



A Study On The B2C Market For Automobiles Industry: Assessing The Effect Of Digital Marketing On Purchasing Decisions.

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ABSTRACT

The present study explores the digital marketing strategies in the B2C automobile industry concerning the possible influences on purchasing decisions. As the automotive market continues its evolutionary journey, understanding consumer behaviour and the role of digital channels therein has become a very critical requirement for marketers and stakeholders alike. This study seeks to establish the degree by which a multi-digit marketing strategy, for example, social media advertising, online review, and e-mail marketing, impacts the decision-making of car buyer. This study used a mixed-methods approach in which the survey part put emphasis on quantitative data sets initially, then qualitative analysis through the consumers' interviews on the mentioned phenomenon. This research study's findings have provided insightful outcomes regarding changes within the automobile industry and increased the relevance of digital touch points for the customer journey. Digital marketing not only impacts brand awareness and consideration but also plays an essential role in the final purchasing decision stage, when information on the web and through social proof becomes increasingly important in the consumer's decision-making process. Such factors require detailed analysis so that the keys of successful techniques in digital marketing, for the automobile sector, can be found out those keys may also be the message personalization, mobile optimizations, coordination between online marketing, and other offline marketing practices. That insight

can guide automobile manufacturers and dealerships in making more targeted and impactful digital campaigns that improve customer engagement and push out sales.

Key Words: Digital Marketing Consumer Behavior Buying Decisions Online Reviews, Social Media Advertising etc.

INTRODUCTION

The automobile industry has witnessed a tremendous evolution over the years with the growing dominance of digital marketing towards forming the contours of consumer behaviours and buying decisions. From dealership visits to extensive online research and evaluation, the new car-buying journey is not only a technologically integrated process but also a multifaceted exercise (Smith & Jones, 2022). The B2C automotive market is a unique case in digital marketing effectiveness case studies because it is where the decisions are high- involving for automobile purchases: this means significant investments of financial, emotional, and rational factors (Brown & Taylor, 2021). Given that more than 95% of car buyers now use digital channels during the purchase journey (Williams et al., 2023), the importance of understanding implications and their additional influence on consumer decision-making through digital marketing strategies has greatly increased for the industry stakeholders (White & Lee, 2022). It will measure how digital marketing impacts the downstream purchase decisions of the consumer in the B2C automobile market, focusing on what digital channels and tools are most effective in influencing buyers (Garcia, 2023). In this respect, the study shall explore what types of digital marketing strategies, including social media marketing, content marketing, search engine optimization, and targeted advertising, have a ripple effect on the consumer's decision-making processes throughout their buying journey (Clark & Patel, 2021). This includes understanding how to implement digital marketing strategies in a better way, as the investment in digital marketing by companies in the automotive industry is increasing gradually (Johnson & Lee, 2022). This study will provide valuable insights into the academic literature and hence to the industry practice of automotive manufacturers and dealerships to optimize their marketing approach into the digital marketplace, behaviour, and preference of present-day consumers (Martinez, 2023).

STATEMENT OF THE PROBLEM

Since the automotive market has fast-developing in the growing economy, digital marketing has emerged as an important influence tool in consumer purchasing decisions. B2C automobile industries, uses a variety of campaigns ranging from simple social media campaigns using online advertisement and e-mail marketing. However, the empiric knowledge of how the particular efforts of digital marketing have an impact on consumer behaviour and purchase for this sector is relatively lack luster. Different digital marketing strategies can work differently with various consumer demographics and market segments.

Without this knowledge, Automobile industry could not fully opt to maximize its marketing strategies in campaigns that could target and reach potential buyers. In other words, this study aims to fill the gap in comprehensive insights regarding the digital marketing impact on consumer purchasing for Automobile

industry and what strategies work well in driving sales across multiple groups of customers. Understanding this helps fine-tune marketing approaches to maximize return on investment in digital marketing initiatives.

REVIEW OF LITERATURE

- **Ellis-Chadwick & Chaffey, 2019**, Consumer decision-making has been revolutionized by digital marketing, especially in the automotive sector, thanks to its many tools, including social media, search engine marketing (SEM), content marketing, email campaigns, and online reviews. Many studies indicate that the majority of consumers now thoroughly study products online before making purchases, demonstrating the substantial impact of digital platforms on the information search process. Online material that helps consumers evaluate product characteristics and establish brand trust, such as video reviews, automotive comparisons, and customer testimonials, is often seen by consumers.
- **J.D. Power, 2019**, One of the most significant impacts of digital marketing is on the information search and comparison phase of the automobile purchase journey. Customers are depending more and more on the internet in the current digital era as their main resource for car information. More than 80% of customers, according to studies, study cars online before making a purchase. Relevant information, such as car specs, prices, reviews, and comparison charts, are sent to prospective customers via digital marketing methods including search engine optimization (SEO), content marketing, and targeted online advertisements.
- **Lamberton & Stephen, 2016**, There are still a number of issues in the automotive industry despite the indisputable advantages of digital marketing. The excess of digital material and advertising can lead to "ad fatigue," which can produce choice paralysis due to the deluge of alternatives and opinions. It can also reduce the efficacy of digital campaigns by bombarding customers with promotional messages. Finally, consumers continue to worry about data security and privacy, especially when it comes to customized marketing.

OBJECTIVE

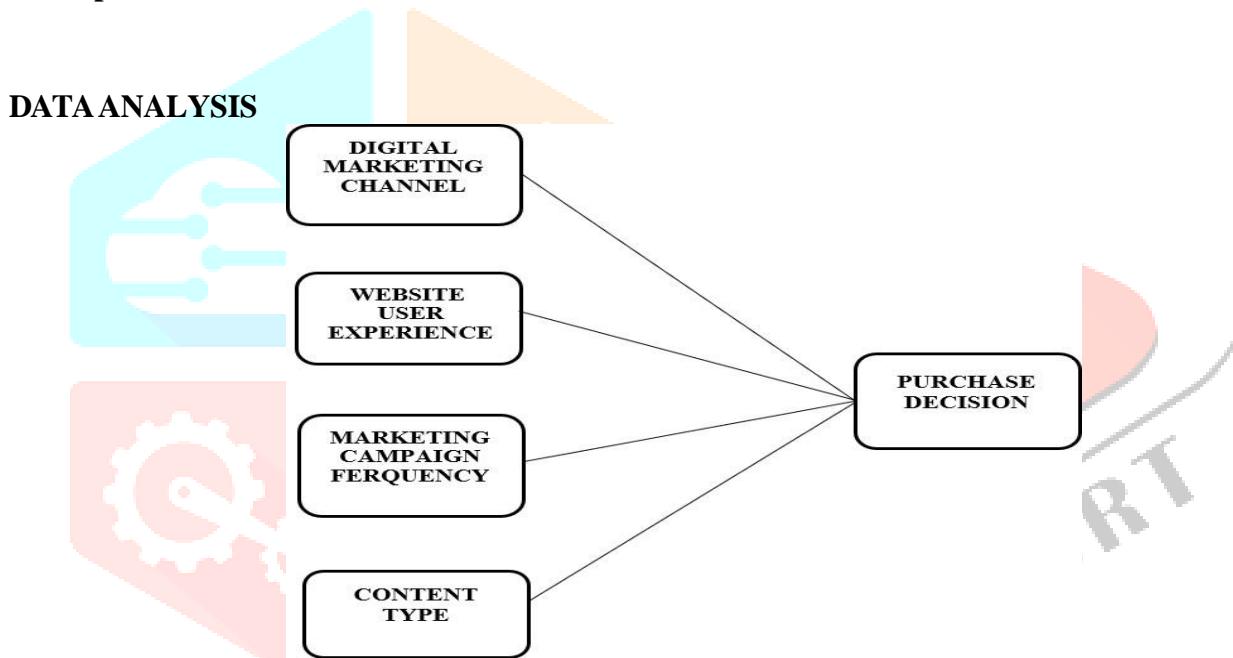
- To Analyze how website user experience impacts user engagement and conversion rates.
- To Assess the effectiveness of various digital marketing channels in reaching target audiences and driving engagement.
- To Determine the optimal frequency of marketing campaigns for maximizing reach and maintaining audience interest.
- To Examine the impact of different content types on achieving marketing objectives and engaging the target audience.

METHODOLOGY

This is a descriptive research design and the study aims to assess the impact of digital marketing strategies on consumer purchasing decisions in the B2C automobile market. The data will describe how various digital marketing tactics, such as social media ads, online reviews, and search engine marketing, influence the car-buying process. Purposeful sampling is employed, and a sample of 117 participants is selected, all of whom have recently engaged with automobile-related digital marketing content. The data collection tool will be structured questionnaires distributed via Google Forms, focusing on the effectiveness and perceived

influence of different digital marketing strategies. A Likert scale is used in the responses, and the data will be analyzed to determine the correlation between exposure to digital marketing and purchasing behaviour, with a focus on key outcomes like brand perception and purchase intent.

Conceptual Model



ANOVA – ANALYSIS OF VARIABLES

Demographic variables: Age of the Respondent

Metric variables: Digital Marketing Channel, Website User Experience, Marketing Campaign Frequency and Content Type

| ANOVA | | | | | | |
|------------------------------|----------------|----------------|-----|-------------|-------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Digital Marketing Channel | Between Groups | 76.409 | 3 | 25.470 | 2.108 | .101 |
| | Within Groups | 2089.771 | 173 | 12.080 | | |
| | Total | 2166.181 | 176 | | | |
| Website User Experience | Between Groups | 87.356 | 3 | 29.119 | 2.626 | .052 |
| | Within Groups | 1918.644 | 173 | 11.090 | | |
| | Total | 2006.000 | 176 | | | |
| Marketing Campaign Frequency | Between Groups | 130.026 | 3 | 43.342 | 3.738 | .012 |
| | Within Groups | 2006.076 | 173 | 11.596 | | |
| | Total | 2136.102 | 176 | | | |
| Content Type | Between Groups | 145.893 | 3 | 48.631 | 4.050 | .008 |
| | Within Groups | 2077.372 | 173 | 12.008 | | |
| | Total | 2223.266 | 176 | | | |

HYPOTHESIS

Hypothesis: There is no significant difference between the Age of the respondent and Digital Marketing Channel, Website User Experience, Marketing Campaign Frequency Content Type.

Alternate Hypothesis: There is a significant difference the Age of the respondent and Digital Marketing Channel, Website User Experience, Marketing Campaign Frequency and Content Type.

INFERENCE

According to the ANOVA results, consumer behavior is strongly influenced by Marketing Campaign Frequency ($p = 0.012$) and Content Type ($p = 0.008$), but not by Digital Marketing Channel ($p = 0.101$) or Website User Experience ($p = 0.052$). impacts at the level of 0.05. This suggests that customer decisions are more significantly influenced by campaign frequency and content type. Enhancements in these areas are probably going to increase the ofmarketing

CORRELATION:

Null Hypothesis: There is no significant correlation between the Age of the respondent and Digital Marketing Channel, Website User Experience, Marketing Campaign Frequency Content Type and Purchase Decision.

Alternate Hypothesis: There is a significant correlation between the Age of the respondent and Digital Marketing Channel, Website User Experience, Marketing Campaign Frequency Content Type and Purchase Decision.

| | | Digital Marketing Channel | Website User Experience | Marketing Campaign Frequency | Content Type | Purchase Decision |
|---------------------------|---------------------|---------------------------|-------------------------|------------------------------|--------------|-------------------|
| Digital Marketing Channel | Pearson Correlation | 1 | .867** | .865** | .878** | .840** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 177 | 177 | 177 | 177 | 177 |
| Website User Experience | Pearson Correlation | .867** | 1 | .812** | .831** | .781** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 177 | 177 | 177 | 177 | 177 |

| | | | | | | |
|------------------------------|---------------------|--------|--------|--------|--------|--------|
| Marketing Campaign Frequency | Pearson Correlation | .865** | .812** | 1 | .846** | .813** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 177 | 177 | 177 | 177 | 177 |
| Content Type | Pearson Correlation | .878** | .831** | .846** | 1 | .792** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 177 | 177 | 177 | 177 | 177 |

| | | | | | | |
|-------------------|---------------------|--------|--------|--------|--------|-----|
| Purchase Decision | Pearson Correlation | .840** | .781** | .813** | .792** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 177 | 177 | 177 | 177 | 177 |

CONCLUSION

Role of Digital Marketing in the B2C Automobile Industry on Purchase Decisions. Digital marketing is advancing and expanding into consumer attitudes, especially in businesses that fall into the high-involvement sectors, for example, cars. It is felt that digital marketing is a part in the development of consumer's perceptions since it would give hints on where to search and eventually leads to the effect that changes one's intentions regarding purchasing. Online product review, social media and search engines, and influencer marketing have emerged as strong routes for a brand to reach out to consumers. Auto brands are thus able to create brand awareness, increase consumer trust, and have very high personalized marketing experience through it. Targeted ads, retargeting, and interactive content like videos and virtual showrooms effectively enhance consumer engagement and decision-making for auto brands. But at the same time, it does reflect on the complexity of the consumer journey in the new digital world. Consumers don't make linear purchasing decisions; rather, they engage with various online and offline touchpoints before their final decision. Though the above factors can be a perfect match for traditional sales methods such as, test drive and in-store experience for closing the gap between the first online engagement and final purchase decision, yet the influence of social media and online reviews cannot be completely denied but varies with consumer trust and source credibility from different market segments.

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