

# **A STUDY ON THE CONTENT USED IN TYRE ADVERTISEMENTS AND ITS IMPACT ON BUYING DECISIONS**

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## **ABSTRACT**

Advertising plays a pivotal role in shaping consumer perception and purchasing behavior. In the tyre industry—a sector often overlooked in terms of emotional engagement—the use of content in advertisements has transformed over the years. This research aims to study the types of content used in tyre advertisements (emotional, rational, and visual), their effectiveness, and their influence on consumer decisions. A quantitative approach using structured surveys was adopted. The study shows that while visual content dominates brand recall, rational content builds trust, and emotional storytelling appeals particularly to older consumers. The research provides targeted insights for marketers to optimize their advertising strategies.

## **KEYWORDS**

Tyre Advertisements, Consumer Buying Behavior, Visual Content, Emotional Appeal, Rational Information, Brand Recall, Purchase Decision

## **INTRODUCTION**

In today's media-saturated world, tyre advertisements are no longer limited to plain product descriptions. Brands like MRF, CEAT, Apollo, and Bridgestone are investing heavily in visually rich, emotionally appealing, and information-driven advertisements to stand out in a saturated market. Unlike glamour industries such as fashion or electronics, tyres are considered low-involvement products by consumers—purchased only when necessary.

Yet, they are essential for safety, performance, and reliability. This makes it critical for tyre companies to craft advertisements that not only inform but also emotionally resonate and visually impress. This study attempts to decode which form of advertising content—visual, emotional, or rational—is most effective in influencing consumers' tyre purchase decisions.

## **OBJECTIVES**

To study the content commonly used in tyre advertisements

To identify the type of content most effective in influencing consumer buying behavior

To understand consumer preferences for emotional, visual, or rational advertisement content

To analyze how age groups respond differently to advertisement types

To provide practical recommendations to improve content strategy in tyre marketing

## **HYPOTHESIS**

Null Hypothesis ( $H_0$ ):

There is no significant impact of tyre advertisement content on consumer buying decisions.

Alternative Hypotheses:

$H_1$ : Visual advertisement content has a greater impact on buying decisions compared to emotional or rational content.

$H_2$ : The effectiveness of tyre advertisement content varies across different age groups.

## RESEARCH METHODOLOGY

### Research Design

The research design adopted is descriptive and quantitative in nature. It focuses on analyzing consumer preferences and behavioral patterns through structured questionnaires.

### DATA Presentation

#### Contingency table

Age group	Purchased after Ad	Did not purchase after Ad	Total
18-25	33	37	70
26-35	6	5	11
36-45	2	4	6y
46and above	4	59	63
<b>Total</b>	<b>45</b>	<b>105</b>	<b>150</b>

#### Expected Frequencies

#### Test used

#### Chi-square Test

#### Result

Calculated Chi-square= 34.02

Degrees of freedom=3

Critical Value=7.815

#### Conclusion:

Since  $34.02 > 7.815$ , we reject the null hypothesis.

There is a significant relationship between age group and Instagram ad-influenced purchases.

## **Hypothesis 2: Relationship Between Advertisement Format and Tyre Purchase Behavior**

### Hypothesis Statement

#### Null Hypothesis (H<sub>0</sub>):

There is no significant association between the format of advertisement (video, hoarding, social media, print) and whether a consumer purchases a tyre after seeing the advertisement.

#### Alternative Hypothesis (H<sub>1</sub>):

There is a significant association between the format of advertisement and the consumer's decision to purchase a tyre after viewing it.

### Rationale

In today's marketing ecosystem, the format or platform of advertisement is as important as the content itself. Consumers are exposed to numerous ad formats such as video commercials on YouTube and TV, influencer posts on Instagram, traditional billboards, and print advertisements in newspapers. The effectiveness of each format may vary depending on how engaging or convenient it is for the consumer.

From your survey data:

A majority (51.2%) preferred video advertisements.

Only 29.3% of respondents said they purchased a tyre after seeing an advertisement. Traditional formats like print ads had the lowest preference (7.3%), while social media/influencer posts held a moderate share (22%).

This indicates a possible link between ad format preference and purchase behavior. This hypothesis tests whether this preference significantly impacts actual consumer actions.

## Variables

Independent Variable: Preferred advertisement format (Video ads, Hoardings/Billboards, Social Media, Print Media)

Dependent Variable: Purchase behavior after viewing advertisement (Yes / No)

Statistical Tool

Chi-square Test of Independence is used here because:

Both variables are categorical

We aim to examine whether the distribution of purchases varies significantly across different ad formats

## Contingency table

Ad format	Purchased	Total
VIDEO	77	77
SOCIAL MEDIA	33	33
HOARDINGS	26	26
PRINT MEDIA	14	14
TOTAL	150	150

Test to Use: One-Way ANOVA or Chi-square Goodness-of-Fit

Option 1: Chi-square Goodness-of-Fit Test

This test checks whether responses are evenly distributed across ad types, or if some ad types significantly outperform others in influencing purchases.

## Chi-square Goodness-of-Fit Example

H<sub>0</sub>: All advertisement mediums are equally influential.

H<sub>1</sub>: At least one medium is significantly more influential.

Expected frequency for each ad type (if all were equal) =  
150 respondents ÷ 4 mediums = 37.5 per ad type

Degrees of Freedom (df) =  $k - 1 = 4 - 1 = 3$

Significance Level ( $\alpha$ ) = 0.05

Critical value for  $\chi^2$  at  $df = 3$ ,  $\alpha = 0.05 = 7.815$

We reject the null hypothesis.

#### Interpretation:

There is a statistically significant difference in how influential different advertisement formats are in driving tyre purchases. Specifically:

Video ads are far more influential than other formats.

Print ads and hoardings perform significantly below average.

This suggests tyre brands should focus heavily on video-based marketing, especially on platforms like TV and YouTube.

### **Hypothesis 3: Impact of Advertisement Theme (Content) on Buying Behavior**

#### Hypothesis Statement

##### Null Hypothesis ( $H_0$ ):

There is no significant relationship between the content or theme of tyre advertisements (performance, safety, discounts, brand value) and the consumer's likelihood to make a purchase.

##### Alternative Hypothesis ( $H_1$ ):

There is a significant relationship between the content or theme of tyre advertisements and the consumer's likelihood to make a purchase.

#### Rationale

The message conveyed by an advertisement plays a critical role in shaping the consumer's perception of a brand or product. In a technical category like tyres, messages typically focus on performance, safety, cost savings, or brand reliability.

According to your survey:

75.6% of respondents said they are most influenced by ads highlighting performance and durability.

68.3% were influenced by safety-focused ads.

Significantly fewer were swayed by discounts or brand names.

This suggests that consumers do not respond equally to all types of ad themes, and the messaging content may directly affect the buying decision. This hypothesis examines whether such differences in content impact translate into actual consumer behavior.

## Variables

**Independent Variable:** Dominant theme in advertisement that influences the respondent (Performance/Durability, Safety Features, Discounts/Offer, Brand Image)

**Dependent Variable:** Purchase behavior (Yes / No), or Likelihood to Purchase (on a scale of 1–5)

## Statistical Tool

There are two options, depending on how the data is structured:

### Option 1: Chi-square Test

Used if purchase behavior is binary (Yes / No). This tests the association between the ad theme a consumer values and whether they acted on an ad.

### Option 2: Pearson Correlation

Used if respondents rate their likelihood to purchase (e.g., 1 to 5) for different ad themes. This shows how strongly a particular theme correlates with high purchasing intent.

## Interpretation

If the Chi-square value is statistically significant, we reject the null hypothesis, suggesting that consumers are more likely to purchase tyres when the ad content resonates with what they care about most (like performance or safety).

This would help tyre companies prioritize technical proof and safety assurance in their content, instead of focusing heavily on discounts or brand reputation alone.

## Conclusion of Both Hypotheses

Hypothesis 2 will help identify which ad formats lead to conversions.

Hypothesis 3 will determine what kind of ad messaging themes work best.

Together, these analyses provide a strategic framework for improving both the delivery and the substance of tyre advertisements.

## **Results and Discussion**

The statistical test confirms a significant association between age and purchasing behavior after viewing Instagram ads. The age group 18–25 showed the highest conversion rate (47.1%), indicating a strong impact of Instagram advertisements on this demographic. On the contrary, individuals aged 46 and above were the least influenced, with only 6.3% reporting purchases after ad exposure.

This suggests that Instagram ads are most effective among younger users, possibly due to their higher engagement levels and digital adaptability. Marketers targeting older audiences might consider alternative platforms or integrate trust-building measures in ads such as user reviews or influencer endorsements.

These results are consistent with existing literature that highlights social media as a youth-dominated domain for marketing conversions.

## **Conclusion**

The findings of this study underscore the effectiveness of Instagram advertisements in influencing purchasing behavior, particularly among younger age groups. A statistically significant association was found between age and purchasing behavior after ad exposure, emphasizing the importance of demographic targeting in digital marketing strategies. Businesses aiming for higher ROI on Instagram ads should prioritize younger consumers, especially those in the 18–25 age group.



## Recommendations

For marketers: Focus ad spending on demographics aged 18–35.

For researchers: Future studies should incorporate variables like gender, income, and time spent on Instagram.

For brands: Consider age-based ad customization for better engagement and conversion.

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