

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

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ABSTRACT

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Although the fact that Internet marketing has a wider reach, the costs of creating a website may be substantial. These include the outlay of the required software and hardware, as well as ongoing upkeep. The objective of the study is to analyze the impact of digital marketing components of purchasing behaviour of automobiles in Indian market with special reference to selected brands. The sample of the study is 150. Descriptive research design and

convenience sampling method is used. Questionnaire is used as a primary data. Percentage analysis, chi-square analysis and correlation statistical tools have been applied. It is found that the respondents said that strongly agree towards reminding the brands repeatedly to induce for purchasing the products. It suggest that the social media advertisements have to permit the viewers to view others reviews and comments to influence to purchase. It concluded that 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.

Key words:

Digital Marketing , SEO , SMM , Content Marketing , Video Marketing

INTRODUCTION

Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, and may include writing thank you emails, playing golf with prospective clients, returning calls and emails quickly, and meeting with clients for coffee or a meal. At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately ensures profitability.

Digital Marketing

In every industry, digital marketing is rapidly fitting a hot subject, and it is increasingly playing a key role in every company's multi-channel marketing strategy. It uses the Internet to bring promotional advertising communication to customers. Like other types of advertising, internet advertising also involves both a publisher and an advertiser, with the publisher incorporating ads into its web content and the advertiser supplying advertisements to be shown on the publisher's content. Advertising companies that assist in the creation and placement of ad copy, an ad server that generates the ad and keeps track of statistics, and marketing associates that do self-governing promotional work for the promoter are all potential participants.

The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels. Digital marketing became popular with the advent of the internet in the 1990s.

Digital marketing involves some of the same principles as traditional marketing and is often considered a new

way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies.

Traditionally, corporations focused on marketing through print, television, and radio. Although these options still exist today, the rise of the internet led to a shift in the way companies reached consumers. That's where digital marketing came into play. This form of marketing involves the use of websites, social media, search engines, apps—anything that incorporates marketing with customer feedback or a two-way interaction between the company and customer.

Increased technology and newer trends forced companies to change the way they marketed themselves. Email was a popular marketing tool in the early days of digital marketing. That focus shifted to search engines like Netscape, which allowed businesses to tag and keyword stuff to get themselves noticed. The development of sharing sites like Facebook made it possible for companies to track data to cater to consumer trends.

Smartphones and other digital devices are now making it easier for companies to market themselves along with their products and services to

consumers. Studies show that people prefer using their phones to log on to the internet. So it should come as no surprise that 70% of individuals make buying decisions (usually on their phones) before they actually hit the purchase button.

TRADITIONAL MARKETING VS DIGITAL MARKETING

Traditional Marketing

The established marketing is a method of marketing that has been used for a long time. It refers to a form of promotion or advertisement, such as flyers, banners, TV ads, radio ads, print ads, newspaper ads, and so on, that corporations use to promote their products in the early stages. Interest, Knowledge, Desire, and Decision are the four stages of traditional marketing.

Digital Marketing

A cutting-edge marketing technique is digital marketing. The term "digital marketing" refers to the use of technology to promote and sell products and services. It also refers to any type of company's marketing throughout digital media and devices like Google, Facebook, Instagram, YouTube, and other similar platforms. The four phases of digital advertising are development, conversation, content, and sequences.

STATEMENT OF THE PROBLEM

The introduction of the digital marketing has changed the way of organizations to promote their products and services as well as the channels of communication between them and their customers. This is seen in the way they market and communicate their brands and products, which has become a challenging task. Basically, the promotional focus of some organizations is on the conventional mass media advert style, which includes commercial TV, radio jingles and advertisements in print formats such as newspapers and magazines along with billboard placements. It is now on record that as the various components of digital marketing is fast advancing across the global marketplace, the effectiveness of traditional mass media is fast on the decline. The suitable digital marketing components impacts the consumers purchase decision. The companies are in the intention to analyse the effectiveness of various digital components for its marketing activities. Hence the study is undertaken to analyse the impact of digital marketing components of purchasing behaviour of automobiles in Indian market with special reference to selected brands.

OBJECTIVES OF THE STUDY

Primary objective

- To study on impact of digital marketing components of purchasing behaviour of automobiles in Indian market with special reference to selected brands

Secondary objectives

- To analyse the impact of Email marketing on purchase behaviour
- To study the effectiveness of video marketing on purchase behavior
- To understand the perception towards the content marketing in purchase behavior
- To measure the customers level of satisfaction in SEO to select the right brands
- To identify the usefulness of social media marketing in purchasing behavior

RESEARCH METHODOLOGY

- The method or technique used to categorize, prefer, progression, and understand information about a theme are referred to as research methodology. The tactic portion of a study paper helps the person who reads to objectively evaluate the overall study's validity and

reliability. The addressed methodology section admires two questions: How was the information gathered or generated? What method was used to examine it?

Research design

It is a theoretical framework contained by which to investigate the study. As a result, the development of such a design enables study to be as effective as potential while still yielding the most knowledge.

Type of Research

The descriptive research design is used here to fulfill the research objectives in this case.

Descriptive Research Design

Surveys and fact findings, as well as various types of inquiries, are all part of descriptive research design. The most important goal of descriptive research is to portray the current state affairs. Ex post facto research is a term used often in social business research to describe eloquent studies.

- The key feature of this approach is that the researcher has no influence

over the variable; The majority of ex post facto investigate projects are descriptive experiments in which the researcher wants to quantify things like shopping frequency and customer expectations for goods or services. The method of descriptive research will be associated to the accessible problem.

Research Plan

- Data source :
Primary and Secondary data
- Research Approach :
Survey method
- Research Instrument :
Questionnaire
- Contact method :
Direct – Personal interview /
Telephone Calls

Population and sample size of the study

➤ Population

The specification of the population is expressed in terms of components, sampling units, extent, and instance, is the first step in the sampling process. The population of the current study was made up of all automobile industry customers.

➤ Sample size

The survey's sample size has been set at 150 people. The sample size was determined solely on the basis of intuition.

➤ **Sampling Design**

A sample plan specifies how a sample of a population will be obtained. It refers to the method or process used by the researcher to pick objects for the study.

➤ **Sampling Frame**

This is a way of signifying the population's components. User database lists were used as the study's sample frame.

➤ **Sampling Unit**

Here sampling unit is Coimbatore.

➤ **Sampling Method**

This research employs the Random Sampling approach of Probability Sampling.

➤ **Sources of data collection**

After a research issue has been identified and a strategy has been laid out, the process of collecting data begins. The aim is to collect data from both primary and secondary sources.

Scope of the study

- The scope of the study is confined to Coimbatore.

- Through this study, we can analyze the impact of digital marketing components of purchasing behaviour of automobiles in Indian market with special reference to selected brands.

- The sample of this study is 150.

LIMITATION OF THE STUDY

- The research has been limited to Coimbatore. It's unclear if the results would apply across the board.
- The size of this sample is limited to 150, the findings cannot be considered universal.
- The survey's results which depends on the premise that respondents provided accurate information.
- Some respondents were hesitant to reply
- This research was limited to Coimbatore, many possible samples from outside the city were overlooked.

FINDINGS

- 68% of the respondents are male.
- 40.7% of the respondents are in the age group of 26 – 35 years.
- 55.3% of the respondents are married.
- 33.3% of the respondents have Rs.2, 00,001 – Rs. 4, 00,000 as their income level.

- 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 Hyundai as the car purchased through the influence of digital marketing.
- 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.
- 44.7% of the respondents said that strongly agree towards information is available to select the right brand.
- 38.7% of the respondents said that strongly agree towards contents are easy one to understand.
- 52% of the respondents said that agree towards customers can easily share the data to other right customers.
- 38.7% of the respondents said that disagree towards consumers can come to know the new products with updated price details.
- 53.3% of the respondents said that strongly agree towards helps to search the brands easily.

- 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.
- 48.7% of the respondents said that strongly agree towards reviews and comments are useful to purchase the right brands.
- There is no significant difference between gender of the respondents and impact of email marketing on purchase behaviour.

- There is positive relationship between the age of the respondents and effectiveness of video marketing on purchase behaviour.
- There is significant relationship between income of the respondents and customer level of satisfaction in SEO to select the right products.

CHI- SQUARE TEST

As per Chi- Square test, it is inferred that the P value is 0.175; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.32. Thus null hypothesis is accepted and it is finding that there is no significant difference between the gender of the respondents and impact of email marketing on purchase behaviour.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.375 ^a	12	.175
Likelihood Ratio	19.019	12	.088
Linear-by-Linear Association	.365	1	.546
N of Valid Cases	150		

CORRELATION TEST

The Correlation test indicates that out of 150 respondents, co-efficient of correlation between age of the respondents and effectiveness of video marketing on purchase behavior is 0.112. It is below 1. So there is positive relationship between the age of the respondents and effectiveness of video marketing on purchase behaviour.

Correlations

	AGE OF THE RESPONDENTS	Effective
Pears on Correlation Sig. (2-tailed)	1	.112
N	150	150
EFFECTIVENESS OF VIDEO MARKETING ON	.112	1
Pears on Correlation Sig. (2-tailed)	.171	

PURCHASE BEHAVIOR	N	150	150

ONE WAY ANNOVA

The One way ANNOVA clearly shows that income of the respondents and customer level of satisfaction in SEO to select the right products has a figure on 4.192 values and significance around .000 level than the sum of squares within group between groups values have 54.229 and 115.56 respectively. Hence, the significant value is less than 0.050 for which the significant percentage is above 95%, hence accepting alternative hypothesis. Thus, rejecting null hypothesis i.e., There is significant relationship between income of the respondents and customer level of satisfaction in SEO to select the right products.

ANOVA

INCOME (PER ANNUM) OF THE RESPONDENTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	54.229	15	3.615	4.192	.000
Within Groups	115.565	134	.862		

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Between Groups	54.229	15	3.615	4.192	.000
Within Groups	115.565	134	.862		
Total	169.793	149			

SUGGESTIONS

- There must be reliable and relevant data in E-mail marketing for the required customers.
- There must be clarity in video and audio messages. It must show the demonstration and functions of the products and services clearly.
- The video marketing must be easy to compare the various brands to purchase the right products.
- The video content in the video marketing must be a lively one and it must be informative and educative to the viewers.
- The content marketing must have the details of information to select the right brand.
- The content must be easy one to view and understand to all sort of viewers and to ensure the purchase influence.
- It must be easy one to share multiple viewers to spread among the wider region.
- The content marketing must provide updated details towards the new products and it must be have updated price details.
- The select companies must get feedback from the customers regarding effectiveness of various digital marketing in order to understand its purchase influence.
- The companies must repeatedly send the e-mail communication for marketing purpose to remind the brand.
- The e-mail marketing of the companies must be in formal and professional manner and it should be irritate the customers.
- There must be simple and understand language in e-mail marketing to save the time of customers.

- The SEO process of the company must help to search the brand easily for the various customers.
- It must create trustiness towards the brands, products and its services.
- The SEO marketing helps to the customers to analyse the top ten brands to purchase effectively.
- The SEO marketing must reach the potential customers at the right time to influence them properly.
- The information in the social media marketing should be sufficient one and clear to understand.
- The social media marketing should ensure to brand recalling among the customers and it must aid to purchase what they perceive to purchase at the right time.
- The social media advertisements have to permit the viewers to view others reviews and comments to influence to purchase.

CONCULSION

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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