



## **A Study on Impact of Digital Marketing Components of Purchasing Behaviour of Automobiles in Indian Market**

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### **ABSTRACT**

Marketing describes the moves a commercial enterprise does to inspire the acquisition or sale of an amazing or service. Advertising, selling, and turning in items to clients or different corporations are all protected in marketing. It assists throughout the entire purchasing process, from the awareness phase through the purchasing phase. The average auto buyer visits fewer than two car dealerships, according to Think with Google. The study's goal is to examine the effects of digital marketing elements on consumer buying habits for cars in the Indian market, with a focus on Lanson Motors Private Limited, Chennai. The study was solely based on consumer expectations and opinions. There were 169 respondents in the entire sample used for the study. For the study, convenience sampling methods were employed. Throughout the study, both primary and secondary data were employed. To arrive at the study's conclusion, correlation analysis, chi square analysis, and simple percentage analysis were all used. It has been discovered that there is a considerable correlation between respondents' wealth and the degree of customer satisfaction when using SEO to choose the appropriate products. It is advised that businesses send out email communications for marketing purposes on a regular basis to keep their brand in mind. The conclusion is that in order to reach their target clients, automotive companies must choose the appropriate digital media. The information must have interesting and enlightening content. It must influence the customers to purchase the brand and products and be brand reminder effectively.

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### **INTRODUCTION**

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. The use of digital channels to promote goods and services and contact consumers is referred to as "digital marketing." Websites, mobile devices, social media, search engines, and other channels with a similar function are used in this kind of marketing. With the creation of the net within the 1990s, virtual advertising won popularity. Digital marketing is frequently seen as a novel technique for businesses to interact with customers and comprehend their behaviour. It has some of the same ideas as traditional marketing. Traditional and digital marketing strategies are frequently combined by businesses. 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.

#### **Traditional Marketing**

A marketing strategy known as established marketing has been around for a while. It describes a type of early-stage product promotion or advertising used by businesses, such as flyers, banners, TV, radio, print, newspaper, and other types of media. The four stages of traditional marketing are interest, knowledge, desire, and decision.

#### **Digital Marketing**

Digital marketing is a modern marketing strategy. The practise of using technology to advertise and sell goods and services is known as "digital marketing." It also includes advertising for any kind of business on websites and other digital platforms like YouTube, Facebook, Instagram, and Google. The four stages of digital advertising are conversation, content, sequencing, and development.

#### **Objective of this research:**

- To study on impact of digital marketing components of purchasing behaviour of automobiles in Indian market.
- To analyze the impact of Email marketing on purchase behaviour.

- To study the effectiveness of video marketing on purchase behaviour.
- To understand the perception towards the content marketing in purchase behaviour.
- To identify the usefulness of social media marketing in purchasing behaviour.

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## Review of literature

**Hoyer et al., (2016).** Situational factors impacting buyer behaviour may include location, environment, timing and even weather conditions. In order to benefit from situational factors major retailers attempt to construct environment and situations in stores that motivate perspective buyers to make purchase decision. Range of available tools to achieve such an outcome include playing relaxing music in stores, producing refreshing smells in stores and placing bread and milk products in supermarkets towards the opposite end of stores to facilitate movement of buyers throughout the store to make additional purchases etc.

**Hoyer et al. (2017)** social factors impacting buyer behaviour arise as a result of interactions of perspective buyers with others in various levels and circumstances.

**Kim (2017)**, in his studies, cultural factors affecting buyer behaviour are related to cross-cultural differences amongst buyers on local and global scales. Culture can be defined as “the ideas, customs, and social behaviour of a particular people or society” (Oxford Dictionaries, 2015) and the tendency of globalisation has made it compulsory for cross-cultural differences amongst buyers to be taken into account when formulating and communicating marketing messages.

**Keiningham, Munn, and Evans (2018)**, “both practitioners and academics have accepted the premise that buyer perception results in buyer behavior patterns that positively affect business results.” While it is highly argued that retaining current buyers is easier than attracting new ones, as it would normally cost 20 times more to attract new buyers rather than keeping existing ones per Carson Research Consulting, Inc

**Blackwell and Miniard (2019)**, buyer behavior is defined as the study if individuals or groups in obtaining, using and disposing of products and services, including the decision making process and the processes preceding the behaviors following it. Buyer behavior can be explained on a macro level and the micro level views. The buyer behavior involves in examining the reasons for the behaviors of the buyers more than the examination of the buyer actions. Considering the macro level, the interests of the marketers lie on the demographic changes, society’s values, beliefs and practices that affect the way the buyers interact in the marketplace. In the micro level view, buyer behavior concentrates the human behavior and the reasons behind the behavior

**Blackwell et al. (2019)**, buyer behaviour is defined as the activities that people undertake when obtaining, consuming and disposing of products and services that they expect will satisfy their personal needs. Once the buyer thinks that they need to buy something, then the search for information begins. There are two types of search, internal or external. Internal search is retrieving the knowledge from the memory.

**Gayatri & Rekha Dahiya (2020)** Researchers have extensively studied the impacts of digital marketing communication on product categories such as books, music, fashion accessories, apparel, banking, and online gaming, among others; however, the automotive industry, despite being one of the largest digital spenders, has lacked academic studies, especially in India. Consumers are enthusiastic about digital communication, are influenced by other customers' feedback, and communicate their post-purchase feelings across digital channels, according to the findings.

**Shashi Shekhar (2020)** Third-party advertisement providers, which include libraries that are connected into the hosting application, are used by a wide range of mobile applications today. Both the application author and the advertiser do not want to be in this situation. Advertising libraries have their own set of permissions, which means users may be asked for more permissions. We can't say whether free or paid apps will be more popular in the future, industry of companies already provides advertisement services to mobile app developers. Many websites use an iframe to separate advertising from content. The Iframe content is separated from the hosting webpage, and browsers only allow unique cross frames in, shielding the advertising from intrusions from the host page (despite numerous attacks). Another useful feature of the iframe is that it helps an external web server to differentiate between requests for the advertising and requests for other purposes.

**S. Anbumalar, C. Vignesh, V.S. Dharani, M. Abarna (2020)** With the rapid development of the IT industry, many businesses have begun to use the internet as their main advertisement medium, allowing them to take benefit of digital technology. The Internet has grown in popularity as online advertisers discovered that it offers greater ease and control over the advertising space. The ultimate goal of this study is to determine how effectively online advertisement aids in the selling of products to consumers by providing enticing deals and discounts in order to keep those customers for a long time. Using advanced Internet features, digital advertising became the essential source medium for marketing new goods. With the advent of the Internet, the business world became more personalized, and many people began to purchase goods online in order to make their jobs simpler and quicker. Online advertising gives the product an innovative dimension and distinctive features, which is an added benefit.

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## RESEARCH METHODOLOGY

### CHI-SQUARE ANALYSIS

**Null hypothesis (H<sub>0</sub>):**

There is no significant relationship between the gender of the respondents and brand information reach us in formal and professional way.

**Alternative hypothesis (H1):**

There is some significant relationship between the gender of the respondents and brand information reaches us in formal and professional way.

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
<b>GENDER OF THE RESPONDENTS AND BRAND INFORMATION REACH US IN FORMAL AND PROFESSIONAL WAY</b>	169	100.0%	0	.0%	169	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	160.377 <sup>a</sup>	4	.000
Likelihood Ratio	196.798	4	.000
Linear-by-Linear Association	116.532	1	.000
N of Valid Cases	169		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.88.

**INTERPRETATION:**

As per the above table, it is inferred that the P value is 0.000; it is not significant to 5% (0.05) significant level. The minimum expected count is 2.88. Thus alternative hypothesis is accepted and it is found that there is some significant difference between the gender of the respondents and brand information reach us in formal and professional way.

**CORRELATION ANALYSIS**

**Correlations**

		<b>AGE OF THE RESPONDENTS</b>	<b>CAR PURCHASED THROUGH THE INFLUENCE OF DIGITAL MARKETING</b>
<b>AGE OF THE RESPONDENTS</b>	Pearson Correlation	1	.899**
	Sig. (2-tailed)		.000
	N	169	169
<b>CAR PURCHASED THROUGH THE INFLUENCE OF DIGITAL MARKETING</b>	Pearson Correlation	.899**	1
	Sig. (2-tailed)	.000	
	N	169	169

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INDEPENDENT T- TEST**

**RELATIONSHIP BETWEEN INCOMES (PER ANNUM) OF THE RESPONDENTS WITH IMPACT OF EMAIL MARKETING ON PURCHASE BEHAVIOR**

**Group Statistics**

INCOME (PER ANNUM) OF THE RESPONDENTS	N	Mean	Std. Deviation	Std. Error Mean
IMPACT OF EMAIL MARKETING PURCHASE BEHAVIOR				
Below Rs.2, 00,000	38	5.8684	.90557	.14690
ON Rs.2, 00,001 – Rs. 4, 00,000	56	9.3036	.89279	.11930

**M-ANOVA TEST****Multivariate Testsc**

Effect	Value	F	Hypothesis df	Error df	Sig.	
Intercept	Pillai's Trace	.934	1014.38 2a	2.000	144.00 0	.000
	Wilks' Lambda	.066	1014.38 2a	2.000	144.00 0	.000
	Hotelling's Trace	14.089	1014.38 2a	2.000	144.00 0	.000
	Roy's Largest Root	14.089	1014.38 2a	2.000	144.00 0	.000
Contents are easy to understand	Pillai's Trace	.474	11.247 12.832 <sup>a</sup>	8.000	290.00 0	.000
	Wilks' Lambda	.543		8.000	288.00 0	.000
	Hotelling's Trace	.809	14.452	8.000	286.00 0	.000
	Roy's Largest Root	.768	27.823 <sup>b</sup>	4.000	145.00 0	.000

- Exact statistic
- The statistic is an upper bound on F that yields a lower bound on the significance level.
- Design: Intercept + q17

**INTERPRETATION:**

The table shows that the gender and age of the respondents with contents are easy to understand has F static value has 27.51 and 1.90 respectively. The age of the respondents has 0.00 which is not significant to 0.050. So there is no relationship between age of the

**Tests of Between-Subjects Effects**

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	GENDER OF THE RESPONDENTS	14.085 <sup>a</sup>	4	3.521	27.517	.000
	AGE OF THE RESPONDENTS	8.932 <sup>b</sup>	4	2.233	1.908	.112
Intercept	GENDER OF THE RESPONDENTS	217.471	1	217.471	1699.436	.000
	AGE OF THE RESPONDENTS	368.716	1	368.716	314.974	.000
Contents are easy to understand	GENDER OF THE RESPONDENTS	14.085	4	3.521	27.517	.000
	AGE OF THE RESPONDENTS	8.932	4	2.233	1.908	.112

Error	GENDER OF THE RESPONDENTS	18.555	145	.128		
	AGE OF THE RESPONDENTS	169.741	145	1.171		
Total	GENDER OF THE RESPONDENTS	294.000	150			
	AGE OF THE RESPONDENTS	807.000	150			
Corrected Total	GENDER OF THE RESPONDENTS	32.640	149			
	AGE OF THE RESPONDENTS	178.673	149			

a) R Squared = .432 (Adjusted R Squared = .416)

b) R Squared = .050 (Adjusted R Squared = .024)

respondents with contents are easy to understand. The gender of the respondents has 0.000

which is significant to 0.050, so the alternative hypothesis is accepted. So there is significant relationship between gender of the respondents with contents are easy to understand.

## FINDINGS

- 40.7% of the respondents said that social media marketing as the preferred digital marketing components in taking purchasing decisions.
- 30% of the respondents said that influenced as the digital marketing components influencing to deal with Lanson Motors.
- 67.3% of the respondents said that strongly agree towards reminding the brands repeatedly to induce for purchasing the products.
- 52.7% of the respondents said that agree towards the brand information reach us in formal and professional way.
- 36.7% of the respondents said that strongly disagree towards comfortable in receiving the advertisements.
- 52% of the respondents said that agree towards provides reliable and relevant data regarding the various brands.
- 32% of the respondents said that strongly agree towards demonstration with video and audio clarity.
- 46% of the respondents said that neither agree nor disagree towards easy to compare with various brands.
- 37.3% of the respondents said that agree towards short videos helps to save time.
- 44.7% of the respondents said that strongly agree towards advertisements are lively one to watch.
- 32% of the respondents said that neither agree nor disagree towards creates trustiness towards the brands.
- 52% of the respondents said that agree towards supports to find the top ten brands to purchase.
- 32.7% of the respondents said that agree towards reach the potential customers at the right time.
- 36.7% of the respondents said that strongly agree towards information in the advertisements are sufficient and clear.
- 46.7% of the respondents said that agree towards it helps to brand recalling.
- 45.3% of the respondents said that strongly agree towards aids to purchase at the right time.

## CONCLUSION

Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians. Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers. Digital media is the best platform to convert a product to a brand. Hence it is concluded that the automobile companies must select the right digital media to reach the target customers. The content of the information must be educative and attractive. It must influence the customers to purchase the brand and products and be brand reminder effectively.

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