

IMPACT OF ADVERTISEMENT ON CONSUMER PURCHASE BEHAVIOR OF E-BIKE IN POLLACHI.

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ABSTRACT:

The study examines the impact of advertisements on consumer purchase behaviour regarding e-bikes in Pollachi, India. The research identifies the awareness of advertisement and its platform, factors influencing consumer perceptions. In addition, the study investigates the association between consumer perception, socio-demographic variables, and satisfaction levels. A descriptive research design was adopted, and data were collected using a purposive sampling method from 50 respondents residing in Pollachi. The analysis employed simple percentage methods, Henry Garrett's ranking technique, and chi-square analysis. The Findings indicate that television is the most effective advertising platform (36%), followed by social media and online ads (24% each). Moreover, Testimonials and customer reviews emerged as the most influential aspect of advertisement, highlighting the importance of user experiences. Chi-square analysis revealed that there is a significant association between age and perception of advertisements ($p = 0.012$), as well as between the advertisement platform and perception ($p = 0.009$). However, no significant relationship was found between satisfaction level and perception of e-bike advertisements ($p = 0.187$). The study underscores the necessity for marketers to leverage consumer reviews, highlight eco-friendliness, and utilize digital platforms effectively. Understanding these dynamics will help manufacturers refine their advertising strategies to enhance market penetration in Pollachi.

Keywords: Awareness, E-Bikes, Perception, Aspect of advertisement, Satisfaction

INTRODUCTION:

The rise of environmental awareness and the push for sustainable transportation solutions have led to increased interest in electric bikes (e-bikes) globally, including in India. E-bikes offer a practical alternative to traditional gasoline-powered vehicles, combining convenience with reduced carbon footprints. Advertising plays a pivotal role in shaping consumer perceptions and attitudes towards products. It serves not only to inform potential buyers about product features and benefits but also to create emotional connections that can influence purchasing decisions. In particular, advertising of electric bikes has become a dynamic and essential aspect of promoting sustainable transportation solutions. With the global shift toward eco-friendly mobility, e-bikes are gaining popularity as an efficient and environmentally conscious alternative to conventional vehicles. However, effective advertising strategies are crucial to capturing consumer interest and driving sales in this competitive market.

SIGNIFICANCE OF THE STUDY :

As the market for e-bikes continues to grow in Pollachi, understanding the impact of advertising on consumer behavior will be crucial for manufacturers aiming to penetrate this competitive landscape. By analyzing how advertisements influence perceptions and decisions regarding e-bike purchases, stakeholders can develop more effective marketing strategies that resonate with consumers' values and

needs. This study aims to explore these dynamics further, providing insights that could enhance market penetration for e-bikes in the region.

STATEMENT OF THE PROBLEM:

The e-bike industry is experiencing rapid growth, driven by increasing environmental concerns, government incentives, and advancements in technology. However, with numerous brands and models available, consumers are faced with a daunting task of making informed purchasing decisions. Advertisement plays a crucial role in shaping consumer attitudes, perceptions, and purchasing decisions. Despite its importance, there is a lack of understanding about the impact of advertisement on consumer purchase behavior of e-bikes, particularly in the context of Pollachi. Hence the study has been undertaken to understand the impact of advertisement on Consumer Purchase Behavior of E-Bike in Pollachi.

OBJECTIVES OF THE STUDY :

- To understand the Awareness of E-bike Advertisements and their Platform.
- To examine the Perception of advertisement influencing Purchase decision
- To identify the association between perception level and socio demographic variables and their satisfaction level.

REVIEW OF LITERATURE :

Jayasingh et.al (2021) undertaken a research to investigate the factors influencing the intention to adopt electric two-wheelers. A survey of 182 valid responses was conducted, and the data was analyzed using partial least squares structural equation modeling (PLS-SEM). The findings reveals that environmental concern, perceived economic benefits, charging infrastructure, and social influence significantly shape consumer attitudes towards electric two-wheelers. These attitudes, in turn, strongly influence the intention to purchase. The study highlights that perceived economic benefits are the most significant factor driving purchase decisions. Furthermore, it was found that women show a greater inclination to buy electric two-wheelers compared to men.

Das (2020) examined the awareness and perceptions of potential customers regarding electric two-wheelers in India. Data was gathered from two-wheeler owners, who shared their expectations, awareness levels, and perceptions of electric vehicles. The findings indicate that customers view electric two-wheelers as more expensive and less efficient compared to fuel-powered options. Additionally, there is skepticism about their performance and durability. The study recommends that marketers focus on educating customers about the advantages, long-term cost savings, and overall benefits of electric two-wheelers.

Sankar and Kumar (2024) conducted a study to identify the factors that influence electric bikes purchase. They applied Explanatory research .The Convenience method of sampling is adopted and 145 respondents sample were chosen for the study. The data was analysed using frequency analysis, independent T-test, one-way ANOVA, regression analysis. The result reveals that factors related to customer perception are charging time, a smaller number of models, distance travelled for one full charge and environmental concern.

RESEARCH GAP:

The existing literature primarily concentrates on the automobile or two-wheeler industries, with limited attention to e-bikes. Furthermore, the majority of studies on e-bikes focus on factors such as environmental sustainability, technological advancements, and government policies, while neglecting

the role of advertisement in shaping consumer purchase behavior. Additionally, Pollachi, being a tier-3 city in India, presents a unique context for studying consumer behavior, with limited research available on the impact of advertisement on consumer purchase behavior in this region. Hence this study fills the gap by undertaking the research on Impact of advertisement on consumer purchase behavior of e-bike in Pollachi.

RESEARCH METHODOLOGY :

RESEARCH DESIGN:

The research design used for this study is descriptive

SAMPLE UNIT & SAMPLE METHOD :

Purposive Sampling method was used to collect the data from 50 respondents residing in pollachi.

TOOLS USED :

The data was analyzed using simple percentage, Henry garrett ranking method and Chi-Square method

ANALYSIS AND INTERPRETATION:

The data collected was analysed using simple percentage method and result are interpreted in the following table.

SIMPLE PERCENTAGE :

Table 1
Socio - Demographic profile of the respondent

Demographic Profile		Frequency	Percentage
Age	18-28 years	21	42
	29-39 years	11	22
	40-50 years	10	20
	51-60 years	3	6
	Over 60 years	5	10
Gender	Male	29	58
	Female	21	42
Marital status	Married	26	52
	Unmarried	24	48
Occupation	Government Employee	7	14
	Private Employee	24	48
	Own Business	4	8
	Home-maker	4	8
	Retired	4	8
	Student	7	14
Monthly Income	Below Rs.20000	23	46
	Rs.20001-40000	12	24
	Rs.40000-60000	6	12
	Above 60000	2	4
	Dependent	7	14
Monthly Family Income	Below Rs.30000	26	52
	Rs.30001-60000	17	34
	Rs.60001-90000	5	10
	Above Rs.90000	2	4
Area of	Rural	18	36

Residence	Urban	26	52
	Semi-urban	6	12
Number of Family Members	Up to 3 members	22	44
	4 members	21	42
	5 members	4	8
	More than 5 members	3	6
Earning member in a family	One	14	28
	Two	31	62
	Three	4	8
	More than three	1	2
Total	50		100

Source: Primary Data

The table 1 presents the socio-demographic profile of the respondents. Out of the total 50 respondents, the majority, 21 (42%), belong to the age group of 18–28 years. Regarding gender classification, the majority, 29 (58%), are male. With respect to marital status, most respondents, 26 (52%), are married. Considering occupational status, the majority, 24 (48%), are private employees. In terms of monthly income classification, most respondents, 23 (46%), earn below Rs. 20,000. Regarding family monthly income, the highest proportion, 26 (52%), have an income level below Rs. 30,000. Based on the area of residence, 26 (52%) of the respondents reside in urban areas. The majority, 22 (44%), have up to three family members. Regarding the number of earning members in the family, most respondents, 31 (62%), have two earning members.

Table 2
Awareness on E-Bike Advertisement Frequency

Frequency	No. of respondents	Percent
Daily	9	18
Weekly	13	26
Occasionally	11	22
rarely	17	34
Never	-	-
Total	50	100

Source : Primary Data

The table 2 highlights the frequency of respondents' exposure to E-Bike advertisements. It is seen that larger group, 34%, reported seeing these advertisements rarely, 26%, come across them weekly, 22% of respondents see E-Bike advertisements occasionally, 18% of respondents encounter these advertisements daily, indicating regular exposure.

Table 3
Advertisement Media

Advertisement Media	Frequency	Percent
Television	18	36
Social media (Facebook, Instagram)	12	24
Online Ads (Google, YouTube)	12	24
Print Media (newspapers, magazines)	3	6
Outdoor Advertising (banners, billboards)	5	10

Total	50	100
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Source : Primary Data

The table 3 represents the preferred advertisement media for E-Bike promotions among respondents. It reveals that television is the most effective medium, with 36% of respondents being exposed to E-Bike advertisements through this channel. Social media platforms like Facebook and Instagram and online ads on Google and YouTube each account for 24%, indicating that digital platforms play a significant role in reaching potential customers. However, print media (newspapers and magazines) has minimal impact, with only 6% of respondents engaging with E-Bike advertisements through this medium. Outdoor advertising methods such as banners and billboards reach 10% of respondents, showing a relatively low but noticeable influence.

Table 4
Preference towards E-Bike Brand

E-Bike Brand	Frequency	Percent
Hero Electric	10	20
Okinawa	3	6
TVS i Qube	13	26
Ola Electric	14	28
Ather 450X	10	20
Total	50	100

Source: Primary Data

The table 4 represents the E-Bike brands purchased by the respondents , it shows that Ola Electric emerges as the most preferred brand with 28% followed by TVS iQube which stands about 26 % next to that is Hero Electric and Ather 450X each hold a 20% share and Okinawa has the lowest share, with only 6% of respondents purchasing it, suggesting a comparatively lower market preference.

HENRY GARRETT'S RANKING TECHNIQUE :

The factors influencing consumers towards purchase decision regarding the advertisement was analysed using Henry Garett's raking method and the result was interpreted in the below table.

Table 5
Influencing Aspect of Advertisement

Factors	Rank given by the respondents						Total	Average	Rank
	1 st	2 nd	3 rd	4 th	5 th	6 th			
Testimonials and customer reviews	1309	1261	432	180	564	46	3792	75.84	I
Highlighting eco friendliness	154	1067	270	675	1128	115	3409	68.18	II
Discount or cashback offers	693	1552	270	405	282	184	3386	67.72	III
Visual appeal and creativity	1155	97	108	405	1034	272	3071	61.42	IV
Emphasis on performance (speed range, battery life)	308	776	540	225	752	345	2940	58.92	V
Information clarity and accuracy	154	291	1080	360	846	184	2915	58.3	VI

Source : Primary Data

The table 5 indicates the influencing aspect on advertisement , it is found that Testimonials and customer reviews hold the first rank (I,) indicating that potential buyers highly value real user experiences and feedback in their decision-making process. Highlighting eco-friendliness is ranked second (II), showing that environmental benefits play a significant role in attracting consumers. Discounts and cashback offers are placed third (III), suggesting that price incentives are important. Visual appeal and creativity hold the fourth rank (IV) showing that designs and creativity attract attention next to that is Emphasis on performance features such as speed, range, and battery life is ranked fifth (V), and Lastly, information clarity and accuracy rank sixth (VI), indicating that while important, it is not the most influential factor in capturing consumer interest.

CHI-SQUARE ANALYSIS:

AGE GROUP AND PERCEPTION LEVEL OF E-BIKE ADVERTISEMENT

Hypothesis

H₀1: There is no association between Age of the respondent and perception on E-Bike advertisement

Ha1: There is an association between Age of the respondent and perception on E-Bike advertisement

Table 6

Age and Perception on E-bike advertisement

Age Group	Perception of E-bike Advertisement			Total	Chi-Square value	p-value	Result
	Low	Medium	High				
18 – 28 years	1 (4.8%)	18 (85.7%)	2 (9.5%)	21 100.0%	19.606 df: 8	0.012 < 0.05	Significant
29 - 39 years	2 18.2%	9 81.8%	0 .0%	11 100.0%			
40 - 50 years	4 40.0%	6 60.0%	0 .0%	10 100.0%			
51 - 60 years	0 .0%	1 33.3%	2 66.7%	3 100.0%			
Over 60 years	1	3	1	5			
	20.0%	60.0%	20.0%	100.0%			
Total	8	37	5	50			

Source : Primary data (Computed) , value within () indicates row percentage

The table 6 indicates that consumers who were in the age group of 51 -60 years have high level perception whereas the consumers in the age group of 40 -50 years have a low level of perception. It is found that the p-value (0.012) is less than 0.05, hence **the null hypothesis is rejected**, thus there is an association between age and perception on E-bike advertisement. This is because different age groups have varying exposure, interests, and engagement levels with advertisement platforms and electric mobility needs.

ADVERTISEMENT AND PERCEPTION LEVEL OF E-BIKE ADVERTISEMENT :

Hypothesis

H₀1: There is no association between advertisement platform and perception on E-Bike advertisement

Ha1: There is an association between advertisement platform and perception on E-Bike advertisement

Table 7

Advertisement Platform and Perception of E-Bike Advertisement

Advertisement Platform	Perception of E-bike Advertisement			Total	Chi-Square value	p-value	Result
	Low	Medium	High				
Television	4 (22.2%)	9 (50.0%)	5 (27.8%)	18 (100.0%)	20.247 df: 8	0.009 < 0.05	Significant
Social Media	0 (0%)	12 (100%)	0 (0%)	12 (100.0%)			
Online Ads	1 (8.3%)	11 (91.7%)	0 (0%)	12 (100%)			
Print Media	2 (66.7%)	1 (33.3%)	0 (0%)	3 (100%)			
Outdoor Advertising	1 (20.0%)	4 (80.0%)	0 (0%)	5 (100%)			
Total	8	37	5	50			

Source : Primary data (Computed) , value within () indicates row percentage

The table 7 indicates that consumers who see television advertisement have high level perception whereas advertisement on Print media have a low level of perception. It is found that the p-value (0.009) is less than 0.05, hence **the null hypothesis is rejected**, thus there is an association between advertisement platform and perception on E-bike advertisement. This is because different platforms have varying reach, engagement styles, and audience demographics, influencing how effectively the message is received and perceived.

SATISFACTION LEVEL AND PERCEPTION LEVEL OF E-BIKE ADVERTISEMENT : Hypothesis

H₀1: There is no association between satisfaction level on advertisement and perception on E-Bike advertisement

H_a1: There is an association between satisfaction level on advertisement and perception on E-Bike advertisement

Table 8
Satisfaction Level and Perception of E-Bike Advertisement

Satisfaction level	Perception of E-bike Advertisement			Total	Chi-Square value	p-value	Result
	Low	Medium	High				
Low	0 (0%)	7 (100.0%)	0 (0%)	7 (100.0%)	6.172 df: 4	0.187 > 0.05	Not Significant
Medium	8 (21.6%)	24 (64.9%)	5 (13.5%)	37 (100.0%)			
High	0 (0%)	6 (100%)	0 (0%)	6 (100%)			
Total	8	37	5	50			

Source : Primary data (Computed) , value within () indicates row percentage

The table 8 indicates that consumers with medium level of satisfaction in advertisement have high level of perception as well as low level of perception. It is found that the p-value (0.187) is more than 0.05, hence **the null hypothesis is accepted**, thus there is no association between satisfaction level on advertisement and perception on E-bike.

FINDINGS OF THE STUDY:

The study reveals that the

- ✓ Majority of respondents (42%) belong to the age group of 18–28 years.
- ✓ Most respondents (58%) are male.
- ✓ A higher proportion (52%) are married.
- ✓ Private employees form the largest occupational group (48%).
- ✓ The majority (46%) earn a monthly income below Rs. 20,000.
- ✓ Most families (52%) have a monthly income below Rs. 30,000.
- ✓ A significant portion (52%) reside in urban areas.
- ✓ The majority (44%) have up to three family members.
- ✓ Most households (62%) have two earning members.
- ✓ The highest proportion of respondents (34%) see E-Bike advertisements rarely.
- ✓ Television is the most effective advertisement medium, with 36% exposure.
- ✓ Ola Electric is the most preferred e-bike brand, chosen by 28% of respondents.
- ✓ Testimonials and customer reviews rank first, showing the importance of user experiences in purchase decisions.
- ✓ There is a significant association between age and perception of e-bike advertisements.
- ✓ There is a significant association between advertisement platform and perception of e-bike advertisements.
- ✓ There is no significant association between satisfaction level with advertisements and perception of e-bike advertisements.

SUGGESTIONS:

- Targeting younger consumers by focusing on digital platforms and social media shall increase their preference.
- Manufacturers shall invest in television and digital advertising for wider reach and engagement.
- Corporates have to incorporate customer testimonials in advertisements to build trust and credibility.
- Highlighting the affordability, discounts, and long-term cost savings shall attract more buyers.
- It is essential to increase advertisement frequency to improve visibility and engagement.
- Measures to Emphasize eco-friendliness to attract environmentally conscious consumers.
- Corporate shall take steps to improve advertisement quality, clarity, and relevance to enhance consumer interest.

CONCLUSION:

To enhance the impact of advertisements, manufacturers should focus on digital marketing, increase advertisement frequency, incorporate real customer experiences, and emphasize the affordability and environmental benefits of e-bikes. By implementing these strategies, stakeholders can effectively capture consumer interest, improve brand positioning, and drive e-bike adoption in the growing market of Pollachi.

LIMITATIONS OF THE STUDY:

- The research focuses only on Pollachi, making it difficult to generalize the findings to other regions with different market dynamics.
- The study is based on the responses from participants, it may influence personal biases

- The study gives a snapshot of consumer perceptions at a specific time but does not track changes over time
- The findings of this study are specific to the purchasing behavior related to electric bikes and cannot be generalized to other types of motorcycles available in the automotive market.
- Due to time constraints the sample size selected is limited

SCOPE FOR FURTHER RESEARCH :

Future studies can explore how government incentives, subsidies, and awareness campaigns impact e-bike adoption. Moreover, the study can be done whether advertisements emphasizing e-bike technology, battery life, charging time, and overall performance influence consumer trust and preference and a study can also be conducted to identify whether advertisement-driven purchase decisions result in long-term customer satisfaction and brand loyalty.

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