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A Study on Sales Promotion and Online Advertising Strategy of Automobile Industries in India

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1. INTRODUCTION

The Indian automobile industry, one of the largest in the world, has witnessed a significant transformation in its marketing and advertising strategies over the past decade. With the rapid digitalization of consumer behavior and the widespread use of the internet and smartphones, online advertising has become a crucial component of promotional efforts in the sector. Automakers in India are increasingly leveraging digital platforms such as social media, search engines, video content, influencer collaborations, and e-commerce tie-ups to engage potential buyers, build brand awareness, and drive sales.

As competition intensifies and customer preferences shift toward more personalized and interactive content, the automobile industry in India is adopting data-driven and targeted advertising strategies. This shift not only ensures better reach and engagement but also offers measurable results, helping brands optimize their marketing budgets. This report explores the evolution, current trends, and strategic approaches used by automotive companies in India to harness the power of online advertising. Promotion represents all of the communication that a marketer may use in the market price.

1.2 STATEMENT OF PROBLEM

- The automobile industry in India is shifting from traditional sales promotions to digital advertising.
- Online marketing enhances consumer engagement but faces challenges like trust issues, ad fatigue, and ROI measurement.
- The effectiveness of digital vs. traditional marketing strategies needs to be analyzed.

1.3 OBJECTIVE OF THE STUDY

- To analyze the impact of advertisements on consumer brands preferences in the automobile sector.
- To identify the consumer preferences for the most effective media used.

1.4 RESEARCH METHODOLOGY

This study on sales promotion and online advertising strategies in the Indian automobile industry follows a structured research approach, including data collection, analysis, and interpretation.

1.4.1 AREA OF STUDY

The study is conducted with focusing on consumer preferences and responses toward automobile advertisements and promotional strategies.

1.4.2 SOURCE OF DATA

Data collection is used to describe a process of preparing and collecting data. **Primary Data** - Questionnaire given to 150 respondents.

Secondary Data – Websites and online Published reports & Review of literature from published.

1.5 SCOPE OF THE STUDY

- The study focuses on analyzing the online advertising and sales promotion strategies adopted by automobile companies operating in India.
- It covers both two-wheeler and four-wheeler segments, including passenger cars and commercial vehicles.
- The study emphasizes the use of digital platforms such as social media, search engines, influencer marketing, and online booking tools.
- It examines how sales promotions like discounts, exchange offers, EMI schemes, and festival deals impact consumer buying behavior.
- The study is limited to the Indian market and reflects trends, strategies, and consumer responses from recent years .

1.6 LIMITATIONS OF STUDY

- The results and findings are confined to the limited area.
- The opinions of the respondents may be biased.
- Time and resource constraint

2.REVIEW OF LITERATURE

- **Pallavi singh R. (2018):** Emphasized the power of personalized and interactive online advertising in enhancing customer engagement.
- **James Mathew A.(2019):** Found that seasonal and festival-based promotions significantly influence automobile purchase decisions in India.
- **Chatterjee (2019):** Studied social media's role, noting that platforms like YouTube and Instagram shape consumer choices, especially among urban youth.
- **Singh & Agarwal (2020):** Observed that a shift to digital marketing in the auto industry has led to improved lead generation and conversion rates.
- **Sharma K. (2021):** Concluded that video ads, influencer content, and virtual experiences are more impactful than traditional ads.

4.1 PERCENTAGE ANALYSIS

Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are data reduced in the form with base equal to 100%, which facilitate relative comparison.

FORMULA:

Percentage Analysis Formula : $\frac{\text{Number of respondents}}{\text{Total number of Respondents}} \times 100$

Table 4.1.1: Gender of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Male	101	67
2	Female	49	32
3	Other	0	0
	TOTAL	150	100

Interpretation

From the above tables it is interpreted that the number of male respondent is 67% and female respondent is 32%.

Chart 4.1.1: Gender of the respondents

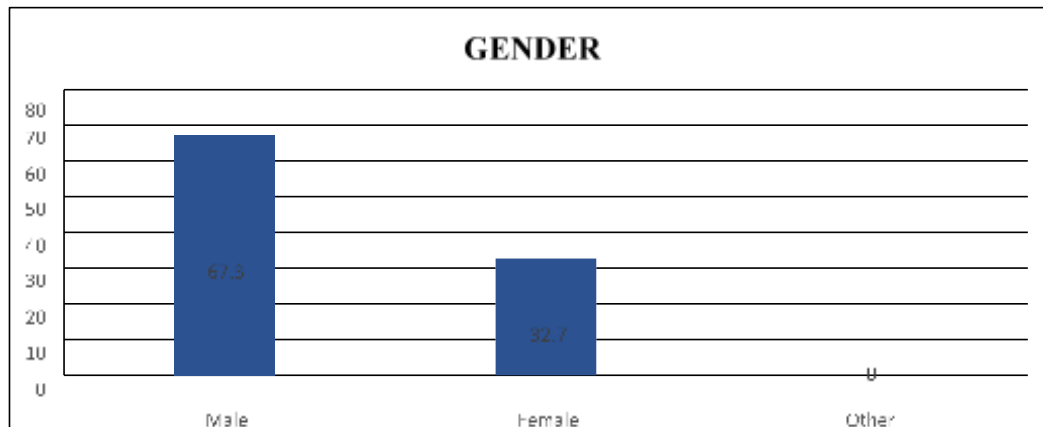


Table 4.1.2: Age of the respondents

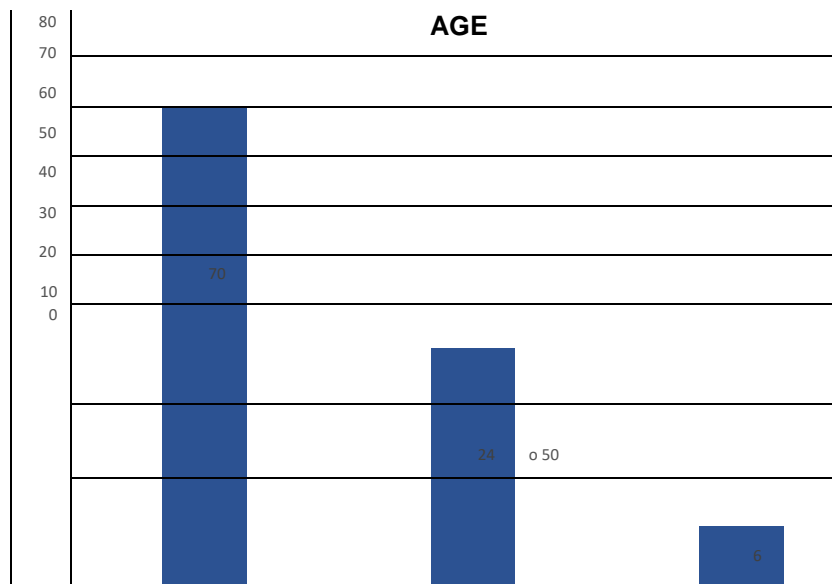
Source: Primary data

S NO	Particulars (Years)	NO. OF Respondents	Percentage
1	18 to 25 years	105	72
2	25 to 30 years	36	25
3	30 to 50 years	6	5
	TOTAL	150	102

Interpretation

From the above table it is interpreted that the number of respondents between 18 to 25 age of respondents are 72%, between 25 to 30 age of respondents are 25%, between 30 to 50 age of respondents are 5%.

4.1.2: Age of the respondents



Source : Primary Data

5.1 FINDINGS

Majority (67%) of the respondents are Male.

Majority (72%) of the respondents are age between 18 to 25 years 3) Majority (80%) of the respondents are UG.

5.2 SUGGESTIONS

- Use data analytics for targeted promotions.
- Focus on regional language content.
- Increase use of AR/VR and mobile-first strategies.
- Improve post-sale engagement via apps and digital channels

5.3 CONCLUSION

The automobile industry in India is undergoing a major shift in its marketing approach, with online advertising and sales promotions becoming central to customer engagement and sales growth. Digital platforms offer a powerful way to reach tech-savvy consumers, especially younger audiences who rely heavily on online research before making purchase decisions. Meanwhile, strategic sales promotions like discounts, exchange offers, and digital booking incentives drive conversions and build brand loyalty.