



**THUS SPAKE OF THE SUV CAR CUSTOMERS OF CHENNAI CITY ABOUT THE  
NEGATIVE IMPACT OF THE ADVERTISEMENTS**

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**Abstract**

*The present society is flooded with advertisements, as such the public transports, walls on the streets and even in the internet every where the advertisements are dominated the entire society. Though it has promotional avenues on the market and at the same time the advertisements are providing false information and tall claims about the products. It is also confusing the consumers to choose the best product. The small and medium size hatchback and sedans are dominant in the Indian car market before the end of the last century. However, having known the market potentials of the SUVs(Sports Utility Vehicles), the major Indian car manufacturers are often come with more comfortable and technology oriented powerful SUVs with more fuel efficiency. And here it is to record that the TATA motors and Mahendra & Mahendra are the pioneers in the Indian SUVs markets. After visualizing the market potentials of the SUVs, the competitors bring every year much number of SUVs with more promotional avenues especially with the advertisements. At this crucial juncture, it is needed to testify whether really, the marketers doing toll claims or false information so as to suggest the marketers to streamline their advertisement activities. Thus, this study aims for it. And the study found out that the perceptions of Chennai city SUVs customers about the negative aspects of the advertisements of the marketers.*

*Keywords: SUVs, SUVs and Indian Automobile market, Advertisement and exploitations, Advertisements and sentiments of the customer, Advertisements provide false information, Advertisements and legal issues.*

**I. INTRODUCTION**

The present society is flooded with advertisements, as such the public transports, walls on the streets and even in the internet every where the advertisements dominated the entire society.



Though it has promotional avenues on the market and at the same time the advertisements are providing false information and tall claims about the products. It is also confusing the consumers to choose the best product. For instance, in a advertisement, in a beautiful environment at the backdrop, a sexy woman takes junk foods. Such advertisements imply that one can live a healthy lifestyle by purchasing such product/food. But in real, junk foods are very harmful for health. Although people often focus on the negatives when they discuss the effects of advertising, it is important to note that advertising does have its positive side. Especially, the Public service advertisements are often the first things considered when people discuss the positives of advertisements. These advertisements market a social concept of importance to the general public. Many public service announcements run messages about health, safety and national security. However, one can't deny the ill effects of advertisements especially the commercial advertisements which mostly come with false information.

## **II. NEED FOR THE STUDY**

The small and medium size hatchback and sedans are dominant in the Indian car market before the end of the last century. However, having known the market potentials of the SUVs (Sports Utility Vehicles), the major Indian car manufacturers are come with a more comfortable and technology oriented powerful SUVs with more fuel efficiency. And here it is to record that the TATA motors and Mahendra & Mahendra are the pioneers in the Indian SUVs market. Since its inceptions of old horses like Tata Sumo, Sierra and Bolero in the market, the SUVs demand is high and this segment continuously grows than the entire passenger market in sales with its unique facilities and features. According to the Global Market Research Company, J.D. Power, SUV growth and demand will be reached to top-position in the market among the passenger vehicles by 2020. Thus, the major players planned to launch their line of SUVs into the auto market. With more promotional avenues with the use of media like internet, TV and news paper. There is a belief that through these media the manufacturers and the marketers are giving tall claims and false information about the performances of their SUVs. At this crucial juncture, it is needed to testify whether really, the marketers are doing tall claims or false information so as to suggest the marketers to streamline their advertisement activities. Thus, this study aims for it.

## **III. INDIAN SUVs MARKET**

According to the Merriam-Webster dictionary, a "sport utility vehicle" is "a rugged automotive vehicle similar to a station wagon but built on a light-truck chassis". Early SUVs were descendants from commercial and military vehicles such as the World War II Jeep and Land Rover. They are more powerful, strong and beautiful that made them to capture considerable share in the Indian automobile market. These SUVs are of many types ranging from compact to Luxury SUVs. And according to the technology developments new and innovative models are coming almost every month in the Indian Market. The Indian car market share for SUVs is 30 % out of the total car market. Among them the stiff competitions are found among result



duster, Innova, TATA Safari, Mahendra XUV500, Hundai Cereta and so on. These market competitors using almost all types of advertising media and predominantly they use TV and newspaper and spending huge amount every year for these purposes

#### **IV. REVIEW OF LITERATURE**

Melissa Mercincavage(2017)examined RNC cigarette advertising effects on false harm beliefs, and how these beliefs – along with initial subjective ratings of RNC cigarettes – affect subsequent smoking behaviors. Smokers may misconstrue RNC cigarettes as less harmful than regular cigarettes. These beliefs, in conjunction with favorable subjective ratings, may increase SUVs use.

Rachana Bahuguna(2017) analyzed the influence of television on the behavior of children belonging to urban and rural socioeconomic backgrounds of Bhopal city. 400 parents with children between 1 and 18 years of age were subjected to a self-designed questionnaire, which sought information regarding the television viewing habits of children. Differences in responses were noted between the subjects of urban and rural areas. Television exerts a positive as well as negative influence on children’s behavior among urban and rural communities, with the influence being more obvious in the urban class.

Irene.roozen(2017) compared consumer reactions to positive and negative information about endorser. The results show that consumers’ attitude toward the ad and the brand/charity organization is negatively affected by negative information about the endorser. Suggest that the risk of negative endorser information is much higher for profit organizations than for not-for-profit organizations.

Steven Bellman(2017) conducted a controlled laboratory experiment suggest that the benefits of social TV, principally its association with live TV and therefore less ad-avoidance, come at the cost of negative distraction effects. Like normal co viewing, social TV viewing distracts from ad-processing, reducing unaided recall and brand attitude favorability, compared to individual viewing.

Kaidy Stautz(2017) hundred and four young adults (aged 18–25) who self-reported as heavy drinkers were randomized to view one of three sets of 10 video advertisements that included either (1) alcohol-promoting, (2) alcohol-warning, or (3) non-alcohol advertisements. Among heavy-drinking young adults: Alcohol advertising does not appear to have an immediate impact on alcohol consumption. Alcohol advertising generates positive affect and increases alcohol approach bias. Alcohol-warning advertising that generates displeasure reduces alcohol consumption.

Hongying Dai, et.al(2017) identified a proliferation of e-cigarette advertisements on Twitter. We investigate whether the prevalence of e-cigarette related advertising is associated with state tobacco regulations after taking socio-economic characteristics into account. Policies at both the federal and state levels are needed to regulate the content of commercial tweets and mitigate the negative effect of social media advertisements.



#### V. OBJECTIVES OF THE STUDY

- The SUVs marketers Advertisements are exaggerated than the actual products and these Advertisements depreciate competitor's SUVs.
- The SUVs Advertisements are affects the price of the SUVs as well as end with legal problems.
- There exists Advertisements retaliations among SUVs market competitors and provides false information and instructions about the SUVs.
- SUVs Advertisements are exploiting on the sentiments or weakness and they confuses the SUVs customers of Chennai city.

#### VI. RESEARCH METHODOLOGY

##### Sampling Design

Table no - 1 Sampling design of the study

Sl. No.	Divisions of Chennai city	No. of Questionnaires received
1	North Chennai	200
2	Central Chennai	200
3	South Chennai	200
Total		600

This study divides the Chennai city into three divisions' viz., Central, South and North. The researchers approached the SUVs owners with the structured questionnaire by employing purposive sampling methods. Thus, a total of 600 responses were received as stated in the table no - 1. In order to get opinions about the negative effects of advertisements, the responses are obtained from them by using Likert's 5 point scale. For the analysis of collected data, T test is applied.

#### VII. THE LIMITATIONS OF THE STUDY

Since the study is aiming to analyze the negative impacts of the advertisements from the point of view of the respondents, the positive responses of the customers are not taken into account along with the demographic, socio-economic variables of the respondents.



Data analysis and interpretations

Table no - 2 Data Analysis and interpretations

Descriptions	N	Mean	Std. Deviation	Std. Error Mean	T value at 5% level	Signif. value
Advertisements on SUVs provide tall claims about the SUVs.	600	3.0323	1.10626	.04494	1.101	.261
Advertisement deflate competitor's SUVs.	600	3.5128	.89939	.03654	14.032	.000
Advertisements increase the prices of the SUV.	600	3.4032	.94674	.03846	10.534	.000
SUV's Advertisement results in to legal issues.	600	3.6888	.92501	.03758	18.345	.000
SUVs Advertisements lead into confrontations among the market competitors.	600	2.8345	1.06500	.04330	-3.808	.000
Advertisement provides false information about the SUVs.	600	3.5210	.94571	.03842	13.561	.000
SUVs Advertisements are playing on the sentiments or weakness of consumers.	600	4.1052	.71492	.02904	38.026	.000
The Advertisements are always confuse the SUVs customers.	600	3.6911	.86358	.03508	19.700	.000

The analysis presented in the above table indicates interesting phenomena. As such from the above table it is found that the mean values range from 2.83 to 4.10, with standard deviations posses the minimum value 0.71 to the maximum of 1.10.

From the above table it is found that the T value 1.101, 14.032, 10.534, 18.34, -3.80, 13.56, 38.02 and 19.70 are statistically significant except the T value for the advertisement provides tall claims about the SUVs (1.102) which is insignificant at 5% level. Therefore it is concluded that the SUVs customers in Chennai city, strongly agreed that the Advertisements are playing on the sentiments or weakness of the customers. They are undecided about the statement that the Advertisement provides exaggerated / tall claims about the SUVs.

The respondents are also agree that Advertisement deflate competitor's SUVs, Advertisement affects the price of the SUVs, Advertisements results in to legal problems, Advertisement provides false information and instructions about the SUVs, and Advertisement confuses the customers.

Finally the respondents of the study disagree the statement that, Advertisement provides in retaliation from competitors.



#### VIII. SUMMARY AND CONCLUSION

From the results of the study it is found that the respondents of the study are strongly opined that advertisement provides tall claims about the SUVs. Therefore it is concluded that the SUVs customers in Chennai city, strongly agreed that the Advertisement is playing on the sentiments or weakness of consumers.

The respondents are also agreed that Advertisement deflate competitor's SUVs, Advertisement affects the price of the SUVs, Advertisement results in to legal issues, Advertisement provides false information and instructions about SUVs, as well as Advertisements are confuses the customers. The study is also find out an interesting phenomenal that they disagreed the statement that, Advertisement provides in retaliation from competitors. So from the results it is concluded that the SUVs customers are able to visualize the negative impact of the advertisements. And thereby it is suggest that the competitors or the market players are re modify their promotional avenues according to the expectations of the customers since the satisfied customers are the assert to the marketers.

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