



## DIGITAL MARKETING IMPACTING USER BEHAVIOUR IN INDIAN CAR MARKET SPECIFICALLY IN DELHI NCR

Sumit Singh<sup>1</sup> and Prof. (Dr.) Marshal Sahni<sup>2</sup>

**Article History:** Received: 10.05.2022

Revised: 15.06.2023

Accepted: 20.06.2023

### ABSTRACT

Digital marketing helps in choosing the brands and products at right time and right place in which the user may make spontaneous and impulsive purchase. Brands uses few tactics like discounts offers and online deals for convincing the users for buying their products. Influencer marketing is the kind of recommendation for making the consumers to make better choices, whereby they follow their role models and recommendations. The impact of digital marketing on various product categories has been taken as the research topic. Automobile industry is considered amongst the largest digital spenders. The present research study focusses on digital marketing impacting the user behaviour in Indian car market. The study adopts mixed methodology for data collection in Delhi NCR for sampling. Smartphones and social networking sites are followed before buying a car since decision making process plays an important role from Need to Post purchase process. The study findings shows that digital marketing has positive impact on user behaviour in Indian car market since users can get good customer reviews over the digital platforms. Digital platforms act as the channel for expressing the post purchase feelings of the users.

*Keywords:* User Behaviour, Digital Marketing, Indian Car Market, Decision-Making, Digital Platforms

<sup>1</sup>Amity Business School, Amity University, Noida, Uttar Pradesh -201301, India  
sumitsinghss@gmail.com , ORCID ID: 0009-0000-6333-3708

<sup>2</sup>Amity Business School, Amity University, Noida, Uttar Pradesh -201301, India

**DOI: 10.31838/ecb/2023.12.si6.602**

### 1. INTRODUCTION

Smartphones and other digital technology were made possible by accelerating the pace of the internet, thereby revolutionizing communication. The recent vitality of the corporate environment has made the internet a key platform for the promotion of goods and services [1]. Digital technologies are emerging in this setting as cutting-edge instruments for conducting company operations, which has intensified rivalry and stressed the significance of digital marketing in businesses' communication plans [2]. "The use of technology in marketing efforts and business processes through marketing goods, services, information, and ideas via the internet, mobile devices, display adverts, and other electronic media" is the definition of digital marketing [3]. Digital technology is said to have the potential to boost a company's productivity while also facilitating entrepreneurial endeavours [4]. Digital technology is also a useful tool for developing ideas that push businesses toward sustainability. It has been established that the use of technologies has affected consumers' behaviour and decision-making from the standpoint of the customer [5]. In order to grow their company, this has led companies to adopt digital technologies [6]. Digital media have recently been used in marketing efforts to spread information, create a consumer base, and engage with both current and new customers. Companies use digital marketing platforms to offer goods and services, and these platforms have a big influence on what customers decide to buy. The information provided by mobile marketing, content marketing, viral marketing, digital advertising, search engines, emails, affiliate marketing, social media are the digital platforms which allow the users to access variety of services and products [7]. The value of using digital marketing as a method to connect with your target market may result in boosting the sales and building of brand loyalty. Also, it was demonstrated that digital transformation in organizations results in cost savings, increased productivity, and improved organizational performance. Yet, using modern technologies has a drawback as it could increase miscommunication, conspiracies, cyberbullying, and general tension [8].

The marketing communication world has been redefined by the digital technologies & it's nature of unique capabilities. Each and every type of industry has been affected by the digital marketing irrespective of category, type, size and nature. Therefore, there is no exception of Digital Midas in the Indian car market, that can touch and affect both the marketers and customers thereby provide greater impact for the customers. When compared with Western and Asian counterparts, India is considered as the young country for automobile manufacturing. In India the population mix offered the competitive advantages in terms of young workforce and productive nature for the demographic dividend. The study deals with the investigation of relationship between the demographic dividend of India compared with digital marketing impacts in Indian car market [9].

### **1.1 Research Problem**

The problem of the research study is to evaluate the impact of digital marketing on user behaviour in Used and New Car Market in India for making decisions before purchasing the cars specifically in the region of Delhi NCR.

### **1.2 Research Objective**

The objectives of the research study are

- ❖ Assessment of impact of digital marketing in young population of India for making decisions before buying a car
- ❖ To evaluate the relationship between digital marketing and user behaviour

## **2. LITERATURE REVIEW**

Transparency has grown in importance for technology users and online shoppers in the age of big data and developing technologies. To say nothing of transparency standards for designers and marketers, there is a lack of agreement on what openness actually means across research areas. In the study, they examined the literature reviews in 3 main areas like Internet marketing, immersive technology and persuasive technology to investigate the subjects for transparency that implies on current practices and research. Multidisciplinary fields such public health, law, business and management, human computer interaction, healthcare, psychology, information technology and computer science were all included in the literature study, which included both position articles and actual research. The study summarises the findings about the transparency framework which is offered with insights to various transparency related aspects for digital marketing which can be divided into 10 types namely user centred design with 3 dimensions personalisation, information and visualization informed type of decision making, user autonomy, potential risk, transparency in online advertising, informed consent and data privacy system design transparency, transparency in information and transparency in organization [10].

Online advertisements frequently target young individuals. This comprehensive analysis of the literature tries to pinpoint the key elements affecting young people's perceptions of online advertising. It aims to determine whether differences in young people's gender and ages affect the influence of online advertising. The research examines the variables that influence young people's attitudes toward internet advertising using a comprehensive evaluation of empirical studies that were published between 1994 and 2020. The review process begins with proceedings and scoping study according to the structure of PRISMA that involves locating research studies, evaluating and screening them, analyzing and synthesizing them, and presenting the final research. Two key findings by thematic analysis of the evaluated studies are presented in the article. The first is about the main elements affecting how young people view advertising. The elements are relevancy, amusement, irritability, credibility, personalization, and interactivity. In general, research reveal that the more positive the attitude toward advertising is when informativeness, amusement, believability, and interactivity are present, whereas aggravation creates a negative attitude [11].

New technologies are involved in the digital transformation models that includes digital marketing as the significant component of user loyalty and growth plans for making the digital economy at present for increasing the competitiveness. Campaigns that attract and keep online purchasers presently vigorously depend on the web and digital marketing. This study attempts to pinpoint the vital procedures for drawing in and keeping individuals while utilizing digital marketing. This study's methodology consolidated the Delphi strategy with top to bottom meetings. The review's discoveries, which depended on the counsel of the specialists talked with, feature the vital stages for utilizing digital marketing to draw in and hold clients effectively. The quantity of specialists remembered for the review and how much examination papers inspected during the writing assessment are the review's impediments. The results of this study's exploration and the writing assessment are utilized to recommend new, solid investigations utilizing a bound together basic strategy. This study inspects a clever system that will adjust online innovation to changing client patterns. Marketing supervisors and web arrangement designers will view this concentrate as both scholastically and essentially significant. The examination's discoveries feature the significant factors while disregarding others, like meeting length and bounce back %, which make little difference to the advancement of transformations in B2C associations. The review's discoveries likewise determine the exact advances that should be taken for attracting and protecting the client for organizations of B2C that depend on the Web's digital marketing biological system [12].

There are 4 types of technological advancement like entertainment, media technology, information technology and telecommunication, form the foundation of the net economy. These developments continue to have a substantial impact on the potential methods for managing information, communication, and transactions. Here, the rising use of computer technology to support business activities takes centre stage. There are other words for this that can be discovered and that are, in some cases, interchangeable [13]. One of the most notable instances of globalization over the decade has been the use of the Internet. Electronic commerce or ecommerce is referred as the key strategy for establishment of social interactions labour and new business in the current era of information and new economy [14].

There are several societal changes happening right now, and new technologies are to blame for affecting various facets of economic and social life. New business models are continually being developed using the Internet [15]. The utilization of cutting-edge logistics techniques and service automation are driving improvements in the performance and quality of corporate services. Data management, quality, and transmission speed have evolved into the main determinants of competitiveness online [16]. Internet use affects all phases of the new economy, which, along with electronic commerce, offers new business models including modern marketing strategies for the 2.0 environment [17].

Conventional marketing strategies have evolved to include cutting-edge digital marketing strategies that treat potential clients like users. These users include those who use or purchase goods and services online, as well as those who turn into prosumers by creating content that engages with brands online [18]. Information and knowledge are key factors in the ongoing changes brought on by globalization. The old ideas of money, taxation, customer, business are shifting as a result of new business models. History demonstrates that the economy has had to change its operations in order to meet people's needs. The researchers refer to as the information economy or new economy, new strategies have emerged. Global information networks are changing the globe and impacting many aspects of human activity, including quality of life, employment and competitiveness. There is no huge barrier, distance and time for emerging technologies. The content is distributed online for the larger group of audience, the selected group of professionals, who seeks for the international or regional links [19].

The used automobile market is the global leader in digital/online selling, but makers and retailers have recently turned their attention to new automotive items. Customers' expectations for mobility on demand have significantly changed as a result of these products, particularly electric drive technology, vehicle-connected services, autonomous driving, and car sharing. They bring about adjustments that are needed across the board in the automotive business. The consumer has transformed in recent years, and his shift in purchasing habits will continue. How, then, has this sector's company industry adapted to the significant global changes in consumer purchasing behaviour? Moreover, how will the "new digital" automotive consumer appear? The article discusses the distinctions between appealing to traditional automotive customers and how to approach and present an offer to the current generation of customers, who are fiercely and constantly influenced by the "reborn" automotive market [20]

### **3. METHODOLOGY**

For marketers, managing consumers has always been a difficult task. Since new marketing techniques proliferate year after year in the internet age, the work is even more difficult. In recent years, digital marketing communication has become the most popular kind of communication. Although consumers have incorporated digital communication into their decision-making process for a variety of product categories, the adoption has not been sufficiently examined for goods falling under the category of extended issue resolution. This study contrasts the most widely used technology adoption models to forecast Indian vehicle buyers' intentions to use digital communication while making a purchasing choice in order to better manage consumers. 75 car buyers from Delhi NCR, including real and future buyers, provided the primary data. In order to assess and compare the models' general fit, explanatory power, and significance, coefficients were used. The study's findings suggested that marketers may utilize the Decomposed Theory of Planned Behaviour to better manage consumers by using it to explain the uptake of digital communication.

#### **3.1 Study Participants**

The study participants of the research study include 75 respondents of different ages and gender.

#### **3.2 Sampling unit**

The sampling unit include the Delhi NCR region for analysing the impact of digital marketing in user behaviour in Indian Car Market.

#### **3.3 Data Collection**

The study aims to analyse the impact digital marketing user behaviour while buying a car in Indian car market and it includes the decision-making process. The primary data is collected from Delhi NCR region from the respondents present and future car buyers. The researcher specifically focused on Delhi NCR region and has chosen 75 responses to carry out the research study. The primary data was collected using the survey questionnaire from the person who plans to buy the car in future or having an car before.

#### **3.4 Data Analysis**

The collected data is statistically analysed using SPSS software for evaluating the digital marketing impacting user behaviour in Indian Car Market. The responses were collected from 75 respondents from Delhi NCR region.

#### **3.5 India Car Market**

By 2030, India will have the third-largest automotive market in the world, and by 2023, the passenger vehicle market is expected to rise by 16%. The market is inevitably boosting investments in digital ads to draw clients as consumer spending on autos surges. The number of digital ad insertions for the automobile industry surged by 83% in 2021, according to data made public by AdEx India, and is projected to expand even further this year.

Despite this expansion, the company's bottom line is being affected by supply chain interruptions, chip shortages, and rising transportation costs. Because of this, vehicle brands strive to make their digital media campaigns as successful and efficient as possible. Here are some trends to be aware of if the respondents work in automotive marketing and are vying for consumers' attention:

### 3.5.1 The Value of Digital Touchpoints

According to a Google poll, 95% of Indian car buyers do online research before making a choice. The traditional method for buying a car is being turned on its head, as research that was once done in person, is now mostly done on cellphones. So, it's crucial to get the correct messaging in front of potential automobile customers in high-quality digital environments.

### 3.5.2 Effect of Video Advertising on Automobile Purchasers

The largest disruption to the Indian car industry's advertising is now being seen in online video. In accordance with the aforementioned Google survey, nine out of ten car buyers act after watching an online movie. Having said that, automotive advertisers should think about fraud and inappropriate situations across video placements. For instance, positioning the brand with other pertinent and uplifting material like "Best Cars to Buy" stories as opposed to having adverts display alongside inappropriate content like pieces concerning auto accidents.

### 3.5.3 The Popularity of Social Advertising is Increasing

According to Facebook, 99% of Indian consumers think about purchasing or the lease of new automobile model after viewing posts on social media. It should come as no surprise that verification of automotive clients of Double Verify (DV) increased by 60% year over year, but generally speaking, according to DV data it appears to be verified with social efforts when compared with industries. To safeguard their investment and reputation, advertisers who are interested in experimenting with social media platforms like YouTube and Facebook should definitely consider employing verification solutions. In favour of streaming and connected TV, advertisers are moving away from linear TV and cable (CTV). As India experiences a digital transition, consumers there increasingly shift from that traditional linear television into connected television as well as OTT services.

The India CTV study claims that there was a 31% increase in CTV viewing in India. Additional research revealed that between one and four hours per day were spent by nearly 70% of respondents watching news, listening to the music streamed, playing games, and watching movies. The platform provides organizations with tremendous opportunity to create full-funnel marketing plans and engage with a sizable community of powerful consumers. In order to interact with consumers, car firms must therefore boost their investment in this channel. Yet the saying is true: dishonesty always follows the money. According to most recent studies, an unprecedented amount of fraud schemes targeting CTV were detected in 2022 compared to 2021, an increase of over 70%. In order to assess, identify, and get rid of any fraud in their media buys, automobile advertisers must collaborate with an impartial third-party ad verification business.

## 4. RESULTS AND DISCUSSION

The demographic dividend of India is beneficial for the auto industry, according to a study that examined the relationship between age, occupation, and the use of digital marketing when purchasing a car. It also came to the conclusion that people use digital communication channels to acquire cars, regardless of where they live like urban, semi-urban, or rural. More specifically, the study's key findings were as follows:

### 4.1 Descriptive Analysis

Descriptive analysis shows that 45 (60%) were male and 30 (40%) were female. Most of the respondents were young between 25 to 35 years of 46% and 32% of respondents were 35 to 45 years and 12% of respondents were < 25 years and 10% were > 45 years. In the decision-making process, the results shows that the respondents were graduates and post-graduates.

Table 4.1 Demographic Analysis

Parameters	Categories	Percentage
Gender	Male	60%
	Female	40%
Age	25-35 years	46%
	35-45 years	32%
	< 25 years	12%
	> 45 years	10%
Education	Graduates	51%
	Post-graduates	28%
	Others	21%
Employment Type	Private	61%
	Government	28%
	Self-employed	11%

The analysis shows that 93% of the respondent, out of 75 respondents had access to the Social Networking Sites. These 93 % often use social network and digital media. In that 70% uses Facebook, 68% uses Instagram, 59% are YouTube users. The sample collected were of proper mix of different demographics and the analysis shows that more respondents were familiar of digital media and social network users in the target population.

#### 4.2 Reliability

Among these respondents, 68 respondents use at least one kind of digital platform like Smartphones, E-mails, YouTube, Facebook, Instagram, Websites for making decisions before buying a car, whereas remaining 7 people do not follow any digital platforms for decision making process and they prefer to follow the conventional methods like Newspapers, Television, pamphlets, Bill Boards, visiting the showroom directly.

**Table 4.2** Testing of Variables

Variables	B	t-value	Result
Information Quality	0.385	3.291	Supported
Brand Image	0.315	3.243	Supported
Expertise	0.326	3.463	Supported
Attractiveness	0.345	3.182	Supported
Likeability	0.030	0.316	Not Supported
Purchase Intention	0.783	11.875	Supported

**Table 4.3** Chi-Square Test

	Value	Df	Asymptotic Significance
<b>Pearson Chi-Square</b>	29.258	12	0.002
<b>Likelihood Ratio</b>	29.741	12	0.003
<b>Linear-by-Linear Association</b>	1.082	1	0.385
<b>No of Valid Cases</b>	75		

The chi-square statistics shows that the columns are immediately to right of Pearson Chi-Square. The analysis shows that the value of Chi-square is 29.258. the p-value is 0.002 appears in the Asymptotic Significance column. The result is significant which is equal or less than 0.05 alpha value.

The researcher was also curious in the variables that may be changed to improve the effectiveness of using digital marketing to promote the supplied product, a car. As previously stated, the theory of planned behaviour model, which included the three constructs attitude, subjective norms, and perceived behavioural control, was employed to attain the aforementioned purpose.

**Table 4.4** Model Coefficients

	B	Std. Error	Beta	t - value	Significance
User Behaviour	0.027	0.25	0.095	1.045	0.267
Subjective Norms	0.036	0.22	0.162	1.698	0.112
Attitude	0.162	0.30	0.562	6.032	0.000

The values of regression coefficients are 0.027, 0.036 and 0.162 for user behaviour, subjective norms and attitude. The measurement of prediction variable influences criteria variable is referred as Beta value it is the unit of standard deviation. The beta value indicates the change in user behaviour attitude by the standard deviation with 0.562 times for the intention of respondents. Therefore, the relationship between the intention and user behaviour of the respondent with the use of digital marketing for buying a car, there is no relationship between the user behaviour and subjective norms and the use of digital marketing with the user intention. Thus, the results shows that digital marketing impacts the user behaviour in Indian car market.

Marketing through electronic channels like websites, social media and other digital formats 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. In order to reach the customers who are increasingly being attracted in by online media, advertisers have also expanded their points of view through various Internet usages. From this point forward, advertisers who avoid internet media may have jeopardized their company. Also, compared to traditional media, these emerging techniques of displaying have powerful and easily quantifiable benefits. The effectiveness of traditional advertising tools has recently diminished as consumers have grown accustomed to smart and virtual interactions with the advertiser. Given that they take into account single consideration, better executive mission, better item, promoting plan, and execution, digital innovations make advertising more attractive. It is organized around an easy-to-follow flow chart for creating marketing systems, which includes identifying client needs, outlining a methodology, putting the strategy into practice, and developing client trust. Customers are increasingly relying on surveys conducted by other consumers to make decisions about online purchases. Moreover, consumer satisfaction has an impact on the way an item is used. Consumer behaviour is shifting as a result of customers using the Internet to research prospective purchases. They are changing the business informing universe from a push to a force [21].

### 4.3 FINDINGS AND DISCUSSION

When purchasing a car, 95% of people used at least one digital channel for digital marketing communication.

Age and occupation both had a significant relationship with the use of digital marketing, with people in the service sector using digital marketing communication the most when purchasing a car.

When purchasing an automobile, people from urban, semi-urban, and rural areas all employ digital marketing communication.

According to the study's findings, it is advised that vehicle marketers create unique targeting techniques to appeal to the section of consumers who are young, employed, tech-savvy, and who make the most of digital marketing communication. Through the many digital channels that are currently available, car marketers can provide engaging digital material that will engage potential customers and build lasting relationships with them. Yet, they must guarantee that the content is dynamic and compatible with a variety of digital mediums. The interactive of the digital material should be maximized in order to learn more about the target audience and then target them more specifically and individually. By letting their target audience know their thoughts and opinions, marketers can also inspire them.

In order for the target audience to trust digital communication, it is also advisable that automotive marketers identify the opinion leaders in the target segment's group. This may be done simply over digital channels given their identification and targeting capabilities.

The digital information should also be simple to distribute, allowing users to do so if they find it interesting and want to share it with their friends, co-workers, or relatives. The target audience should be informed at the appropriate time about pertinent information regarding the specified product category, such as new offers and variants of cars, special discounts, new product launches, contests and games, loan and financing options, service due dates, maintenance updates, etc. This will assist them in making an educated and valued decision.

With the abundance of marketing options, it is also advisable that car marketers give the rural and semi-urban areas proper thought. Individuals in these places use digital channels on an equal basis. If there are any language hurdles, marketers can remove them by offering content in the local tongue, particularly in rural areas. This makes the user experience more engaging and individualized.

### 5. CONCLUSION

All businesses are creating new rules for business communication as a result of digital marketing. Marketers are increasingly implementing various digital communication marketing tactics across multiple digital platforms as the Indian auto industry undergoes change. Indian passenger car marketers have been among the top digital spenders for the previous five years and are steadily growing their digital spending. The traditional car-buying process has changed for consumers as well, as they now visit showrooms less frequently and place a greater emphasis on online research before making a choice. Before making a choice regarding a brand, they are also comparing and reading reviews from professionals and other customers. When it comes to employing digital marketing communication when buying a car, the younger generation, notably those between the ages of 25 and 35, are especially more active than others. So, it can be said that the digital marketing is having a positive impact on user behaviour in the Indian auto industry. Furthermore, the usage of this engaging and innovative form of communication by residents of semi-urban and rural locations shows that digital marketing is no longer just an urban phenomenon. So, it can also be said that digital platforms are making themselves available as an intriguing proposition to both marketers and consumers.

### REFERENCES

- [1] Ziółkowska, M. J. (2021). Digital transformation and marketing activities in small and medium-sized enterprises. *Sustainability*, 13(5), 2512.
- [2] Dumitriu, D., Militaru, G., Deselnicu, D. C., Niculescu, A., & Popescu, M. A. M. (2019). A perspective over modern SMEs: Managing brand equity, growth and sustainability through digital marketing tools and techniques. *Sustainability*, 11(7), 2111.
- [3] Pradhan, P., & Nigam, D. (2018). Digital marketing and SMES: An identification of research gap via archives of past research. *Journal of Internet Banking and Commerce*, 23(1), 1-14.
- [4] Wilson, V., & Makau, C. (2018). Online marketing use: small and medium enterprises (SMEs) experience from Kenya. *Orsea Journal*, 7(2).
- [5] Voramontri, D., & Klieb, L. (2019). Impact of social media on consumer behaviour. *International Journal of Information and Decision Sciences*, 11(3), 209-233.
- [6] Nagy, J., Oláh, J., Erdei, E., Máté, D., & Popp, J. (2018). The role and impact of Industry 4.0 and the internet of things on the business strategy of the value chain—the case of Hungary. *Sustainability*, 10(10), 3491.

- [7] Saura, J. R., Palacios-Marqués, D., & Ribeiro-Soriano, D. (2021). Digital marketing in SMEs via data-driven strategies: Reviewing the current state of research. *Journal of Small Business Management*, 1-36.
- [8] Hudák, M., Kianičková, E., & Madleňák, R. (2017). The importance of e-mail marketing in e-commerce. *Procedia engineering*, 192, 342-347.
- [9] Rekha, D., & Mishra, A. Digital Marketing in Indian Car Market: Is Demographic Dividend Paying off?.
- [10] Wang, R., Bush-Evans, R., Arden-Close, E., Bolat, E., McAlaney, J., Hodge, S., ... & Phalp, K. (2022). Transparency in persuasive technology, immersive technology, and online marketing: Facilitating users' informed decision making and practical implications. *Computers in Human Behavior*, 107545.
- [11] De Battista, I., Curmi, F., & Said, E. (2021). Influencing Factors Affecting Young People's Attitude Towards Online Advertising: A Systematic Literature Review. *International Review of Management and Marketing*, 11(3), 58.
- [12] López García, J. J., Lizcano, D., Ramos, C. M., & Matos, N. (2019). Digital marketing actions that achieve a better attraction and loyalty of users: An analytical study. *Future Internet*, 11(6), 130.
- [13] Scuderi, A., & Sturiale, L. (2015, September). Social Commerce and Marketing Strategy for "Made in Italy" Food Products. In HAICTA (pp. 509-519).
- [14] Zhou, L., Zhang, P., & Zimmermann, H. D. (2013). Social commerce research: An integrated view. *Electronic commerce research and applications*, 12(2), 61-68.
- [15] Sturiale, L., & Scuderi, A. (2016). The digital economy: New e-business strategies for food Italian system. *International Journal of Electronic Marketing and Retailing*, 7(4), 287-310.
- [16] Del Águila, R. (2000). Comercio Electrónico y Estrategia Empresarial: Modelos de Negocio en Internet. Daccach, TJC, Ed.
- [17] Hennig-Thurau, T., Malthouse, E. C., Frieger, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of service research*, 13(3), 311-330.
- [18] Ryan, D. (2016). *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.
- [19] [http://revistacomunicacion.org/pdf/n13/Resenas/R6\\_Castro-Marketing-2-0-El-nuevo-marketing-en-la-Web-de-las-Redes-Sociales.pdf](http://revistacomunicacion.org/pdf/n13/Resenas/R6_Castro-Marketing-2-0-El-nuevo-marketing-en-la-Web-de-las-Redes-Sociales.pdf)
- [20] Arbesová, S., & Pícha, K (2023). Digitalization of sales in the automotive field and changes in customer purchasing behavior. DOI: 10.32725/978-80-7394-976-1.01.
- [21] Rajesh Kumar (2017) *Journal of Advances and Scholarly Researches in Allied Education [JASRAE]*, (Vol:12/ Issue: 2), DOI: 10.29070/JASRAE