does the negative publicity of any Brand Ambassador leads tarnish of image of the associated Brands?



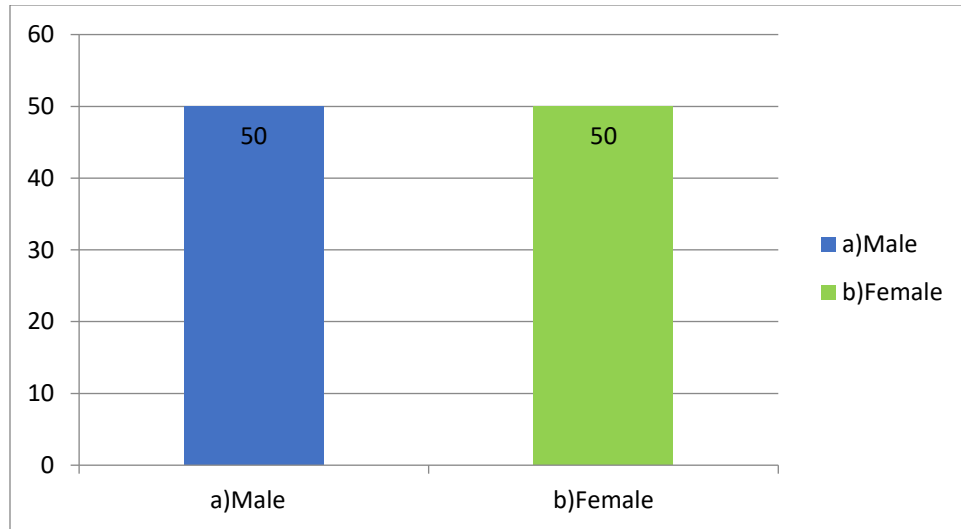
The above given graph shows the view of respondents on negative publicity of any brand ambassador and its effect on tarnish image of the associated brands. On this issue 46 respondents says yes, 34 says no, 12 says maybe, and 8 says other

14. Do you buy products because of the Sportsmen or Film stars used in the advertisements?



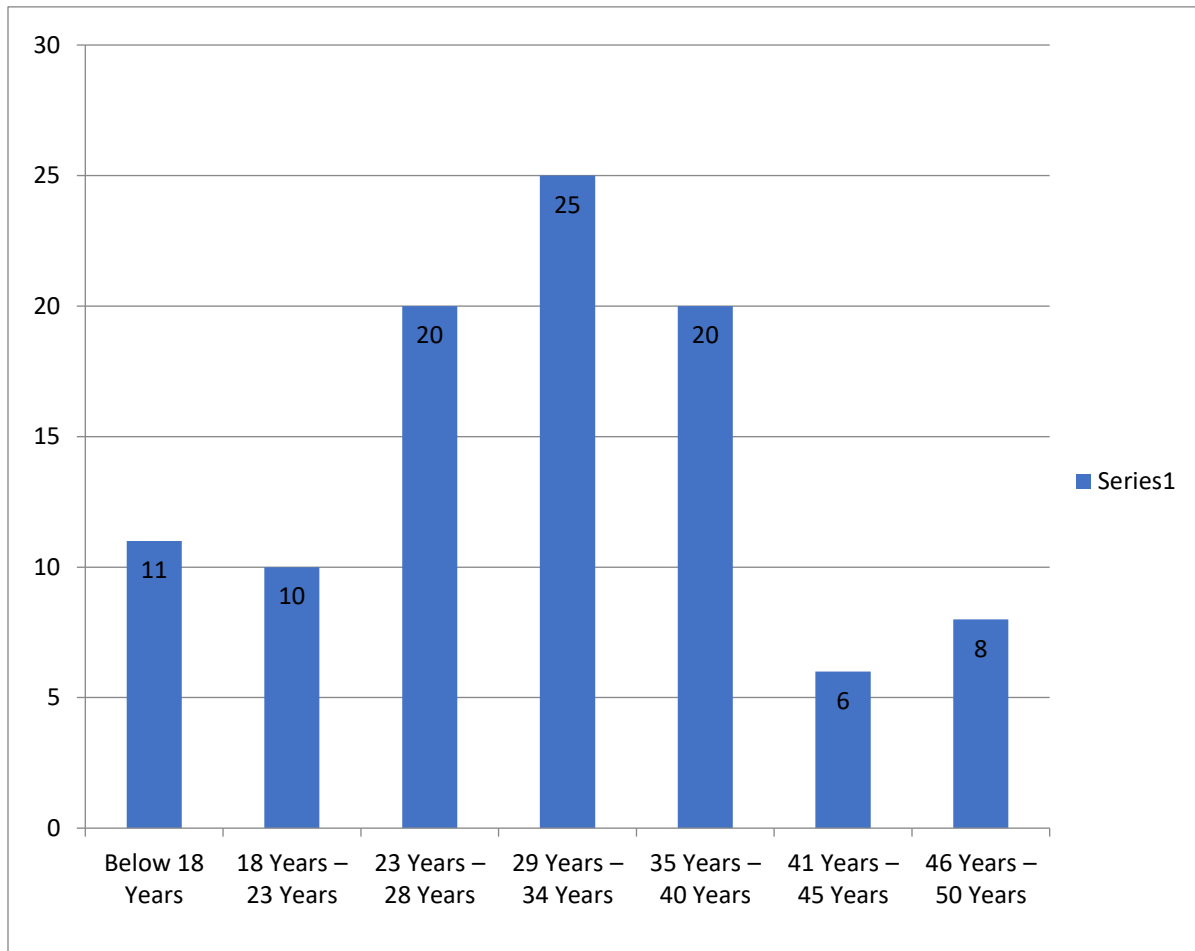
The above given graph shows the respondents view on buy products because of the Sportsmen or Film stars used in the advertisements. The blue bar on graph shows 23 persons says yes, 37 persons says no, 26 persons says may be, and 14 persons have other view on this.

15. Gender



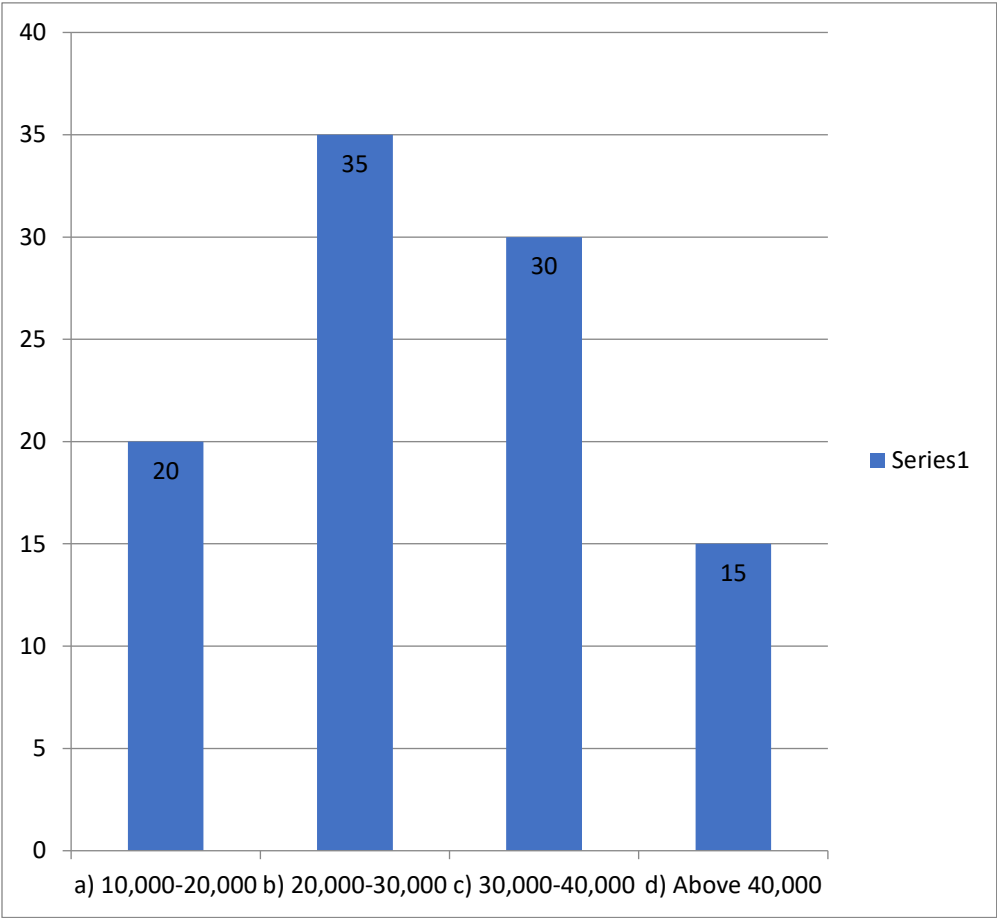
The above given graph represents the male and female respondents of the total survey. There are 50 male respondents and 50 female respondents in the overall survey.

16. Age



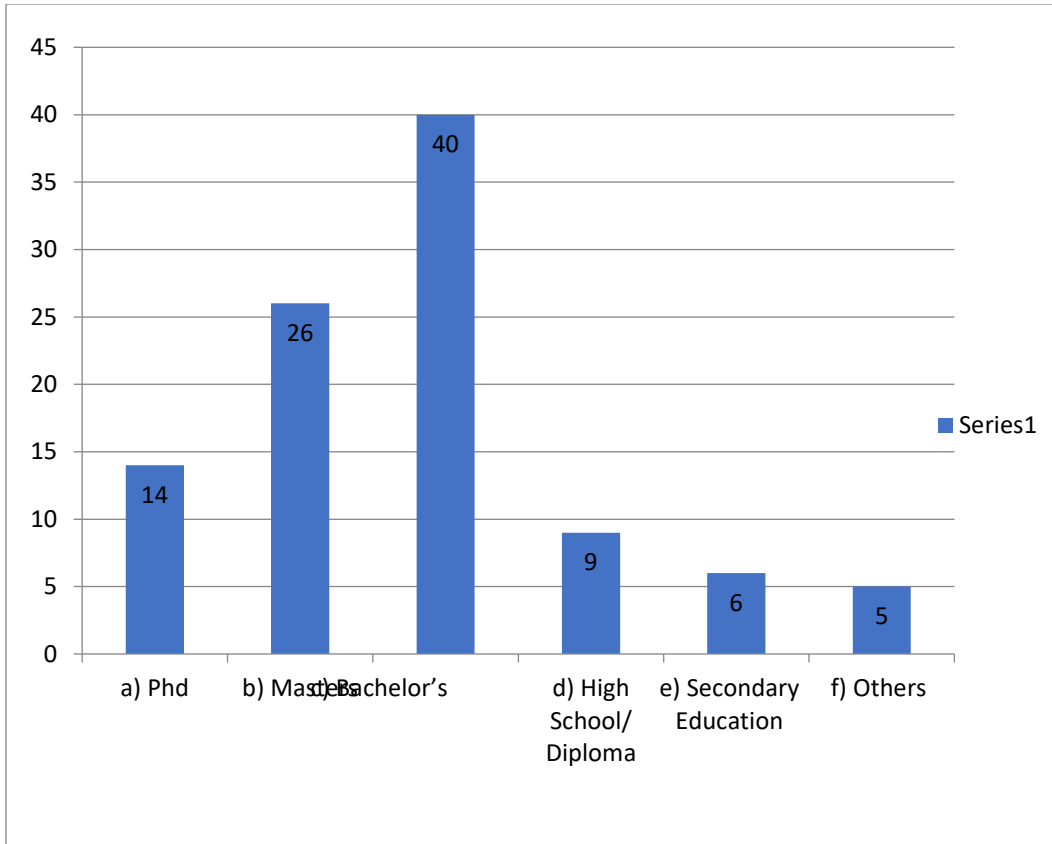
The above given graph depicts the age of the respondent which is in between different years starts from below 18. The maximum numbers of respondents are from 29 years-34 years age group and a smaller number of respondents from 41 years to 45 years.

17. Monthly Income



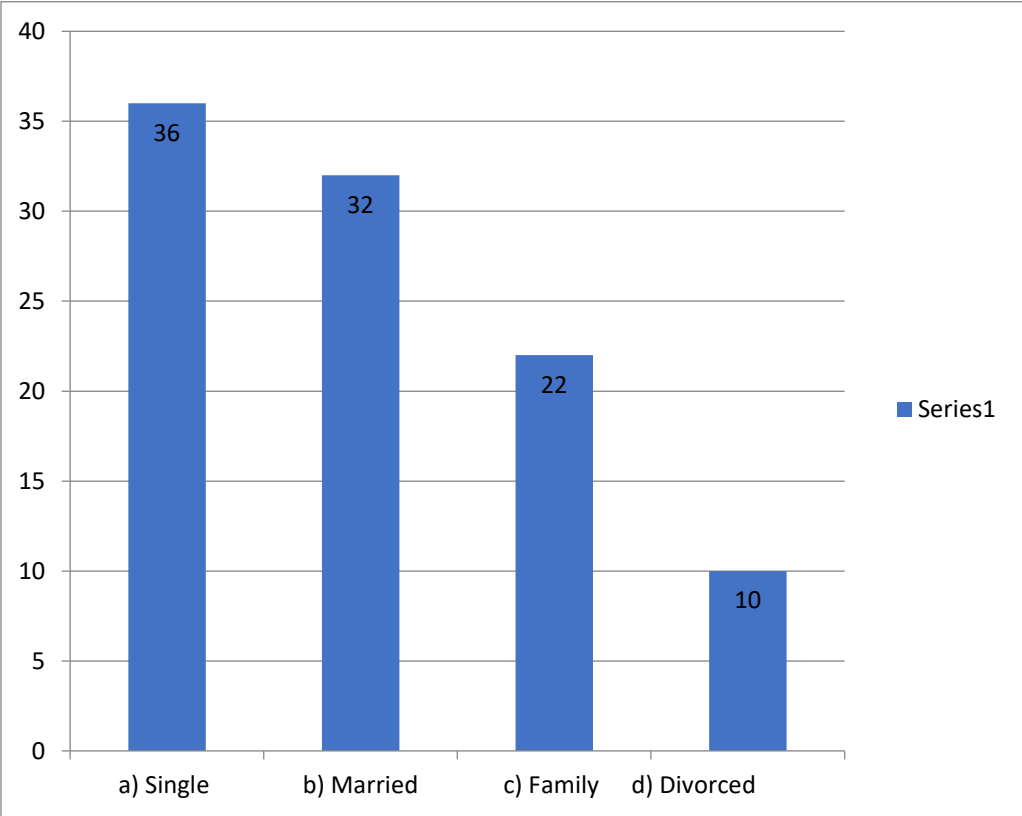
The above given graph represents the monthly income of the respondents of the survey. In these graph 20 respondents lie between 10000 to 20000, 35 respondents lie between 20000-30000, 30 respondents between 30000-40000, and 15 respondents have above 40000 monthly incomes.

18. Education Level:



The above given graph represents the education level of the persons which performs in the given survey of the proposed work. In this survey, 14 persons who have PhD, 26 persons who have masters, 40 persons who have bachelors, 9 persons have high school diploma, 6 persons have secondary education, and 5 persons have other qualifications.

19. Marital Status



The above given graph depicts the marital status of the persons who helps to perform this survey. In this graph there is 36 single persons, 32 married, 22 family, and 10 divorcee persons.

5.1 Discussion

As, per the results of the Questionnaire it is very much clear that consumers perception is affected in positive way by the advertisements. The analysis of data clearly shows that television ads are the most favored channel to advertise the products which builds the consumer perceptions. The impact of television advertisements has been recorded with 55% votes towards the mindset of the consumers. Not only this but 62% votes to the question purchasing of product just because of its advertisement clearly indicates that persons perception has been influenced by the advertisements. Thus, we can conclude that advertisements not only change the mindset or perceptions of the consumers to buy the products but also makes Brand Image in the market. Some consumers perception is to buy Branded Products to have mental satisfaction. Moreover, some consumers mindset is attached to their favorite celebrities which motivates them to buy the products. Their perception and faith rely on the History or Story created by the brand due to their celebrities used in the commercials with has been recorded 37% votes. Later, in the questionnaire it was figured out that in long run only consumers personal experiences will change buying perception of the consumer which was recorded with 45% votes. Here, we can clearly indicate the growth in sales of Hyundai Brand cars in India after huge success of “Brilliant Moments” commercials as the they got 100 million views in just 17 days.

| | Mar 2018 | Apr 2018 | May 2018 | Jun 2018 | Jul 2018 | Aug 2018 | Sep 2018 | Oct 2018 | Nov 2018 | Dec 2018 | Jan 2019 | Feb 2019 |
|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Hyundai Santro | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8535 | 9009 | 7197 | 8000 | 0 |
| Datsun GO | 0 | 0 | 0 | 0 | 0 | 490 | 597 | 857 | 598 | 648 | 422 | 0 |
| Renault Kwid | 0 | 0 | 0 | 4939 | 5015 | 0 | 5529 | 6035 | 5419 | 5832 | 4712 | 0 |
| Maruti Suzuki Celerio | 7395 | 9631 | 10160 | 6570 | 7376 | 0 | 9208 | 9260 | 8371 | 9000 | 9217 | 0 |
| Tata Tiago | 8123 | 7052 | 7060 | 8327 | 8009 | 9277 | 8377 | 7549 | 7879 | 5628 | 8041 | 0 |

Figure 5.1 Santro Sales figures in 2018 ^[64]

The “Brilliant Moments” campaign was very much successful, and Hyundai India has decided to use the more realistic commercials in future featuring real consumers rather than Brand Ambassadors. The commercials in India will focus more product centric approach rather than any imaginary history or stories. Hyundai India for future made a mind to use the Brand Ambassador ‘Shah Rukh Khan’ only for company vision, road safety and social messages [65].

The strategy of Hyundai to launch first the commercials named “Brilliant Moments” in June 2018 and exactly at beginning of the festival session in India they launched the new product named Santro. The ‘Brilliant Moments’ not only connect the consumers to the brand but also provided the platform to influence them buy the product. Hyundai believes that the ‘Brilliant Moments’ campaign helped them to attain a position of premium car brand. The Santro was given an identity of perfect family car and a tag line “Ghar Ghar ki Pehchan” which means a family member of every home. Since, the previous Santro was success full in the Indian Market and this is a new upgraded version, therefore people had a personal experience of this product in the market. This helped Hyundai to gain good advantage over the competitors as shown in figure below:

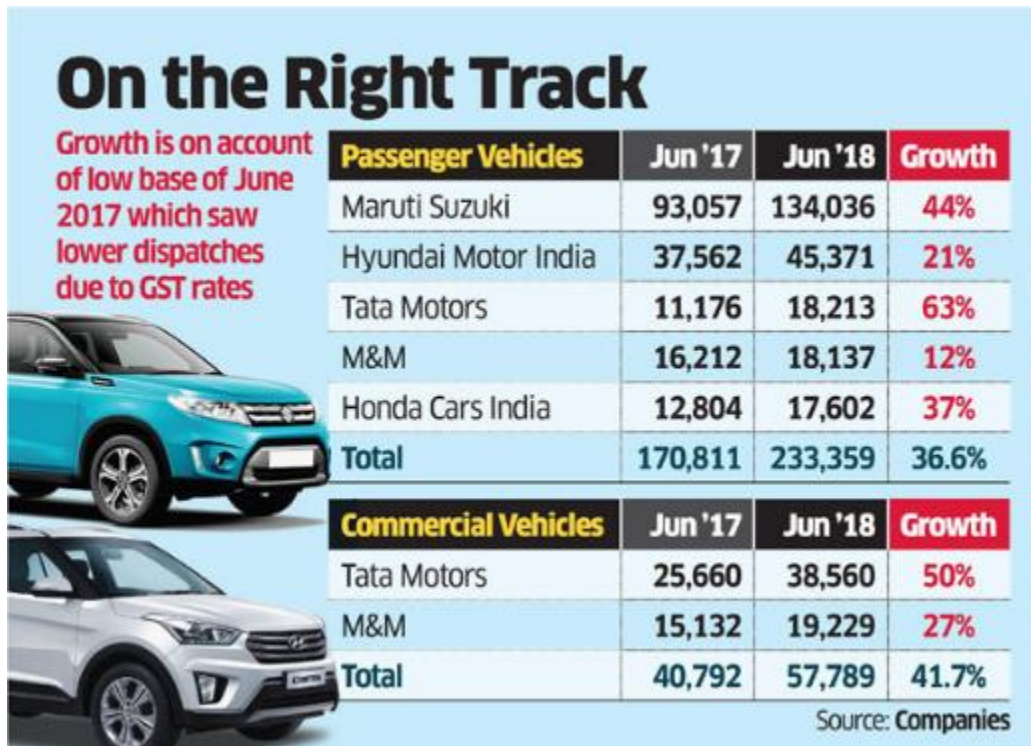


Figure 5.2 Hyundai India Sales chart^[66]

Moreover, Hyundai itself believes that gaining the market is a product centric strategy rather than any advertisement success [65]. This data also came out of the questionnaire that consumers uses their own experiences for future purchases, and it was recorded with 45% of votes. We cannot

ignore the importance of education which plays the most effective part in making of decisions as educated persons have more abilities to choose right or wrong rather than any lay man. According to the results of the survey most of the people turned out to be have bachelor's as education background with 40% votes and second one turned out to have master's as background of studies with 26%. The educated class uses their knowledge and looks for offers with the products while purchasing them and as per the questionnaire results these Product Offers have weightage of 20 % votes.

Since, the product was meant for family and people had experience with it. Besides this, as per the results of the questionnaire the first position of consumers who are influences by advertisements are Singles with in the age group of 29 -34 Years with the income level 20,000 -30,000 INR and the second position is acquired by Married people who are supposed to start a family or is planning with in the age group of 35 - 40 Years with the income level 30,000 – 40,000 INR are the most favored consumers who can buy the car. Thus, we can say that advertisement have contributed Hyundai to change its image in market from mass brand to premium car brand in Indian market and the personal experience of the consumers helped them to make a perception to buy the car.

CHAPTER 6

CONCLUSION

The conclusion part is written after deep descriptive analysis of the results of the Questionnaire filled by the respondents. The questionnaire which was filled by 50 males and 50 females of various age groups and even various backgrounds such as education and monthly income.

Upon analyzing the results with the questionnaire, it was figure out that role of advertisements in building consumer perception is very pivotal. Consumers are not only influenced towards but also get connected to the brand with the emotional and story mindset of the brands. Consumers not only get knowledge of the products via advertisements but also get deeply connected to them by usage of popular celebrities in them. In this modern era specially, the younger generation is very much connected to Sports or Film Celebrities and follows them on social media, and they consider the celebrities as their role models in life. Therefore, using the celebrities in advertisements influences perception of consumers in a positive way as people try to copy them in real life as well.

Moreover, these advertisements give a larger platform for brands to reach to huge populations in shorter span of time and in case there is Superstars or Sportsmen used in the advertisement then it provides advantage over the competitors. These celebrities become the Brand Ambassadors of these products and carry their image everywhere in the world. As per the study on the objective to find the impact of consumer awareness and perception on buying behavior, it was revealed that Though the reach of products publicity is higher with usage of famous celebrities inside the advertisements, on the other side there is a huge drawback, in-case the image of the Brand Ambassador gets tarnished it can lead huge losses to the brand. This result was analyzed during the results of the questionnaire. One of the important aspects of buying behavior was also depicted in this questionnaire results which is, that consumers mindset could be influenced towards products initially via means of celebrities or advertisements. But ultimately, the personal experience of the consumer towards products will motivate the buying behavior in future.

In my opinion, there is need for the brands to understand requirements of the consumers and the budget and then design the products accordingly to fulfil those needs. Brand can succeed for shorter duration of time with help of marketing strategies but ultimately the whole scenario of success depends upon the quality of products and up to which level they can satisfy the goals of the consumers. Moreover, using the real consumers in advertisements rather than celebrities who share their real experiences in commercials can be more beneficial as in the case of Hyundai did in Indian Market with the commercial series named “Brilliant Moments”. This strategy can be more beneficial as it can cover the votes of people who don’t buy the products just because of the celebrities used in the commercials.

CHAPTER 7

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CHAPTER 8

APPENDICES

Questionnaire

1. Which Media helps you to come across with advertisements?

- a) Television Ad b) Newspaper ad
c) Exhibition d) Road Shows

2. Have you ever changed your perception towards a product because of its advertisement?

- a) Yes b) No c) Don't Remember

3. Have you ever purchase a product because of its advertisement?

- a) Yes b) No c) Sometimes

4. What things in advertisement changes your mind?

- a) Participating Celebrities
- b) Better product description
- c) Product offers
- d) Personal Experiences
- e) Other (Please Specify) _____

5. Do you think that advertisement affect's the consumer's behavior?

- a) Yes b) No c) Sometimes

6. Which concept or feeling is closely related with the ad?

- a) Achievement and success
- b) Caring for others
- c) Personal security
- d) Feeling Healthy
- e) Freedom to be one's self
- f) Living a comfortable life
- g) Making a better world
- h) Being accepted by others
- i) Other (Please Specify) _____

7. What are the impressions of advertisements on the consumers?

- a) Positive b) Negative c) Neutral
d) Other (Please Specify) _____

8. Which promotional media is influencing you to buy the product?

- a) Television Ad b) Newspaper ad
c) Exhibition c) Road Shows
d) Other (Please Specify) _____

9. Do you think the advertisement of a product makes Brand Image in Market?

- a) Yes b) No c) Maybe

10. Do you consider that advertisements of the products make consumers believe in History/Story created by the Brands?

- a) Yes b) No c) Maybe
d) Other (Please Specify) _____

11. Usage of famous Celebrities in advertisements helps companies to create Brand awareness more rather than normal actors?

- a) Yes b) No c) Maybe
d) Other (Please Specify) _____

12. Do you consider that Brand associated with big superstars gain advantage in the market from their competitors?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

13. Does the negative publicity of any Brand Ambassador leads tarnish of image of the associated Brands?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

14. Do you buy products because of the Sportsmen or Film stars used in the advertisements?

a) Yes b) No c) Maybe

d) Other (Please Specify) _____

15. Gender

Male

Female

16. Age

a) Below 18 Years

b) 18 Years – 23 Years

c) 23 Years – 28 Years

d) 29 Years – 34 Years

e) 35 Years – 40 Years

f) 41 Years – 45 Years

g) 46 Years – 50 Years

17. Monthly Income

a) 10,000-20,000 b) 20,000-30,000

c) 30,000-40,000 d) Above 40,000

18. Education Level:

a) Phd b) Masters

c) Bachelor's d) High School/ Diploma

e) Secondary Education e) Others _____

19. Marital Status:

a) Single

b) Married

c) Family

d) Divorced