

FACTORS RESPONSIBLE FOR PRODUCT: FOUR WHEELER'S PROMOTING AND PURCHASING IN GAUTAM BUDH NAGAR

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Abstract

Four-Wheeler promoting and purchasing in the Gautam Budh Nagar district has been the matter of different factors in which settlement pattern of rural and urban area is the one. Due to information communication and technological advancement the role of media for product development e.g. four-wheeler like that the other products in the consumer mind set by promotional devices e.g. advertising has proved a central point. Advertising, branding and publicity by the print media (Newspaper, Luxurious magazine) as well as electronic media (Television, Cinema etc.) and multimedia (Internet) through their 'Lead', 'Slot', 'Feature', 'Language', 'Picture', And 'Pixel' they all imprint on the consumer's body mind and soul. Here we study the factors influencing the purchase of four wheelers in the Gautam Budh Nagar area of Uttar Pradesh.

Keywords: Four Wheeler; Gautam Buddha Nagar; Advertising; Consumers; Media.

1. INTRODUCTION

Product e.g. Four-Wheeler promotion and purchase in the Gautam Budh Nagar district has been the matter of different factors in which settlement pattern of the rural and urban area is the one them. In Urban area and Metro City, the concerns of migrating population are a major issue. Again, the concerning societies have witnessed the transformation from pre-industrial to the post-industrial era in terms of science and technology particularly information technology. Due to information communication and technological advancement the role of media in product development e.g. four-wheeler like that the other product in the consumer mind set by promotional devices e.g. advertising has proved a central point. Advertising, branding and publicity by the print media (Newspaper, Luxurious magazine) as well as electronic media (Television, Cinema etc.) and multimedia (Internet) through their 'Lead', 'Slot', 'Feature', 'Language', 'Picture', And 'Pixel' they all imprint on the consumer's body mind and soul. Even the office bearers and the receptionist's communication skills are the last but not least to promote and purchased the four-wheeler as seen in the dozens of showrooms in the Noida and Greater Noida regions.

The consumers and customer's perception about the physical fitness and habit of sales adviser (male or female) and their speaking-listening manner are the recent factor to attract the youngsters of present consumer world. Here a micro-study regarding the factors responsible for the four-wheeler sale promotion in the light of above mention point of view has been done. We find that an effective advertising management of the four-wheeler sale promotion necessitates the formation of objectives as the first step. These objectives will help in preparation, development and evaluation of publicizing

advertising determinations. The aims can either be sales or communication goals as both are complementary in a way. A communication goal would be to convey information or to maintain 'top of the mind awareness'. This is done by informing, persuading and reminding the potential customers.

1.1 Settlement Structure: Rural Settlement

Villages of Gautam Budha Nagar are the basic face of Gautam Budha Nagar District. The Panchayat is the local governing body. The sirpanch and panch control the routine affairs of the village. They also get roads made in the village, take care of the little disputes and help the backward sections of the village. However, they do not have legal powers, although they enjoy high social status. The appearance of Panch or Sirpanch in the regional sense is mandatory if the case is related of his or her village. Further, the sirpanch is the respected person of the village. The villagers look forward to him for guidance on many issues, including four-wheeler but most of these issues are social in nature. The Sirpanch is not the business need of the village. Farmers and owners of Small Scale Industries (SSIs) or Khadi Gram Udyog get loans from RRBs. The Sirpanch helps them to get such loans.

Those, who get the loans, must repay the same with reasonable rates of Interest. However, the settlement structure of the village does not play any role when the financial institution seeks loan amounts or interest payments from the rural people regarding four-wheeler purchasing. Block Dadri, Dankor, Bistrakh and the lading villages of Ghodhi, Ithara, Maicha, Parsol, Habibpur, Ladhpur Saini are under my consideration of the social Structure of villages comprising in the district of Gautam Budha Nagar

Because of the Rural areas are slowly transforming into hubs of industrial activities. These activities draw their power from agro-based industries. Standards of living of these people have improved but they have a long way to go before they could be treated at par with their urban counterparts in social, economic, and materialistic terms. Villagers are complex, docile, keen not do physical work, and willing to follow long routines. go-getters simply because their lifestyles do not permit them to think beyond a fixed mindset. Many rural families send their children to schools and colleges nearby. After completion of their studies, their offspring becomes ambitions. Many of them settle in cities of suburbs. They meet their parents occasionally.

1.2 Settlement structures: Urban Settlement

We know the Gautam Budha Nagar Area includes Noida and Greater Noida consisting of Delhi NCR is Megalopolis. A megalopolis is a city with a population of 1 crore or more so Greater Mumbai is also Megalo polis. There are five major cities and 40 minor cities in Uttar Pradesh. In addition, there are hundreds of small townships and small cities in Uttar Pradesh. The cities have been classified as Class A, Class B or Class C cities. Greater Noida is the most populous city in the country. Mumbai is the economic capital of India while Delhi is the seat of political power. It is quite natural these metro cities are the most advanced than all other. Good or adequate infrastructure, transport networks, communication networks, water, power, and sanitation facilities are available.

Life in these metropolitan cities is quite hectic. People live both as families and individuals, although nuclear families are also found in abundance in these urban concentrations. In Delhi, nearly 10,000 people arrive at its various points just for the sake of residing here on a permanent basis. However, many of them leave of the place within six months or one year after their arrival due to their inability to sustain her. The cases of other three metro cities as well as those of five major cities are similar. The urban youth prefer to go to those cities, which are in the immediate vicinity of their villages. Sectors of the concerning the Urban centres of Alfa, Beta, Gamma, Delta, Jalwau Vihar, Hemsagar, and Sigma are restructuring the metro of the newly settled Greater Nagar are here migration towards urban areas is the burning issue. Most of the youth come to cities to look for jobs.

They get medium jobs somehow survive. Large and medium cities offer tough competition. Land, water, electricity, air, money, and comfort are scarce. Larger-scale migrations to cities are taking their own toll. Granted Electric power supply, systemic transport facilities and skilled population result due to these promising trends to have four wheelers.

Categories of Urban Settlement: Urban settlement of the Gautam Budh Nagar district area can be divided into the categories, as follows: (a) Rs. 8000-20000 pm, (b) Rs. 20000-50000 pm, (c) Rs. 50000-100000 pm, (d) Rs. 100000-500000 pm, (e) Rs. 500000-1000000 pm, (f) Rs. 1000000-1500000 pm, (g) Rs. 1500000 and more pm. The people of categories (d), (e) and (f) own enterprises. They could also be the general managers directors of MNCs and large corporate groups. The people of categories (d) and (e) are either Self Enterprises professional or entrepreneurs. The people of categories (b) and (a) is predominantly employees, although many of them are becoming Self Enterprises professional (SEPs).

In Villages, Joint families share common resources. The head of the family allocates part of earnings to each sub-family under him. Control mechanisms are tight in the Hindu Undivided Family (HUF). All the earnings are shared in roughly equal proportions. Freedom of member is less. Spending power of the entire family is more, but individuals have less spending powers in this type of family. Such families own shops of showrooms in commercial markets of large and small cities. They are clever and manipulative.

Nuclear families (i.e., those families which have been formed by the cleavage of joint families) are struggled to make their ends meet including two to four wheeler. They live on rent in most of the cases. Some of them acquire land and homes. After a struggle of ten years or so they become entrepreneurs. They work very hard to achieve their economic and professional objective. Some of them also go abroad. They are educated, partially or fully employed, and professional. Many of them are Self Employed Professional (SEPs). That is because they seldom get good jobs in cities (as they are treated as outsiders or aliens in the cities in which live and work). They have simple habit and display sober spending patterns. They have limited social circles. They are not clever, but when they live in cities, they become smart enough to earn good fortunes. Their married lives are stable. They are not spoiled by the glitter of large cities. They occasionally keep in touch with their parental homes.

Urban masses, migrating from villages and go to their villages once every year. Many of them go to their native palaces twice or three every year. Hence, they quit their jobs and go home. When they come back (to the same city), they look for new jobs. They are technically competent, so they avail managerial post too. They get jobs easily. Their jobs give them good remuneration. As such, they do not depend upon their homes (in their villages) quite often and sent financial assistance from their parents every now and then due to Materialism, Money, Consumerisms and Ambition. In urban areas, materialism, money, and ambition are the buzzwords. People working in medium occupations also crave for more money. A bicycle owner wants a two-wheeler. A Two-wheeler owner aspires for cars, soft loans, and office loans. Rising income levels and liberal policies of the private sector have made them more demanding.

In UP and Delhi NCR, anyone can pay Rs. 25000 and buy a car; the balance amount can be paid in easy installments. Some companies or financiers have also started giving loans on the full amounts of values of cars. In the recent years the dramatic rise of urban household income of competition in various product categories.

Therefore, prices of various products have come down. Example phones, cellular phone services, automobiles, imported furniture, toys, apparel, medical services, soft drinks, mineral water, books, jewellery, diamonds gold, silver, chemicals plastic items including polythene bags, television sets, DVD players, electronic gadgets like stereo component systems, fast food, Internet services etc. are cheaper and easily available in urban centers of the Gautam Budha Nagar district.

Mass production of goods and their mass distribution in the market world are the driving forces, both depended on massive labour. This was the origin of the need for the mass media, which would prom mass-produced goods to potential customers in cities and village manufacturing industries were labour-incentive, the new industries are capital intensive, new modes of energy like, electricity, the railways, the automobile and the aircraft.

1.3 Regional Information Society and Technological Changes:

The concept of 'information society' currency widespread in the 1970s and 1980s explain the social, economic and technological changes of societies. Most of the social changes included in the entertainment media and computers in the home, that is working from home [1]. The divisions between the factory or office are breaking down. The main work of telecommunication is gathering, processing and storing information with the help of computers. But due to the technological changes in the automobile industry new kind of social changes and economic changes are possible. The innovations in information and communication technologies brought about by integration of telecommunications, mass media and computing, from great flexibility, greater efficiency and lower costs.

Education and Training:

A second area of impressive growth in the wealth of Gautam Budh Nagar has been on the education and Training sector. Software education about automobile industry is also an export item: the National Institution of Information Technology (NIIT), its leading institution, is an exporter of Auto-educational software and provides courses through offices in Southeast Asian capital's. National institute offering advanced training in computers number 1,675, training of 55,000 professional every year. In sum, these societies were on the way to becoming information societies. Their primary resource was information of all kinds rather the four wheeler production of consumer goods. Some sociologists believe that an 'information revolution' in the Gautam Budha Nagar Area is taking place, a complete break from the 'industrial revolution' of the nineteenth twenty centuries.

Here we notice a Japanese writer, Yoneji Masuda, pointer the use of the term 'information society' to describe a civilization which was ultimately 'move to the point at which the fabrication of info value became the constructive force for the society development'. Daniel Bell, American sociologist, and author of 'the Coming of Post-industrial Society' preferred the term 'post-industrial society' to describe the same socio-economic process. Alvin Toffler and John Naisbett, authors of 'Future Shock' 'Megatrends' respectively, popularized the concept 'information society' [2]. However the information that has been transformed into a resource a commodity is technology-mediated, most of it in digital form.

2. Factor influencing the sale of four wheelers

As of late, the concentration in Western correspondence hypothesis has moved from robotic 'impacts' models of correspondence acts to those worried about Automotive correspondence connections; and the correspondence 'encounter'. Semiotic models take a gander at correspondence as 'social collaboration through messages'. The concentration of consideration in these models is dialect (both verbal and non-verbal) as a sign-framework; how 'signifying' is produced and comprehended is vital to this approach.

The critical inquiries the semiotic methodologies address are what is a Signs of an item? What us the importance of Signs? What is the connection between signs, clients and outer reality? The client is viewed as dynamic, as a maker of significance, as one who make his or her own particular importance [3]. Importance is hence less in the words, motions or images (the 'content') yet in the social translation of the members (the 'shoppers') of the correspondence encounter. The semiotic ways to

deal with correspondence depend on crafted by C.S. Penetrade, who built up the American custom of semiotics; C.K. Ogden and I.A. Richards of Britain; and the Swiss language specialist Ferdinand de Saussure.

Correspondence 'Impacts' on the four wheeler utilizations are of different sorts and different degrees as well. They might be here and now, medium-term; they might be profound or 'significant or transient or shallow as on account of styles and idiosyncrasies. At that point there are impacts of a passing sort, or a more changeless nature. Will impacts be named as 'impacts'? How are 'impacts', 'impacts' unmistakable from 'impacts', or would they say they are minor equivalent words for a similar social marvels? Hardly any media sociologists have of assessment media impacts to any sort of basic examination.

2.1 Mass Media

The technologies consisting of printing presses, the telegraph, telephones, radio and TV sets, audio and video recorders, video and movies camera, satellites, computers, etc. or the 'genres' also, the 'programmes' (the software) or the contents of individual media. Media is the cultural and entertainment industries which are today one of the fastest growing businesses owned by large media conglomerates. There many media organizations involved in the Automotive (four wheelers) production, distribution and exhibition of media materials. The sheer impression about 'the media' and 'effects' seems to be characteristic of the social science. But then, it must be conceded, the social sciences are logically 'exact' sciences like the physical and natural sciences. For, while the social sciences study human beings and their behaviour in different situations, the natural sciences study minerals, plants, and animals.

Regarding the four wheeler, Product Development, Promotion and Social change gives priority to persuasions and provisions of opportunity and not to coercion. It aims at affecting a heightened flow of information Regarding the four wheeler and not at a usual rhythm of acculturation.

This concept is valid in the context of developing region like that the Guatam Budha Nagar concerning the following points [4]:

1. The population of Gautam Budh area must become aware of a need, which is not satisfied by present customs and behaviour patterns.
2. These masses are required to invent or borrow the behaviour that comes closer to meeting that need.
3. The masses of Gautam Budh area are informed, motivated persuaded and regularly updates about these needs by the agents of social change. The same agents also provide them the opportunities to meet those needs.
4. They masses use the information and data sets bombarded on them by the agents of social change and hence, they arrive at precise needs sets as well as the modus operandi to satisfy such need sets.
5. They take decisions that are best suitable according to their backgrounds, academic status, societal affiliation and aspirations.
6. They implement these decisions, which are now or different in all probability. These decisions or rather their implementation are opposed by those who nurture the mental inertia to any kind of change. There is generations of conflicts in this process; this feature is very much prominent in developing zones.
7. Change is effected, although it may not be according to the needs and aspirations of the masses of Gautam Budh area Partial change can also occur, but full change takes time to occur, at least in region like Gautam Budha Nagar.

2.2 Promotion

The aim of promotional activities of the four wheelers is to generate product demand or services. Promotion includes sales, PR, advertisements, promotional events, etc. For selling four wheelers, it is important to:

1. Seek Attention
2. Develop Interest
3. Create market
4. Craft desire
5. Create lead
6. Get action

In order to ensure the efficiency in promotional effort the four wheeler marketing manager considers:

1. The full range promotional methods
2. Budget
3. Competitions

2.3 Role of Advertising in the Four Wheeler's Demand

We know that Advertising is non-individual. Whether it is audio form, video form or text form, it is always intended for a mass audience and not for an individual. Advertising is a trade transaction, which involves trade of money for publicity, and that is exactly the distinguishing factor between the terms publicity and advertisement. Publicity may be defined as "a form of commercially significant information about a product, institution, service, or person being provided by the sponsor." In short, advertisements are nothing but paid publicity.

In addition, Advertisements associate with a sponsor/originator, whereas the same may not always be true for publicity or propaganda. It is often wrongly presumed that advertising task is of recent origin. "It is normally presumed, though the presumption has no proof beyond being common amongst us that nothing exists of which we are unaware, that the field of advertising is of modern origin [5].

The subsequent phase in the progress of advertising was the usage of symbols as a pictorial representation of the trader's function as well as means of tracing the origin of goods. This system is still prevalent.

Objective of Advertising for Four Wheeler

Academically, in this association, the standard of DAGMAR ends up plainly applicable. The DAGMAR approach, which stands for Defining Advertising Goals for Measured Advertising Result, characterizes a promoting objective not as a business standard but rather as a specific impact on an objective customer. Regarding the impact delivered, an ad can either make the shopper mindful of the presence of an item or give the purchaser of the item's points of interest over aggressive offerings, or really urge the customer to buy the item.

The reason for four wheeler advertising is only to offer an item, an administration or a thought. The genuine targets of promoting are viable correspondence amongst makers and buyers. At the end of the day, a definitive reason fundamental all publicizing is 'expanded mindfulness'.

Our experience in view of field perception in promoting of the extravagances merchandise e.g. a four wheeler: The accompanying particular goals of publicizing [6]:

- To increment the quantity of nature of retail outlets
- To make a quick deal.
- To build-up essential request.

- To present a value bargain.
- To educate about an item's accessibility.
- To get a bigger piece in the pie.
- To change existing item claims and purchasing spurs.
- To explain about new item's accessibility or highlights of cost.
- To increment the recurrence of utilization of an item.
- To bud general organization picture.
- To achieve new regions or new fragments of populace inside existing regions.
- To assemble mark acknowledgment or brand request.
- To make notoriety for administration, unwavering quality or research quality

A portion of the four wheeler merchants like to have the elements of advertising assembled under the accompanying features: [7].

1. Prime Function – elements relating to sales feature.
2. Secondary characteristic – aspects relating to helps rendered to the firm
3. Psychological feature – convincing endeavors of advertising.
4. Economic relation – financial focal points picked up by shoppers.
5. Social feature – societal additions.

2.4 Types of Advertising in the four wheeler marketing

This Advertising may be classified into:

- | | |
|--|--------------------------------|
| (1) Product Advertising | (2) Shortage Advertising |
| (3) Primary Demand Advertising | (4) Co-operative Advertising |
| (5) Institutional Advertising | (6) Commercial Advertising |
| (7) Selective or Competitive Advertising | (8) Non-commercial Advertising |
| (9) Comparative Advertising | (10) Direct Action Advertising |

1. Four Wheeler advertising: in terms of the four wheeler sale promotion, the Normal features of advertising are to generate key demand for a four wheeler class instead of a definite brand. It is mistakenly assumed that four wheeler advertising must focus on brand name. This presumption is based on the sentiment that a good brand often boosts the efficacy of the four wheeler advertising. Obviously, brand is the focal point, yet, in practice, many enterprises were prosperous in making the four wheeler image by the use of brand names (e.g., Maruti Suzuki, Hundai, and Mercedes). In summary, at any place if an enterprise wishes to trade its four wheelers or provide service through publicizing, it is mentioned as four wheeler advertising.

2. Primary Demand Advertising: It is envisioned to motivate initial demand for a new four wheeler or merchandise category. It is profoundly used at the starter stage of the merchandise life cycle.

3. Institutional Advertising: The times when the aim of the publicizing is to shield the image of the four wheeler enterprise or its service. These publicizing are not always oriented only to consumers. Instead, they may be pointed at varied groups of public (creditors, shareholders, etc.)

4. Selective or Competitive Advertising of four wheelers:At the point when a four wheeler enters development phase of the life cycle and when rivalry starts, publicizing ends up plainly focused or specific. Here, the objective of promoting is to impact interest for a particular four wheelers or administration. Frequently, advancement turns out to be not so much educational but rather more enthusiastic amid this stage. Publicizing may start to pressure sublet contrast in brands, with overwhelming accentuation on 'mark name evaluated.' will likewise be utilized as a key special weapon as four wheelers turn out to be fundamentally the same as.

5. Comparative Advertising of four wheelers:This is very disputable pattern in the four wheeler focused markets that are as of late noted. Such sorts of publicizing stress on comparative highlights of at least two particular brands as far as item/benefit qualities. This strategy is received in the developed stage when comparative four wheelers fastly showing up in the market constitute a solid rivalry. Similar publicizing 'conveys data not beforehand accessible to customers.' When relative publicizing shows up it uncovers the force of rivalries in the market.

6. Shortage Advertising of four wheelers:When the four wheeler lack in the supply of four wheelers happens, promoting regularly vanishes away from plain sight. A solid case is discovered that promoting for these four wheelers stopped. In any case, the shrewd advertisers have discovered that publicizing is as yet a reasonable showcasing device amid times of lack. In such sorts of publicizing of autos new limited time targets might be fused, for example,

- a) Educating the client of more effective methods for using the item, consequently lessening the request.
- b) To diminish client weight on the business drive;
- c) Improving altruism; and
- d) Making offer to spare assets.

7. Co-operative Advertising of four wheelers:When makers, wholesalers as well as retailers of the four wheelers mutually support and offer the consumption on publicizing, it appears as co-agent promoting. Such promoting would convey the names of the considerable number of gatherings included. From the perspective of the client this is helpful, as they could get the articles specifically frame he approved obligations. For instance, fabricates of autos embrace this sort of publicizing.

8. Commercial Advertising of four wheelers: It is additionally named as business publicizing. As the name proposes such publicizing is exclusively implied for compelling increment in deals. Normally the accompanying types of business promoting of autos are perceived:

- a) Component Advertising: This is exclusively used for selling industrial parts and products.
- b) Trade Advertising: Undertaken by professional people such as accountant manager service provider dealer page designer advertising managers etc.

Outdoor advertising in four wheelers marketing - During the field work the following categories in terms of outdoor publicity were found [8]:

1. Mural Advertising: It refers to posters which are often pasted on walls.

2. Advertising Boards: These are also posters but are kept at certain fixed places especially at joints where people frequently assemble. PVR, Mall, Multiplex, Shopping complex, Bus stops, railways stations, etc. offer good places for this kind of advertising.

3. Vehicular Advertising: This refers to moving advertisements. The example of this types of advertising has very large circulation and is considered to be very effective. It is cost effective too Maruti Suzuki favorite their Ads.

4. Electric Displays, Neon Signs: This is the most attractive form of outdoor display. It attracts attention easily and acts as a memorizer when it is dark all around. Hero Honda opt these styles of advertising.

2.5 Significant of the four wheeler Advertising

Almost certainly Advertising expands the information of the buyer. With the guide of publicizing, Car customers find and purchase vital items without exercise in futility. This paces up the offers of items the productivity of work in appropriation increment; and the expenses of offering decrease. Without showcase have boost of substantial promoting, purchasers may have sat tight one more years for the item advancement that occurred in under ten years-it took, all things considered, more than sixty years from the creation of the security razor before the principal worthy stainless steel sharp edge showed up in the market.

These words are all that could possibly be needed to affirm the possibilities of publicizing in the field of current four wheeler advertising. The advantages of four wheeler publicizing might be connected as takes after to some degree:

Advertising Benefits to Four Wheeler Manufactures

1. It expands deals volume. From one perspective, it diminishes the cost of creation and, on the other, increment benefits.
2. It help simple presentation of auto generation into the business sectors.
3. It makes a picture and notoriety of the auto as well as of the promoter.
4. Retail value upkeep is conceivable.
5. It builds up an immediate contact between auto fabricates and buyers.

Advertising Benefits to the Four Wheeler Wholesalers and Retailers

1. Easy offer of the four wheelers is conceivable since customers know about the item and its quality.
2. It expands the rate of the turnover of stock.
3. It supplements the offering exercises.
4. The notoriety make is shared by the wholesalers and retailers alike.
5. It empowers them to have four wheelers data.
6. It guarantees more temperate offering.

Benefits to the Car Consumers

1. Advertising anxieties quality and each frequently costs. This shape in a roundabout way certification to the client. Besides, vast scale creation guaranteed by publicizing empowers the merchant to offer the item at a lower cost.
2. It encourages them to know where and when four wheelers are accessible. This decreases their shopping time.
3. It gives a chance to the clients to analyze the benefits and negative marks of different substitute items.
4. This is maybe the main medium through which customer could know the shifted and new employments of an item.

5. Modern notices are exceptionally instructive.

2.6 Four wheeler's News Editing and Advertising: Theory and Practice

To equip the four wheeler request the news altering is the real wonders. All approaching news things, aggregately called hesitant, is moved, before being controlled, to accomplish an adjust of news between that beginning inside the association and that pouring in from outside. The undesirable issue gets removed and just the news commendable stories are at long last selected. The news room is going by an editorial manager or a central supervisor or a proofreader in-boss or a main news supervisor. He designs and coordinates the day's news operations. He is bolstered by group comprising of the news editors, boss sub-editors, and senior sub-editors. In a news organization, news editors and boss subs take care of the smooth working of the news work area. They design and compose 'leads'.

Auto page of the Newspaper: For the News and Ads of the four wheelers Indian Mass depends upon morning newspaper. So my suggestion in this regards is: You must be careful with your sources, cross check them, give credit and attribution where it is due and tell the truth. You well to quote the records though you may not reveal who has supplied it to you. The more information you build up the more it would help you and your readers to understand fully [4].

Feature page of Writing: In a talk with features section of Economics Time (Ads Section9) they said: Features give individuality and character to a newspaper, and offer a great variety of reading material to the subscriber. If news is the life blood of a newspaper, editorials are its heart and features are soul. Features usually play up the human interest angle [9].

Components of Feature page of the four wheeler: A feature resembles a news story in some respects but different from it in some others. A feature deals with facts, like a news story. But it differs from a news story as in that it may be longer than its news value justifies and it need not follow the standard form of news presentation. A news story has two main components. They lead and the body. But a feature also has a third component "The conclusion".

The Lead: It consists of a summary of the four wheeler matter. A feature writer has a great latitude in selecting his lead. The lead may be any one of the following types or a combination of two or more of them.

- 1) News Summary Lead of four wheelers: This is similar to the lead in a news story and should embody the Where, Who, What, When, and Why.
- 2) Short Sentences Lead of four wheelers: This consist of a single striking sentence.
- 3) Question Lead of four wheelers: Sometimes a question may provide a feature with an attractive lead.
- 4) Contrast Lead of four wheelers: Conflict and Contract many a times provide a feature with lead which may bring forth the controversial nature of the feature.
- 5) Picture Lead of four wheelers: This gives a vivid description of the setting of the feature or revokes a mood or feeling.

News reporter regarding four wheelers does not need a conclusion, but a feature often, though not always does. The conclusion may be a summing up of the contents of a feature, or climax as in a short-story. The body of a feature of the four wheelers news is developed logically and smoothly in the same way as a news story. A feature should confirm to the basic principles of good writing, that is, unity, coherence, and readability. The writer presents his material with brevity and elegance, avoiding superfluous words as well as clichés and maintaining a high standard of writing. The feature writer makes even a simple and ordinary incident into a vital happening. The new reporter informs, but the feature writer informs, entertains and educates.

2.7 Four Wheeler Magazine Advertising

The publication with a newspaper format with a variety of content is considered a magazine. The magazine, as opposed to the newspaper made no effort to print up the minute news.

Skills for Car Magazine

The Following tips are accepted by the corporate car manufacturers for teaching for car magazines [10]:

1. They (Four wheeler companies / manufacturer / wholesaler) choose a subject and do a lot of reading on it.
2. They Draw outlines from your notes after your readings from several sources.
3. They Write a lead, build around recognized ideas, and decide whether an anecdote would be fitting to precede the lead.
4. Thus your writing must have depth and background. Try to develop one idea at a time.
5. Be selective. Don't try to put in all the knowledge you have acquired into one piece. Too many facts or figures make it an uninteresting reading.
6. They Re-read their article after writing like a critical reader.

2.8 Four Wheeler Ads Printing Technology in the Newspapers [11]

When we visit the printing section of The Times of India, we find the four wheeler companies secure the front page for their ads. The obverse page of a newspaper is known as the 'face' of newspaper. It should be attractive that it can hold the attention of the elite class readers. Newspapers have a name and each newspapers tries to acquire a unique identity by observing different ways.

1. **The Must Head:** The name of the corner or middle of the newspaper on the front page is known as the must head. It had a fixed on the obverse page and remains in the same form for decades. It is in distinctive bold print and in a big type size.

2. **Headlines:** Headlines are means to attract the consumer / customers towards the news items. It is the responsibility of the page-designer to make each headlines as distinctive as possible. Headlines are given generally by the sub-editors/copy editors.

3. **Placement of Photographs of the four wheeler magazine:** We know, Picture is justified regardless of a thousand words. On a similar premise, it can be extrapolated that a decent toon is worth no less than two thousand words, from a page creator's perspective, understand that photos, and realistic have an exceptional importance. Putting a photo or at great place may improve its utility, as well as increment the plan interest of the aggregate page.

4. **Overall Four Wheeler Page Design:** There is an outline in the page, a frame and structure. Each page creator has his own idea of excellence and page structure. To bring it out, he utilizes distinctive compose sizes, void areas, arrangement of picture, diagrams, graphs, kid's shows and so forth.

Language

The basic building blocks of journalism are words. A photo journalist respects the words, and follow the way these are arranged and strung together. Any misplacement of words could twists the meaning. Hence, you should pay attention to punctuating marks, grammar and syntax. All these are important in the sentence construction.

Punctuation Marks

The language setting depends on the punctuation mark including grammatical structure. Punctuation problems start and almost end with a comma. This little mark cause more trouble than the rest put together. Punctuation marks bring in clarity and better readability. At the same time, too many of these clutter a story.

Four Wheeler Editing Marks (Tag) and Symbols

Tag: Tag is an identification mark. It is often the key word in a story and written on top left or right of a page. A news items or story may run into several paras, and also exceed one page.

If running into pages, a news story has to be kept track of from amongst various stories, and chronologically arranged. Hence, these paras, in a page, are divided into two or three parts. Then, these parts are 'slugged' and numbered, i.e., given a label, which identifies that story for that particular day, and helps the editor on duty to bring different parts together. Related stories are slugged to make the relationship clear.

Photo Editing: Pictures of the four wheeler are submitted for distribution in the daily papers and magazines are to be altered to fit into the design of the page, and furthermore the superfluous segments cut off, which the picture taker may have included the genuine piece. The skilled photograph editorial manager's activity is to see it that he doesn't squander space, and trims a photo keeping the principle substance of the subject in place. This lessening procedure is called 'cropping'.

2.9 Electronic Media in the Four Wheeler Advertising

Here we will discuss the various forms of car advertising through electronic media with their positive and negative aspects.

(I) The Nature of Movie Media in the Four Wheeler advertising

- a) An audiovisual technology;
- b) An ideal entertainment mode for the masses;
- c) Glossy, thrilling, and fascinating (a movie buff would explain that better!);
- d) Use predominantly narrative fiction;
- e) Have benefited greatly from technology of movie production during the last 20 years;
- f) Subject to regulation (censoring and classification of movies a must to restrict their viewing by those who are not supposed to view them);
- g) Feature ideological characters and large-than-life images most of the times else people would not throng cinema halls); and
- h) Promote hit cinema star but dump the failed ones in the dust bin

(II) The Nature of Broadcast Media:

These media comprise Radio, TV, and their modern, variants like radio, DTH etc. The electronics revolution has helped them rule the media scenario in the world.

The basic features of broadcast media regarding four wheeler –

- a) Essentially use electromagnetic waves for transmission of their significant
- b) Have large ranges, reach, and penetration (especially TV and radio)
- c) Use multimedia and organizations to succeed in the car market they cater to;
- d) Have a distinct public or mass character;
- e) Disseminate diverse content,
- f) Use gloss and ad world to grow in commercial corporate terms,
- g) Effect deep-rooted changes in the societies they cater to
- h) Give latest sets of information to the audiences,
- i) Dynamic in the sense that new content is disseminated through them almost every fortnight.

Process of Developing a TV Script for the Four Wheelers Enterprises Advertising are:

We see the methodical process of developing a script is time consuming. Here my experience is based on auto-expo (2010) at Pragati Maidan, New Delhi. In a meeting with TV Team, the following events of advertising were known:

Conceptualization: Once the research on the topic is carried out, the TV programme product enlists the services of a script-writer the script. Particularly for the four wheelers Ads Extensive research has to be carried out initially on every aspect of the proposed programme, which enhances the quality of the programme. The treatment is an outline of likely camera shots, important scenes of cars and moving situations. It is a point of reference when the script is being developed and finalized.

Master Scene Treatment of the Four Wheeler: The Master Scene Treatment is a broad description of the visuals and action together with the probable dialogues and narration about the four wheelers. It is the intermediate stage between the treatment and the shooting script. It is the last stage at which the story can in any sense be read as a literacy work.

Four wheeler Components of TV Script: The TV script of the four wheeler consist of two distinct components-the break up of the visuals i.e. the video is written on the left hand side of the page and the corresponding audio is mentioned on the right hand-sample script side. Many additions and deletions regarding four wheeler advertising are made before the script takes final shape.

Camera Script: The camera script of the four wheelers is a detailed, shot wise script to guide the shooting of the car having 3D position. A shot is the basic division of the film into elements within which continuity of time and space is preserved. There are different types of shots of four wheelers based on the content, size of the four wheeler and angle from which the subject is shown. A shot that shows one person is called a singleton. A two shot us a shot showing two people. A close-up (CU) is a shot where the main subject occupies most or all of the picture frame. A Medium shot or mind shot (MS) shows the picture at normal viewing distance, and cuts actors usually at the waistline. A long shot (LS) is a shot that shows the four wheeler of principle interest from a distance. Thus, an MS is a shot midway between LS and CU. A high angle shot is a shot of a four wheeler taken from above. A low angle shot is a shot of a four wheeler taken from below.

Camera Position: Each new shot of the four wheelers appears precisely at the moment when the views subconsciously demand the next piece of information. Scriptwriter, director and editor all are trying to give the viewers the shot they want as and when they want it in presence of their favorite model (Ashwariya Rai, Amitabh Bacchan, Saif Ali Khan etc.) including company directors (HR) marketing.

Editing Script: It is written on the basis of the footage that one has obtained after shooting for the programme. The transitions from one shot to the other are mentioned in the editing script along with the duration of every shot.

3 Branding: A decisive agenda of the four wheeler advertisement

Branding is a powerful communication tool and brands are a way by which we identify our priorities. It is the sum of what the brand stands for (identity), what it represents (Image) and how the brand make one feel (the aspirational value). The concept of branding works on the principles of building identity, image and aspirations. Branding, when successful, can be crucial to boosting the morale of the workforce as a single entity and serve as an essential recruitment and retention tool. Conversely, weak branding can, in turn, lead to four wheeler employee defections. Brand is what evokes emotions plugged with a particular product e.g. four wheeler. While immense efforts are assumed to project the corporation's true image in front of the community, they stand pointless if these are not focused towards the in-house patrons i.e., the workers of the company. If staffs are happy, it

would emerge into a satisfied business. True marketing, in that sense, starts from inside out. The most effective marketing strategy is to have one's own employee become the brand ambassadors for the organization. Employees need to trust the brand that they work with and their personal values should also be aligned with the values that are associated with the brand. In that sense, they need to 'live' the brand, have a common vision and have their individual goals synced with the four wheelers company goals. This type of communication plays an integral role in establishing how employees feel for the car Co. or organization and the role that they play in promoting the brand message. It is all about creating brand champions of one's employees and advancing one's four wheeler company goals by a few important steps like:

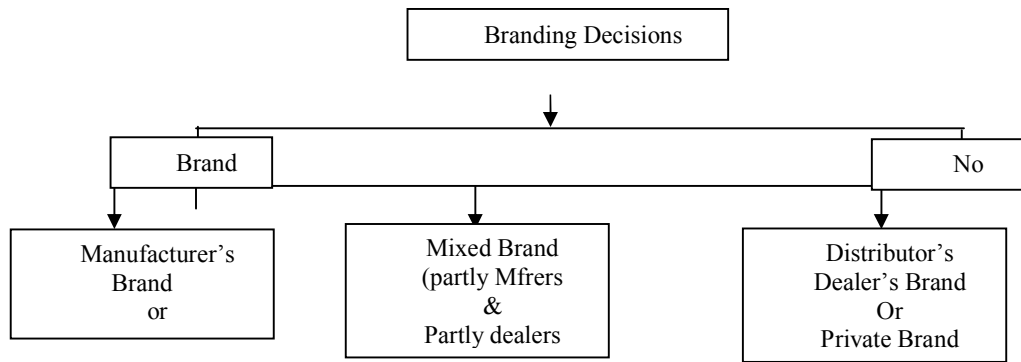
- Engaging the senior leadership of car Co. to make sure that they lead by example and model focused brand messages for the workforce to follow.
- Encouraging the Car Company's employee to experience the brand in all its different associations and removing obstacles that can hinder the delivery of the brand promise.
- Aligning one's external and internal branding strategies for a united message suited to today's fast changing environments.
- Working towards cultivating employee behaviour that represents the company's values, mission, brand and business strategy.
- Rewarding the company's employees for demonstrating brand loyalty.
- Usage of tools like blogs and other web 2.0 technologies to enhance and improve one's internal branding efforts.

In the field of four wheeler marketing for the promotion of business, every brand has a personality of its own and employees should be made to understand how their behaviour affects the brand perception and why it is imperative for them to drive the brand philosophy as their own and to feel 'as one' with the brand they represent. Again we at Mercedes Benz have never has any obligation for doing internal branding, but it is indeed seen that our employees love to sport our products, be it Honda or Hundai.

At the point of selecting a brand name for the four wheelers various aspects a consumer carefully considers. The following issue considerations though no rule can be put down.

- 1) The name must readily come to the minds of the car customers and should be easy to pronounce.
- 2) The name of car should be easily readable and understandable.
- 3) The name of car should be suitable for the product.
- 4) It should of car be easy to remember.
- 5) It should be most descriptive in nature.

Actually, the brand name is ancillary thing and the purchaser is really influenced by the superiority and presentation of the product. In the end, the success or failure of a product is determined as:



4. Sale value of business personality, softness and Communication Skills within four wheeler showroom: A case study [16]

4.1 Physical Aspect: Hygiene, Habits and Fitness

4.2 Communication Skills:

The word communication is gotten from the Latin expression communis-care of which intend to share. In this manner correspondence is a procedure of sharing, exchanging, or trading data, thoughts perspectives and emotions between at least two people.

A portion of the regular difficulties are:

- (1) **Vocabs:** Many words in English and in different dialects have diverse implications identifying with the setting of what is being said. We should be mindful so as not to utilize words that may cause disarray in the beneficiaries mind. So the representatives of the four wheeler showroom utilize words that are basic and effortlessly caught on.
- (2) **Listening Skills:** Listening implies understanding the speaker or customer, not just hearing her/his words. So tune in to what is being said. Truth be told, one of the traps which auto client are inclined to is mental scattering or intuitive personality meandering. The best way to conquer this sort of mind meandering is through a decided push to listen deliberately.
- (3) **Stereotyping:** This is putting auto client into pieces and shaping sentiments about them e.g. Fragility thy name is ladies. Voyagers need drugs; Businessmen are hooligans; Workers make inconvenience, Politicians are quick; Youth are flippant. Showroom's workers regularly adopt a positive strategy towards auto client and what they say, and evade such assumptions.
- (4) **Emotions or Feelings:** Anger, loathe, envy, stress, distress could impact people groups judgment and keep them from speculation genuinely and reasonably. Henceforth, while on work maintain a strategic distance from these negative sentiments. With a specific end goal to keep away from these traps there are a few things that we may endeavor.

Voice: The way in which we utilize our voice causes us to build up our identity as well as enhance our client relations. Here are a few indications on the best way to utilize representatives' voice successfully.

1. **Volume:** Just sufficiently uproarious for their clients to hear. The voice should not be very noisy for other person adjacent to hear and not very delicate for their clients to strain themselves.

2. **Pace:** They need to talk at the speed at which their clients can hear and comprehend what we are stating. On the off chance that it is quick, they may experience issues attempting to make up for lost time; on the off chance that it is moderate, it's exhausting.

3. **Pitch:** They ought to occasionally as the circumstance requests, change the pitch and tone of their voice. Along these lines they will summon client's consideration.

Non-Verbal Communication:

In the four wheeler showroom's correspondence, as much as 67% is being said without a word talked! This is done through body pose, signals by hands, eye to eye connection or outward appearances. This is ordinarily known as non-verbal communication or non-verbal correspondence.

Posture: Posture assumes a critical part in the four wheeler showroom's correspondence with auto clients. So if the workers need to stand, remain in an upright position, abstain from inclining toward the counter or on the table. In the event that the representatives need to sit, ensure that the storage compartment of their body is in an upright position, abstain from inclining toward the counter or on the table and remain quiet about their hands aside from promoting motions.

Eye Contact: Of all parts of the human body that are utilized to transmit data, the eyes are the most critical and can transmit the most sublet subtleties. With the eyes representatives can regularly represent the moment of truth auto clients.

Facial Expressions: Most of us experience our typical working life wearing a veil to cover our actual emotions. For example, an administrator comparisons continually in light of the fact that grin is a sign of diversion or joy, as well as a conciliatory sentiment, an indication of safeguard or even a reason.

4.3 Norms for the executives in the showroom

a) Male executives

- 1) **Hair style:** Hair must be short and properly trimmed, with a style suiting his face. Long hair must be avoided and hair must be massaged one a week using warm oil. The hair must also be shampooed and conditioned daily.
- 2) **Ethics of Shave:** It is important to shave daily to get a fresh and tidy look. Cuts and nicks must be avoided and utmost care must be taken while shaving. The skin tends to soften when washed with warm water before shaving. The after-shave lotion is used to refresh. Care must be taken so that the after-shave lotion is not too much fragrant.
- 3) **Manner of Shirt:** A white or pastel shade full sleeved, formal shirt is generally preferred. It is tailored to give a good fit and match the tie, trousers and jacket. All the buttons of the shirt are fixed including cuff and collar buttons. Moreover, the shirt must also be well ironed and clean.
- 4) **Style of Tie:** A well fitted and well knotted tie fitting the collar must be used. The design and colour of the tie must match the jacket, shirt and trousers.
- 5) **Trousers and Jacket:** Trousers and jacket, both must be comfortable to wear and simple, without any fancy trappings. There must be a match between the shirt, tie, trousers and jacket. The trousers must be properly cleaned, well ironed and properly tailored. Every part must complement the other.
- 6) **Socks selection:** Socks matching with trousers must be worn. They must complement the attire. The socks must not be allowed to stink and must be change daily.

- 7) **Shoes selection:** The formal shoes must be worn. They may either be with laces or slip-ons. Again the shoes must be simple design and their color must be complementing the entire attire and the posture. Mostly, the shoes with either synthetic or rubber soles should be preferred in the four wheeler working environment in order to avoid nasty noise. They must also be cleaned and polished everyday.

b) Female executives

- 1) **Hair Manner:** The hair must be brushed well and confirmed that they do not keep falling on your forehead to avoid the distraction and annoyance of the customers. Long hair must be kept in a neat bun. The hair must be cleaned time to time and proper conditioner must be used.
- 2) **Make-up as a markup:** There is a necessity that the face must look charming. The makeup should be neat and not be on face as if the face has been painted. It must enhance the personality and enlighten your best features in a natural way.
- 3) **Cloths the silent language:** In Indian outfit, a sari is the best option and most preferred while in the western outfit, a business suit is preferred. In case of sari, it must have either small prints or stripes that provide elegance. A proper matching blouse must be worn with the sari. In case of business suit, a blouse, either short sleeved or frilled, a skirt below reaching knees, and a jacket long sleeved must be worn.
- 4) **Footwear according to wearings:** The footwears must be complementary with the dress like sandals or slippers with sari and complementary stockings and matching closed shoes with western outfit.

Several four wheeler company may have their own uniform and you will have to follow the rules of dress specified by your organization. For example every airline has its own specific rules and code of conduct.

5. CONCLUSION

It has been found that media teaches and hence, changes society in terms of demand and development. In 1964, Schramm has classified the media in terms of teacher into four types. But the modern classification distributes it in five types – rural, print, audio-visual, internet and visual [12]. All of these kinds are considered as important tools of providing education for sale and purchase of the four wheelers too. These tools help in changing the consumers' society, and, in developing forward and backward areas of Gautam Budh Nagar District.

Concludingly, it was realized that the four wheeler's promotions media and advertising effect helps in Mental Development. It provides its viewers the news and the knowledge of the new events. It informs us new trends of the world which develop their minds and mental level. It raises Aspirations. It informs its views about the struggle of the great car customers around the district region which motivates them to work hard in their respective fields so that they can achieve a high status. It creates an environment for promotion. It raises the voices of weaks and suppressed, plus a demand for their rights. It informs the related authority about the deficiency of assets and need of development in the targeted region. It can focus attention on the brand. It can publicize the issue, and, can pull the customer's attention towards it.

Therefore, it has been an important tool in raising issues against various kinds of problems and exploitation. It helps in making Government Policies for Manufacturing and Development: The making of policy requires the services of the mass media in order to comprehend the needs and wishes of the customer & product. The areas of the four wheelers need bold and long lasting development initiatives. These initiatives are not possible without the support of mass media. It helps in developing companies and institutions. Mass Media and its effect are largely used by experts and experienced professionals. Its views and opinions can be used by the masses to the customers to alter their own decisions. And, also the need of establishing company and institutions is informed to the Government by mass media. Promotion enforces Social Norms for the four wheelers to establish the norms of development behaviour in the minds of the masses that are possible only by the support of mass media.

Promotion helps in changing attitudes about the four wheelers. According to Wilbur Schramm, the mass media can affect attitudes that are lightly helpful and slightly canalize stronger attitudes. Mass Communication attitudes cannot drastically change such attitudes in the field of four wheelers. But, it can be used to make minute changes in existing attitudes as well. The people learn to make their taste of an object mostly after reading or listening to the comments of the masters of those objects. This is basically true in the fields of four wheeler, musical and art. The mass media hasten the familiarization process that the customers accept the familiar things and reject the unfamiliar ones. Hence, media develops new tastes or shapes it.

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