



## A STUDY ON IMPACT OF DIGITAL MARKETING COMPONENTS OF PURCHASING BEHAVIOUR OF AUTOMOBILES IN INDIAN MARKET WITH SPECIAL REFERENCE TO SELECTED BRAND

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### ABSTRACT

In the past, businesses prioritised marketing via print, television, and radio. These choices are still available today, but the development of the internet caused a change in how businesses interact with their customers. Digital marketing became useful in this situation. Websites, social media, apps, search engines—anything that combines marketing with consumer feedback or a two-way connection between the business and the customer—are used in this type of marketing. The study's goal is to examine how various aspects of digital marketing affect consumer choices when it comes to buying cars in the Indian market, with a focus on particular brands. 178 people made up the study's sample. Convenience sampling and a descriptive study methodology are used. Regression analysis and Confirmatory factor analysis were employed as statistical methods, using a questionnaire as the main source of data. It was shown that the respondents firmly agreed with reminding the brands to encourage consumers to buy the products. It implies that in order to persuade viewers to make a purchase, social media adverts must enable them to browse reviews and comments from other users. It was determined that the ideal platform for turning a product into a brand is digital media. Therefore, it can be inferred that in order to reach their target audience, automotive manufacturers must choose the appropriate digital media. The information must have interesting and enlightening content. It must successfully remind consumers of the brand and encourage them to buy its items.

**Key words : Video marketing, perception, brand awareness, customer satisfaction, income.**

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### INTRODUCTION OF THE STUDY

#### MARKETING

Marketing describes the actions a business does to encourage the purchase or sale of a good or service. Advertising, selling, and delivering goods to customers or other firms are all included in marketing. Affiliates perform some marketing on behalf of a business. Advertising is one of the

primary methods used by marketing and promotion specialists to capture the interest of important target markets. Promotions are aimed at certain demographics and may include celebrity endorsements, memorable slogans or taglines, eye-catching packaging or graphic designs, and general media exposure.

## **DIGITAL MARKETING**

Digital marketing is quickly becoming a hot topic across all sectors, and it is increasingly important to any company's multi-channel marketing strategy. Customers can access promotional advertising messages via the Internet. Internet advertising, like previous forms of advertising, also involves a publisher and an advertiser. The publisher incorporates adverts into the web content it produces, and the advertiser provides the advertisements that are displayed on the publisher's content. Potential players include advertising firms that help with ad copy production and placement, an ad server that generates the advertisement and maintains track of statistics, and marketing partners who carry out independent promotional activities for the promoter.

## **OBJECTIVES OF THE STUDY**

### **Primary objective**

- To study the effects of digital marketing elements on car buyers in the Indian market, paying particular attention to a few chosen companies.

## **REVIEW OF LITERATURE**

Kunal (2016), Electronic advertising that uses digital codes is referred to as digital advertising. Due to the fact that a significant portion of consumers now use the Internet as a location to shop, digital advertising and its influence are expanding more quicker than other categories. Marketers have broadened their horizons by using the Internet in a variety of ways to connect with customers who are becoming more active on social media. The study's goal is to examine the impact of digital marketing and advertising on consumer attitudes in the automotive industry. The study's sample size is 100. Convenience sampling and a descriptive study methodology are used. The major source of data is a questionnaire. The statistical tools of percentage analysis, chi-square analysis, and correlation have been used. Customers are observed to think that digital marketing and advertising is responsive and attractive in nature, and the attractiveness of the digital marketing encourages consumers to conduct online research.

**Kunal (2016), "Effect of Digital Advertising and Marketing on Consumers Attitude in Automobile Sector", International Journal of Marketing and Business Communication Volume 5, Issue 4, October 2016.**

According to Shamsher Singh (2016), the automotive sector contributes about 7% of India's GDP, which is a substantial contribution to the growth of the Indian economy. Auto consumers

will undoubtedly be impacted by the ongoing expansion of social media users, online forums/communities, and opinion sharing. Analysis of the role of social media marketing in consumer purchasing behaviour in the automotive industry is the study's main goal. The study was solely based on consumer expectations and opinions. There were 280 respondents in the study's overall sample. For the study, convenience sampling methods were employed. It has been discovered that 91% of consumers post on social media, whether it be Facebook, blogs, or other social media, which affects consumer purchasing decisions. 85% of online buyers anticipate engaging with producers and sellers on social media platforms.

**Shamsher Singh (2016), “Role of Social Media Marketing in Consumer Buying Decision in Automobile Industry”, Journal of General Management Research, Vol. 3, Issue 2, July 2016, pp. 61–78.**

Rajesh Kumar (2017) examined consumer perceptions of digital advertising in the Indian auto industry. Electronic advertising that attacks digital codes is referred to as "digital advertising." Due to the fact that a significant portion of consumers now use the Internet as a destination, digital advertising and its influence are evolving far more quickly than other industries. The study's goal is to examine how Indian automakers are using digital marketing. The survey was solely informed by consumer expectations and opinions. A total of 100 respondents made up the study's sample. For the study, convenience sampling methods were employed. With just around 28% of the total, it is discovered that the number is still quite low. . Conclusion: The data demonstrated some incredibly impressive results, and it is generally accepted that Internet marketing is an essential tool for progress.

**Rajesh Kumar (2017), “Adoption of Digital Marketing of Car Companies in India”, Ginted minds, Volume: 12 / Issue: 2 Pages: 1705 - 1712 (8).**

This study, conducted by Rodney Graeme Duffett (2017), intends to investigate the effects of interactive social media marketing messages on South African teens' cognitive, affective, and behavioural attitude components. The study also examines the effects of various other variables, including usage (access, length of usage, log-on frequency, log-on duration, and incidence of profile updates) and demographic (gender, age, and population group) variables, on young consumers' attitudes towards social media marketing communications. The study's goal is to examine how social media marketing communications affect the opinions of young consumers. Three self-administered questionnaires were utilised in the study, which was given to approximately 13,000 students in colleges and high schools from the Generation Z cohort, who ranged in age from 13 to 18 years. The statistical data analysis using a generalised linear model. The study found that, although on a sliding scale that corresponds to the buying funnel, social media marketing messages had a favourable effect on each attitude component among teens. The findings also showed that youths who frequently updated their profiles, used social media for

extended periods of time, and belonged to the coloured and black populations responded well to social media marketing communications.

**Rodney Graeme Duffett (2017), “Influence of social media marketing**

**communications on young consumers’ attitudes”, emerald insight, Volume 18 Issue 1.**

### **DATA COLLECTION**

- The descriptive research design is used here to fulfill the research objectives in this case.
- The questionnaire approach is used to gather data for the first time for a particular reason. Personal contact and phone calls were used to manage the questionnaire.
- There are data gathered from a secondary source, such as a source of reservation storage where information is gathered by one person and used by another.
- This research employs the Random Sampling approach of Probability Sampling and the sampling unit is confined to chennai with a population of 178.

### **TOOLS USED FOR ANALYSIS**

- SPSS software was used to analyse the survey data.
- Keeping the dependent variables as email marketing, SEO marketing, and content marketing associating with a number of unique theoretical constructions allowed for a confirmatory factor analysis to examine the relationship.
- The association between income and video marketing,as well as age and social media marketing, was determined using regression analysis.

### **ANALYSIS AND DISCUSSIONS**

**REGRESSION**(a) Regression is a method which explains the relationship between the dependent variable and independent variable.The study tries to understand the relationship between income of the consumer and effectiveness of video marketing, $Y$ =income

- a. X1-Easy to watch demonstration with video and audio clarity.
- b. X2-Easy to compare various brands to purchase the right products.
- c. X3-Short videos helps to save time to make purchase decisions.
- d. X4-The advertisements are likely one to watch.

**Table 1 : Model summary of regression analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.235 <sup>a</sup>	.055	.033	1.299
a. Predictors: (Constant), ADVERTISEMENTS ARE GOOD TO WATCH, EASY COMPARISON WITH OTHER BRANDS, EASY DEMO VIDEO AND AUDIO, SHORT VIDEOS HELPS SAVE TIME				

The model summary of regression analysis shown in table 1. This table provides the R and R square values. The R value represents the simple correlation and is 0.235, which indicates low degree of correlation. This means that the dependent variable and the independent variables are moderately related. It can be inferred from this table that the effectiveness of the video marketing has a slight relationship in the income of the consumer.

**Table 2 : Anova**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1	4	4.129	2.448	.048 <sup>b</sup>
Residual	283.390	168	1.687		
Total	299.908	172			

a. Dependent Variable: INCOME

b. Predictors: (Constant), ADVERTISEMENTS ARE GOOD TO WATCH, EASY COMPARISON WITH OTHER BRANDS, EASY DEMO VIDEO AND AUDIO, SHORT VIDEOS HELPS SAVE TIME

Table 2 is the ANOVA table which reports how well the regression equation fits the data. The table shows significance value, p is lesser than 0.05, which indicates that there is a moderate relationship between the income of the consumer and effectiveness of the video marketing

**Table 3 :Regression analysis of income of consumer and effectiveness of video marketing**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	constant	1.020	.858		1.189	.236
	EASY DEMO VIDEO AND AUDIO	.231	.152	.124	1.526	.129
	EASY COMPARISON WITH OTHER BRANDS	.172	.141	.097	1.223	.223
	SHORT VIDEOS HELPS SAVE TIMES	.238	.165	.123	1.443	.151
	ADVERTISEMENTS ARE GOOD TO WATCH	-.166	.131	-.103	-1.263	.208

a. Dependent Variable: INCOME Y

The above table shows that the significance value of all the four effects to be greater than 0.05. The significance values of easy demo, easy comparison, short videos, good advertisements are  $p=0.129$ ,  $p=0.180$ ,  $p=0.223$ ,  $p=0.151$ ,  $p=0.208$ . Since all the p values are greater than 0.5, it can be understood that the income of the consumers does not significantly effects the video marketing. **The equation for the regression is,  $Y=0.231X1+0.172X2+0.238X3-0.166X4+1.020$ .**

**Regression(b)**

The study tries to understand the relationship between age and usefulness of social media marketing,  $Y=Age$

- a. X1-The information in the advertisement are sufficient and clear.
- b. X2-It helps to brand recalling.
- c. X3-Aids to purchase in what to perceive to purchase at the right time.

d.X4-Reviews and comments are useful in selecting the brand.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.256 <sup>a</sup>	.066	.042	1.078

a. Predictors: (Constant), REVIEWS AND COMMENTS ARE USEFUL, HELPS TO BRAND RECALLING, HELPS TO PURCHASE AT RIGHT TIME, INFORMATION IN ADS ARE CLEAR

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.675	4	3.169	2.727	.031 <sup>b</sup>
	Residual	180.100	155	1.162		
	Total	192.775	159			

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.417	.601		2.358	.020
	INFORMATION IN ADS ARE CLEAR	.365	.118	.280	3.082	.002
	HELPS TO BRAND RECALLING	-.214	.117	-.158	-1.833	.049
	HELPS TO PURCHASE AT RIGHT TIME	-.063	.114	-.047	-.551	.583
	REVIEWS AND COMMENTS ARE USEFUL	.028	.108	.022	.260	.795

a. Dependent Variable: AGE Y

a. Dependent Variable: AGE

b. Predictors: (Constant), REVIEWS AND COMMENTS ARE USEFUL, HELPS TO BRAND RECALLING, HELPS TO PURCHASE AT RIGHT TIME, INFORMATION IN ADS ARE CLEAR

### Interpretations :

A. X1 being information in ads are clear suggests that there is a non-zero correlation exists in the population, therefore it indicates that there is a significant relationship associated with the independent variable and the dependent variable, the null hypothesis being rejected.

B. X2 being helps to brand recalling shows that the  $p=0.049$  which is being less than or equal to 0.05 suggests that there is a significant relationship exists between the independent variable and the dependent variable, therefore the null hypothesis can be rejected.

C. X3 being helps to purchase at right time shows the value of  $p=0.583$  which is greater than 0.05 states that there is no significant relationship exists between purchase at the right time and the age, here the alternative hypothesis being rejected.

D. X4 states that reviews and comments are useful resulted with the value  $p=0.795$  which is greater than 0.05 indicates that there is a negative correlation exists between the variables, here the alternative hypothesis being rejected.

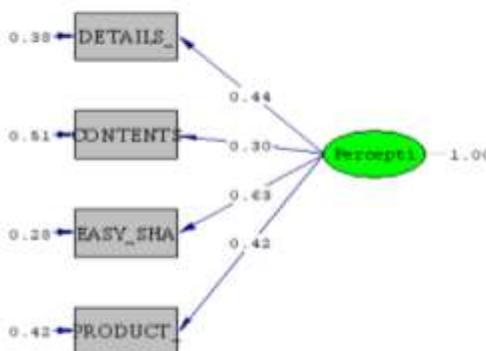
**The equation for the regression is  $Y=0.365X1-0.214X2-0.063X3+0.028+1.417$ .**

### CONFIRMATORY FACTOR ANALYSIS

Confirmatory Factor Analysis has been done to test the relationship between the observed variables and the underlying construct. It has been done to understand the researcher's knowledge of theory, empirical research or both, postulating the relationship between the priori and the tests.

1. CFA has been conducted to understand the link between the theory and the tests for the following items and thus, attempting to prove the perception towards content marketing have an impact in purchasing behaviour.

1	Information is available to select the right brand
2	The contents are easy one to understand
3	One customer can easily share the data to other right customer to influence purchase decisions
4	Consumer can come to know the new products with updated price details

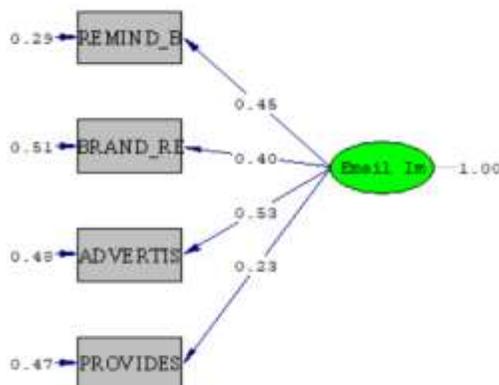


chi square=2.28, df=2, p-value=0.31910, RMSEA=0.038

The RMSEA ranges from 0.5 to 0.8, with smaller values indicating better model fit, The value above shows that the model is fit. The GFI and AGFI range between 0 and 1, with a value of over 0.99 generally indicating acceptable model fit. The SEM shows the value to be 0.99 for GFI and 0.94 for AGFI. Values for both the NFI and NNFI should range between 0 and 1, with a cut off of .95 or greater indicating a good model fit. The above model shows the value to be 0.97 for NFI and 0.99 for NNFI.

2. CFA has been conducted to understand the link between the theory and the tests for the following items and thus, attempting to prove the following things of email marketing have an impact on purchasing behaviour.

1	Brands repeatedly to induce for purchasing products
2	Brand information reach us in a formal and professional ways
3	Comfortable in receiving the advertisements and provide all the details of brands
4	Provides reliable and relevant data regarding the various brands

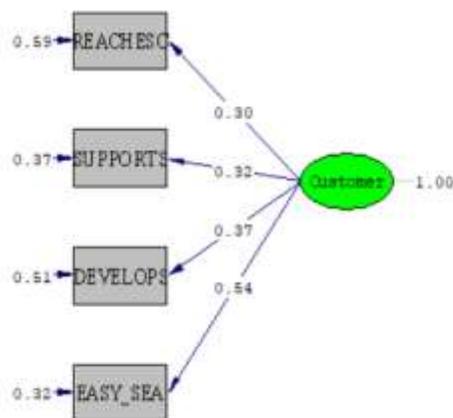


Chi square=6.28, df=2, p-value=0.04336, RMSEA=0.085

The RMSEA ranges from 0.5 to 0.8, with smaller values indicating better model fit, the value above shows that the model is fit. The GFI and AGFI range between 0 and 1, with a value of over 0.99 generally indicating acceptable model fit. The SEM shows the value to be 0.97 for GFI and 0.85 for AGFI. Values for both the NFI and NNFI should range between 0 and 1, with a cut off of .95 or greater indicating a good model fit. The above model shows the value to be 0.87 for NFI and 0.68 for NNFI.

3. CFA has been conducted to understand the link between the theory and the tests for the following items and thus, attempting to prove the levels of satisfaction of seo in selecting the right brands

1	Helps to search the brand easily
2	Creates trustiness towards a brand
3	Supports to find the top 10 brands to purchase
4	Reach the potential customers at the right time



Chi square=4.52, df=2, p-value=0.10441, RMSEA=0.112

The RMSEA ranges from 0.5 to 0.8, with smaller values indicating better model fit, the value above shows that the model is slightly fit. The GFI and AGFI range between 0 and 1, with a value of over 0.99 generally indicating acceptable model fit. The SEM shows the value to be 0.98 for GFI and 0.89 for AGFI. Values for both the NFI and NNFI should range between 0 and 1, with a cut off of .95 or greater indicating a good model fit. The above model shows the value to be 0.88 for NFI and 0.75 for NNFI.

## CONCLUSION

Digital marketing include integrated services and channels as well as the placement of advertisements on portals. To effectively reach their target audiences and establish a brand, marketers aim to use these elements. The stewards of a brand in this digital age are not marketers, but rather those who are connected across digital channels. Because consumers have a greater affinity for digital media than other media, brands want to expand their presence online. Additionally, since consumers are avid information seekers, only two-way communication between brands and consumers is possible through digital media. The ideal platform for turning a product into a brand is digital media. Therefore, it can be concluded that in order to reach their target audience, automobile manufacturers must choose the appropriate digital media. The information must have interesting and enlightening content. It must successfully remind consumers of the brand and encourage them to buy its items.

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