

# Impact of Advertising on Consumer Perception and Purchase Intention for Electric Two-Wheelers

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: February

Year: 2026

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Citation:

Siddharth, KK, et al.  
“Impact of Advertising on Consumer Perception and Purchase Intention for Electric Two-Wheelers.” *Shanlax International Journal of Arts, Science and Humanities*, vol. 13, no. S1, 2026, pp. 244–47.

DOI:

<https://doi.org/10.34293/sijash.v13iS1-Feb.10087>

**K.K. Siddhartha**

*III BBA Logistics*

*Nehru Arts and Science College (Autonomous), Coimbatore*

**K. Ajumaldeen**

*III BBA Aviation, Nehru Arts and Science College (Autonomous)  
Coimbatore*

**K. Shobana**

*Assistant Professor, Department of BBA (Logistics & Aviation)  
Nehru Arts and Science College (Autonomous), Coimbatore*

## Abstract

*The growing demand for eco-friendly transportation has significantly increased the market for electric two-wheelers. In this competitive environment, advertising plays a crucial role in influencing consumer perception, shaping attitudes, and driving purchase decisions. The present study aims to examine the effectiveness of advertising, analyze consumer attitudes toward electric two-wheeler advertisements, and assess their impact on purchase behaviour. A descriptive research design was adopted, and primary data were collected from 200 respondents using a structured questionnaire based on a five-point Likert scale. The study found that informative and persuasive advertisements highlighting cost savings, environmental benefits, battery performance, and government incentives positively influence consumer attitudes. Mean score analysis revealed that environmental concern and fuel cost savings are the major motivational factors influencing purchase decisions. However, factors such as charging infrastructure and battery life remain concerns among consumers. The study suggests that marketers should focus on awareness-based and trust-building advertising strategies to enhance consumer confidence and accelerate the adoption of electric two-wheelers.*

**Keywords:** Advertising Effectiveness, Consumer Attitude, Purchase Behaviour, Electric Two-Wheelers, Green Marketing, Consumer Perception

## Introduction

The rapid increase in fuel prices, environmental concerns, and government initiatives promoting sustainable transportation have led to a growing interest in electric two-wheelers. As the market expands, companies are increasingly relying on advertising to create awareness, educate consumers, and influence their attitudes toward electric vehicles. Advertising plays a critical role in shaping consumer perception by providing information about product features, performance, cost benefits, and environmental advantages. Effective advertising not only creates brand awareness but also builds trust and reduces consumer uncertainty regarding new technologies such as electric mobility.

Consumer attitude toward advertisements significantly influences their purchase intention. Positive perceptions regarding reliability, affordability, and environmental impact can motivate consumers to shift from conventional fuel vehicles to electric two-wheelers. Therefore, understanding the effectiveness of advertising and its impact on consumer behaviour is essential for marketers and policymakers.

### Need of the Study

The electric two-wheeler market is still in the growth stage, and consumer awareness and acceptance remain key challenges. Many consumers lack adequate knowledge about product performance, charging facilities, and long-term benefits. Effective advertising is necessary to educate consumers and reduce misconceptions about electric vehicles. Increasing competition among manufacturers also requires companies to understand how advertising influences consumer perception and buying behaviour. Additionally, factors such as environmental awareness, rising fuel costs, and government incentives have made it important to study consumer attitudes toward electric mobility. Therefore, the study is needed to evaluate the effectiveness of advertising strategies and identify the key factors influencing purchase decisions.

### Statement of the Problem

Despite the growing promotion of electric two-wheelers through various advertising media, the rate of consumer adoption is relatively moderate. Many consumers still hesitate due to concerns about battery performance, charging infrastructure, and product reliability. It is therefore necessary to analyse how advertising influences consumer perception, attitude, and purchase behaviour toward electric two-wheelers.

### Objectives of the Study

- To identify the factors influencing purchase behaviour.
- To study the relationship between demographic factors and purchase intention.

### Research Methodology

The study adopts a descriptive research design to examine the effectiveness of advertising and its influence on consumer attitude and purchase intention toward electric two-wheelers. Both primary and secondary data were used for the study. Primary data were collected through a structured questionnaire, while secondary data were obtained from journals, websites, reports, and company publications. The population includes potential and existing electric two-wheeler consumers, and a sample of 200 respondents was selected using convenience sampling. A five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) was used to measure responses. The independent variables considered were advertising content, media exposure, environmental awareness, price perception, and product knowledge, whereas the dependent variables were consumer attitude and purchase intention. The data were analysed using percentage analysis and Chi-square test to examine demographic associations.

### Results and Discussion

**Table No. 1 Influence of Advertising Factors**

Factors	Mean Score	Rank
Fuel cost savings information	4.32	1
Environmental benefits	4.15	2

Government subsidy awareness	3.98	3
Battery performance details	3.85	4
Celebrity endorsement	2.90	5

**Source: Primary Data**

The mean score analysis indicates that fuel cost savings information (Mean = 4.32) is the most influential factor affecting consumer response to electric two-wheeler advertisements. This shows that consumers are highly motivated by the economic benefits associated with reduced fuel expenses. Environmental benefits (Mean = 4.15) ranked second, reflecting growing awareness and concern for eco-friendly transportation. Government subsidy awareness (Mean = 3.98) also plays a significant role by reducing the perceived financial burden. Battery performance details (Mean = 3.85) moderately influence consumers, as they seek assurance regarding reliability and efficiency. In contrast, celebrity endorsement (Mean = 2.90) has the least influence, indicating that consumers focus more on practical and informational aspects rather than promotional appeal. Overall, functional and economic information is more effective than emotional advertising in influencing purchase behaviour.

**Table No. 2 Chi-Square Result**

Variable	Chi-square Value	Degree of Freedom	p-value	Result
Age vs Purchase Intention	12.45	6	0.052	Not Significant
Income vs Purchase Intention	18.32	6	0.006	Significant
Occupation vs Purchase Intention	14.10	6	0.029	Significant

**Source: Primary Data**

The Chi-square analysis reveals that monthly income and occupation have a significant association with the purchase intention toward electric two-wheelers, as the p-values are less than 0.05. This indicates that consumers with higher income levels and stable occupations are more likely to consider purchasing electric two-wheelers, possibly due to better financial capacity and long-term cost awareness. However, the relationship between age and purchase intention is not statistically significant, suggesting that interest in electric two-wheelers is relatively consistent across different age groups.

Overall, the results imply that economic capability and employment status influence the conversion of advertising-induced interest into actual purchase intention, while demographic factors such as age play a lesser role. This highlights the importance of pricing strategies, financing options, and targeted marketing for different income segments.

## Conclusion

The study concludes that advertising plays a significant role in shaping consumer perception and purchase intention toward electric two-wheelers. Informative advertisements focusing on economic and environmental benefits are more effective than purely promotional content. However, consumer concerns regarding charging infrastructure and battery life need to be addressed to improve adoption.

## Recommendations

- Advertisements should emphasize cost savings, performance, and environmental benefits.
- Companies should focus on educational and awareness campaigns rather than only promotional messages.
- Digital and social media platforms should be used to reach young consumers.
- Real user testimonials can be included to build trust.
- Government policies and subsidy information should be clearly communicated.
- Marketers should address common consumer concerns such as battery life and charging availability.

## References

1. Rezvani, Z., Jansson, J., & Bodin, J. (2015). Advances in consumer electric vehicle adoption research: A review and research agenda. *Transportation Research Part D: Transport and Environment*, 34, 122–136.
2. Saxena, R., & Khandelwal, P. K. (2012). Consumer attitudes towards green marketing: An exploratory study. *International Journal of Marketing and Business Communication*, 1(1), 28–39.
3. Nair, S., & Babu, G. (2018). Consumer perception and purchase intention towards electric vehicles in India. *International Journal of Pure and Applied Mathematics*, 118(20), 453–459.
4. Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley.
5. Khajuria, V., & Singh, H. (2025). Consumer Perception Towards Adoption of Electric Vehicles: A Literature Review. *RESEARCH HUB International Multidisciplinary Research Journal*, 12(6).
6. Krishnan, K. (2024). Consumer Perception and Acceptance of Electric Vehicles: A Cross-Cultural Analysis. *Shodh Sagar Journal of Electric Vehicles*, 1(3), 7–11.
7. Pranavi, C., & Metta, S. (2025). Consumer Perception Towards the Actual Buying Behavior of Electric Vehicles. *International Journal of Research Culture Society*, 9(6).