



Mini Thesis

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**Impact of International marketing and advertising strategies on consumer purchasing
decisions in the automotive industry**

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Abstract

Purpose: In this paper, the Impact of international marketing on purchasing behaviour of consumers in the automotive industry has been discussed. Moreover, the report also studies the consumer's perspective and the perception of the consumers. Certain factors have been considered and examined, and the affiliations of the demographics and characteristics were explored.

Design/Methodology: 283 respondents were selected using a survey study in addition to the clients of social media to collect the information. In this examination, the focal point for consumers was the car owners and those who intended to buy a car. Factor analysis which is a multivariate technique, was used. To analyze the data, Regression analysis and ANOVA were done.

Findings: It suggested seven factors influencing the respondents' buying decisions. The factors that were included are Final Decision (FD), Information Evaluation (IEV), Information Source (IS), Advertisement Content (AC), Individual Engagement (IE), opinion Seeking & Sharing (OSS) and Information Gathering (IG). The results from ANOV showed the significance of the factors, which varies from the variables of the population. The significant difference is stated in the analysis of the perception towards consumer buying behaviour and social media marketing, which is related to the buying behaviour of the various gender of different respondents. In addition, SMM affects CBB, which was seen in regression analysis.

Limitations: The questionnaire collected data in Delhi, where the findings were rare in some countries. With willingness and time, the respondents were constrained, or a larger sample would have been obtained than the current one. The consumer's behaviour and perception

were affected by the identified factors. The exogenous variable has a strong possibility which may impact the significant role in the relationship of variables.

Keywords: Perception, Consumer, Consumer Buying Behavior (CBB), International Marketing, Social Media Marketing (SMM).

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1. Introduction

1.1 Background

Digital technologies redefined the vocabulary of communication with the help of their unique capacities. It includes accessibility, customization, customer engagement, measurability and interactivity. Here massive information sources were governed (Heller & Edelman, 2015). Digital marketing communication was resorted by marketers. It permits them to personalize the content and services to customers and deliver real-time (Rowley & Holliman, 2014). The consumers were influenced, notified and appealed to by digital marketing in an attractive way but subtly, where significant consumer satisfaction was uncompromised (Esen, Charlesworth & Gay, 2007). Communication with the individual customer via digital channels is interactive, and digital marketing communication is considered a significant channel (Merisavo et al., 2007). The digital medium could personalize and customize individuals' experiences, an alternative to traditional ones (Hawks, 2015).

Maddox (2015) researched that digital spending has increased at the Winterberry Group, confirming that digital spending has grown globally, with 6.4% of spending observed and noted compared to around 3.3% growth in television and 2.6% in outdoor television media. A 6% and 1.9% negative growth was seen in newspapers and magazines, respectively. The spending on Radio was observed to be flat, and there was no growth. (Conlon, 2016). The digital nature has inbound nature where the marketers helped to reduce the cost where the customers were contacted, and more leads were generated than marketing in traditional with outbound nature. Hubspot (2013) revealed that conventional communication channels were ineffective where direct mail was not seen by 45% of people. The fast-forward through TV commercials was not seen by 85% of people, excessive advertising on websites was not seen by 84%, and 91% unsubscribed from e-mails.

One of the fastest-growing websites and a global phenomenon is Digital marketing. It is not even excluded from the inevitable effects of digital communication. Enthusiastic involvement and participation were not seen in the Indian digital landscape, specifically in the last ten years, by both consumers and marketers. The marketing was diverted gradually from the marketers, which was spent towards digital platforms across a product that has diverse categories with Fast-Moving Consumer Goods (FMCG), Financial Services and Insurance (BFSI), Banking and cars, and it was considered as top spenders (Mehra, 2012). The consumers joined the digital bandwagon, where digital channels were used in their buying journey. Their opinions were voiced by giving feedback and recommendations, liking and exhibiting their affiliations towards a specific brand, disseminating and receiving information, and interactive relationships were engaged with marketers (BCG Study, 2013). The digital stats were improved continuously, specifically in terms of mobile users and the Internet; the digital divide between urban and rural areas was blurred, a digital economy which impetus the government towards a digital economy where the momentum to the uprising of digitalization was given further (eMarketer, 2016; Deloitte, 2015).

1.2 Research gap

The digital medium plays a significant role in consumer decision-making, which was acknowledged across product categories worldwide. The digital channels were suggested by empirical evidence where the purchasing decisions of the consumers were facilitated where the consumers can recommend, evaluate, search, influence and provide feedback about services and products, particularly in categories of products such as accessories, books, fashion and apparel etc. (Google India, 2013; GE Capital, 2013; Hess & Kink, 2008). The Impact of digital marketing was demonstrated in some on the entire decision-making process of the consumer. In this context, the researchers emphasized the factors and features where

the cars' buying decisions were explicitly affected online. (Banerjee et al., 2010; Gupta, 2013; John & Pragadeeswaran, 2013).

In conclusion, it was said that the easy financing plans, recommendations of friends and family, design, fuel efficiency, and price affect the buying decisions of the car. There were a few research organizations, including Accenture, GE, KPMG etc. The reports were published periodically, and the influence of digital media was focused on purchasing cars. Yet, there are no more findings where the power of digital marketing communication could be understood on the entire journey of consumer buying decisions. Thus, observing products like cars in digital marketing communication influences the expanded problem-solving category, where the decision-making process of the consumer of car buyers is affected. The research remained about the digital channels of communication that were preferred in search of information about cars. In most studies, "digital media" was a collective term representing content-based devices and digital platforms. Most consumers have already established using digital channels while evaluating and searching the services and products. Yet, the digital media that could hugely stimulate the requirement of buying a car still needs to be considered. The academy study has a scope with key parameters in detail where the consumers considered buying their vehicles entirely online. These gaps were identified in the existing body of knowledge in the present study and were fulfilled to conduct empirical research.

1.3. Research Aim

The study's main aim is to analyze the Impact of international marketing and advertising strategies on consumer purchasing decisions in the automotive industry.

1.4 Research Objectives

The objectives of the study are as follows:

- To analyze the determinants of consumer purchasing decisions in the automotive industry
- To study the difference in perception towards international marketing and advertising strategies in the automotive sector concerning demographic variables.
- To examine the Impact of international marketing on consumer purchasing decisions

1.5 Research Questions

- What are the determinants of consumer purchasing decisions in the automotive industry?
- What are the differences in perception towards international marketing and advertising strategies in the automotive industry concerning demographic variables?
- What is the Impact of international marketing on consumer purchasing decisions?

1.6 Significance of the Study

A person who needs to buy a car starts their search on the world wide web. Social media marketing is considered a general platform for marketing services and products; every second online platform is used before purchasing a car. Google published a report which revealed some facts about the brand managers who aided with future strategies. These strategies include online searches every second buyer uses before buying a car. New car buyers spend an average of about 9-12 weeks before purchasing a vehicle. People use social media platforms to interact with manufacturers and dealers. It was common among 85% of the population who does online shopping. Potential buyers used Google search, and their ratio was 8:10. 62% of customers use third-party review sites, influencing their purchasing decisions. 91 % of consumers are intended to be active or active on social media platforms,

which include Facebook, Twitter, blogs and other social media platforms. It influences their buying behaviour. About 72% of customers control Digital word of mouth.

For the development of car manufacturers, opportunities were provided by the current market in the Indian automobile industry. The growth in the accessible loan facility, interest rate, demographic shift, lifestyle, disposable income and manufacturers was accelerated by new generation marketing as social media marketing. All these were considered factors that influenced the consumers to buy the car. The present study's finding helps the Dealers of passenger cars or OEMs, where the consumer's influencing factors, patterns and buying behaviour were understood. The marketers were supported by the analysis to market and strategized the product according to it. The ample research work was revealed by the literature review, which was done on the consumer's buying behaviour in the automotive industry. Still, the result is limited and was available in the context of marketing in social media. At various points, the role of advertisement and marketing was evident, but social media had a significant role in marketing, but the studies were rare. A Plethora of research did the significance of marketing in the automobile industry as a tool for varying consumer buying behaviour. The role of the availability of interactivities, information, and opinions is new. Previous studies need comprehensive views on international marketing and advertising strategies for consumer automotive purchasing decisions.

2. Literature Review

2.1 Role of International Marketing & Advertising in global sales

International marketing is the conduct of a business to drive, promote, price and plan the line of products and services to users or customers in several countries to gain profit. Marketing in various countries is the significant difference between international marketing and domestic marketing. Every marketer's marketing goal is similar, whether domestic or international.

Global marketing, multinational marketing, local marketing and export marketing are included in international marketing. The international business strategy plays various roles in each area of marketing. In the case of export marketing, the businesses are helped by trading with foreign marketers, where the customers' needs are captured to help the orient businesses in producing the goods. "Sell something that people want to buy" was said by Creflo Dollar before marketing, and it was made sure what should be bought by the people. The marketing activity within the country is done in the host country where the business is penetrated. It helped to understand the foreign market where policies are accurate with the surrounding it has penetrated.

The interactive collaboration of marketing activities in various business environments, which allows businesses to control carefully and to make particular plans, is called multinational marketing. The reputation of the brand is the success of multinational marketing. All the marketing strategies are done by global marketing, and international companies apply the same techniques in all the markets internationally. The L'Oréal Group used this strategy. The product lines were launched by L'Oréal and specialized in giving fairer skin by providing concealer and foundation. It helps the modern woman to save time who has a busy schedule. In commerce, field marketing is a simple concept when launching a product. The goods and service that gives profit are alone included in the activities of the businesses.

The implication of the measures taken for marketing has helped in the growth of commodity production. All these advantages help marketing to be promoted in the commercial field and also in non-commercial areas. A significant role is played by international marketing "as a centre for researching, forecasting and designing strategies for the sale of products in the market of importing countries". Here brand products are adapted, and the collection and promotion of the information are complex. The manufacturers and the customers are brought together because of Marketing. In this process, the customer gives feedback which helps to

change things to satisfy the customer's requirement and is considered the most effective tool in the international market. The companies, whether small or large, permit the extensions of working to the global market, where the profits are enhanced at rates unavailable in domestic firms. International market companies achieve more excellent sales by transferring their abilities. The unique strengths are defined by distinct capabilities, which help achieve the company. All these have been expressed in the good, which is difficult for the companies to imitate or follow. In such a way, the company's competitive advantage is based on unique capabilities, which can reduce costs, set high prices, or make a difference. With the unique capabilities that are hugely valuable, sales are achieved by the company where the unique capabilities are implemented, and the products for foreign markets are produced. Here the competitors in the local market need to be more capable of producing similar products. International businesses and activities can realize the advantages that are based on Location. The benefits of the Location are raised by actions that were performed where the values are created at an optimal level across the globe, which permits the trade barriers and shipping costs (Tien et al., 2019).

2.2 Social Media Marketing

A phenomenon for the company to work in a dynamic environment is possible in social media. The elements such as online communities, online discussions and blogs in social media affect the performance in marketing and sales. (Galak and Stephen, 2012).

Various features are found in several social networking sites. SNS helps individuals to create their profiles, which the partners and the company use to contact and connect with the shapes. Specific assortments are seen in online networking, which helps the shopper to blog, dig and post. Various purchasers share and use the substance made by the client and examine the brands, items, management and problems (Gretzel and Xiang, 2010).

Customers can share messages with the contacts, whereas SMM conveys other measurements for mass correspondence and promotion (Hafele, 2011). Facebook is well-known and widely recognized among clients. Sharma and Vij (2013) said that the content must be reliable, interactive, informative and exciting, which is present in SMM. Social media deliver an opportunity for businesses which involve consumers where a high degree of intimacy is encouraged to construct a long-lasting relationship (Mersey et al. 2010).

According to Lewis and Palmer (2009), organizations are helped by the social network with a broader range of strategic and operational benefits. The requirements and desires of the social media networks company help inform about the new policy, including for the development of the product where customer feedback is invited. The benefits of facilitating the choice of the product via cognitive function are showcased on social network sites.

Haenlein and Kaplan (2010) define social media as the collection of applications based on ideological web 2.0 and the Internet that create a technological foundation. It permits the development and exchange of content generated by the user.

In their study, Gote and Giese (2000) stated that the addition of affective responses of consumers with various intensities is social media marketing and online social media. It is achieved through sales activities, digital products and services, information systems and post-sale services via the website according to the consumer's satisfaction.

According to Harridge-March and Virtsonis(2008), the Internet provides the most comprehensive platform for market advertising. Its usage relies on the population profile of the audiences targeted and their habit, behavioural patterns and cultural differences.

Many issues are resolved by the availability and connectivity faced by B2B marketing Shankar, (2011). The Impact of shopper marketing was emphasized over social media. An

essential component of social media in everyday life is not only to stay in contact with family and friends where society is globalized.

Gonzalez (2010) stated that the platform is provided by social media, where an influencer is created by the individual, where the communication is endless, and the technology does not influence. The brand is defined by social currency, produced by user-generated content. According to Campbell et al. (2011), consumer-generated advertising (CGA) is content created by the user in social media where the consumer establishes a brand, and intentionally specific messages are informed, reminded and persuaded.

2.3 Consumer Buying Behavior in Automotive Industry:

Raj (2013) studied the economic segment of automobile buyers. He found that four factors influence the customers in choosing the brand they prefer relationship towards brand dependability, fiscal factor and quality.

The research was done by Kumar (2013) in the A3 segment, where the factors that affect the buying behaviour of the consumer, safety, driving comfort and brand name, were analyzed. These are significant factors that influence the purchasing decisions of the consumer.

The demand in the automotive industry has increased because of an increasing number of nuclear families. (Vidyavathi, 2012). The purchasing of the car has essential parameters, including the price of the vehicle, spare availability, driving comfort and economy of the fuel. Pragadeeswaran and John (2013) studied the demographic factor, which includes income, lifestyle, age, education, and gender, which are the major factors that influence the consumer's purchasing decisions.

Sagar et al. (2004) stated that fuel-efficient cars are preferred where significance is given to other factors. Ferber (1977) mentioned in his book 'Selected Aspects of Consumer Behavior'

which discusses various types of incorporated decisions and purchaser conduct. It includes sparing patterns, portability, making household, shopping conduct, innovative thoughts and items, mark decision, buyer buy of substantial and non-sturdy merchandise.

Banerjee et al. (2010) described "Car acquisition and ownership trends of motorized vehicle owning households". The primary determinant of the purchasing decision of the consumer to buy a vehicle is household income. The lower determinant is the size of the family by which the consumer behaviour is identified because the family with larger sizes also buy smaller vehicles.

Kolich and White (2004) discussed the variables influencing customer vehicle choice and stated that consumers prefer to negotiate with dealerships for bonuses, discounts, refunds and pricing. They noted that in the event of multiple vehicle families, vehicle dealers should focus on the prospective buyer while considering the importance of the child's insect strength and developmental stage. Even though women are the primary buyers of newly released cars, the automotive industry leadership has historically disparaged women's contribution to car buying.

Scheiner and Holz-Rau (2012) found that women are essential in purchasing an automobile for households. Many women are seen driving vehicles in Indian cities and regions, which proves the growth of women.

Rena and Vaddae (2010) researched how appearance, knowledge and attitude influence customer behaviour while purchasing a two-wheeler. Friends and family do not control the choice to buy change from a car are preferred when purchasing a two-wheeler, although respondents said urban consumers prefer owning two-wheelers to manage their busy schedules. As a result, buying a two-wheeler is not influenced by one particular element of

many variables that affect practice. As with a decision, marketers must thoroughly examine the various factors that influence decision-making processes.

2.4 Hypothesis

Dittmar et al. (2004) addressed gender disparities related to Internet-based purchasing, as women and men are believed to be limited in their interactions with the Internet and traditional purchasing matters. A 2010 comScore research suggests that women show higher levels of devotion and engagement with SNS than men. Lewis et al.(2010) found a correlation between gender identity and online social media. Their investigation found that "customers with better incomes are more likely to use long-distance informal communication channels and continue to become online consumer types. According to a 2007 Pew Internet and American Life Project study, consumers are affected by being forced to pay larger salaries and generally social media marketing.

Rose (2011) analyzed that consumers use the Internet frequently and focus on gathering information before purchasing. They found that a person's education and occupation influence their understanding of web-based media. Customers choose to buy online more often. They defined Internet users who buy media as interacting, making purchases, searching for information, and influencing each other.

Singh and Cullinane (2010) concluded that advertising in digital networks significantly impacts customer purchasing behaviour. Based on existing research, several previous hypotheses were developed to accomplish the abovementioned goals.

H1: The participants' perceptions of social networking advertising and customer purchasing habits connected to automotive purchases varied significantly.

H2: Among various gender categories of respondents, considerable differences exist in perceptions of media platforms' advertising and customer purchasing decisions connected to automotive buying intentions.

H3: For participants with varying levels of education, there are many considerable differences in perceptions of media platforms' advertising and customer shopping habits connected to automotive buying intentions.

H4: Among different professions of participants, there are considerable variances in opinions about media platforms advertising and customer shopping habits connected to automotive purchasing intention.

H5: Throughout the range of participants' incomes, considerable differences exist in how media platforms' advertising and customer purchasing activity are connected to automotive shopping intentions.

H6: There is a significant impact of SMM on CBB.

3. Research Methodology

The Indian population of Delhi constitutes the sample population. The present investigation is evidence-based, and survey data collection was used to obtain information. Age, gender, education level, income level and other factors are not considered while collecting data. Data were collected among the participants using standardized questionnaires and convenience sampling techniques. The final responses after filtering were 283. A 5-point Likert scale, Strongly Disagree B) Disagree C) Intermediate D) Agree E) Strongly Agree used to examine participants' responses and choices.

3.1 Research and Statistical Tools Employed

Using SPSS 21, statistical tools, ANOVA and factor analysis were performed on the data. Cronbach's alpha value was used to assess the reliability of the data. Linear ANOVA was used to determine the relationship between populations with related variables. The third significant analyzed the underlying or latent factors related to automobiles and quantitative study. Bartlett's test of sphericity and sampling adequacy (MSA) was conducted to ensure that the criteria for statistical analysis were satisfied. Multiple regressions were used to determine the influence of SMM on customer buying behaviour.

3.2 Research design

Jisana (2014) designed some of the most critical mentioned theories accessible in advertising books to explain customer behaviour. Engel, Collett and Blackwell's (EKB) paradigm were chosen for the study because it is straightforward, adaptable, comprehensive and accurately describes the factors influencing buying behaviour. The paradigm has weathered the years since its introduction with variation and can handle new realities regarding consumption patterns, making it the most widely used paradigm of consumer behaviour. The EKB framework examined how marketing efforts influence consumer decision-making. All news services used by Indian passenger car advertising companies, including websites, social media sites, cellular phones, YouTube, digital TV, Electronic Outdoors and Facebook groups, were covered in the study.

Green and Pearson (2011) determined that such streams are collectively known as electronic communication lines, and communication between colleagues is called online marketing communication. In research, "online" refers to various websites, including online company sites, search engines, and independent shopping sites. A mixed research technique was used because a few articles were considered a fundamental knowledge gap for the present

investigation. When an investigator is interested in developing and testing a hypothesis about the phenomenon, the mixed method is commonly used because it is superior to purely quantitative and qualitative studies. Mixed methods produce more accurate and insightful research findings (Kang et al.2014).

Downs & Hausenblas (2005) provided that a limited sample of participants were selected for qualitative data collection research to determine the effects of marketing strategies through social media advertising practices on customer shopping experience when purchasing an automobile. Qualitative data collection is essential to hypothesis replication regardless of context by helping researchers discover actual views of a sample population and helping to reduce study bias, and to extract the data makes ideas globally relevant Ajzen and Fishbein (2000).

3.3 Data collection

Malhotra et al.(2012) studied that using a substantial sample of responses. The sample size was established using the population proportion technique. When a researcher is more interested in learning the percentage than the mean in a sample, they use that strategy. The selection for the investigation was multivariate in structure as it assessed the effect of universal advertising in rural, urban and semi-urban areas across different socioeconomic classes, educational attainment and occupations. A thorough study relied on the percentage of participants who used digital communication media.

4. Results

Cronbach's Alpha test was used to measure the reliability of various scales. For several attributes in the results showing the reliability of the survey, the estimate was 0.826. It is clear from the multiple regression that seven variables developed. Those seven factors reflect

various aspects of user buying behaviour and online medium advertising. These variables account for 77.65% of the variance. This variation has a significant impact on the buying habits of consumers. It suggests that the degree of variation affects consumers' purchasing decisions. All these seven extracted components have Eigenvalues larger than 1. ANOVA was used to investigate the relationship between demographic factors and SMM and user purchasing patterns. The hypothesis is accepted or rejected according to the significance criterion (0.05). Most of the age-related characteristics had a P value greater than 0.05, indicating no significant differences in participants' perceptions of the role of online networking advertising and customer purchasing about vehicles among different age groups. The various SMM dimensions that make up the predictive regression model are written as follows: $Y = a + b_1(X_1) + b_2(X_2) + b_3(X_3) + b_4(X_4) + \dots + b_m(X_m) \pm e$. Y is the independent variable, "a" is a constant, "e" is the error term, "b1, b2,..... bm" is the linear trend coefficient, and "x1, x2, x3" is the independent factors or coefficients of projections.

5. Analysis

Hair et al. (2006) reported that 33.6% of the participants responding aged below 30 make up this category. Most respondents in this generational demographic are under 30 years of age. Further research reveals that 66.1% of the participants were male, 39.2% belonged to the salary range of 5-10 lakhs, and 21.6% belonged to the income range of fewer than five lakhs. According to the survey, 38.9% of undergraduates are alumni and 32.8% comment based on schooling. According to statistics, 38.5% of professionals are in corporates and 21.2% in business. For data analysis, this particular characteristic is perfect. Data collection generally conforms to the basic standards of multiple regression. Twelve of the 27 pressing for the study of data, 12 for shopping behaviour and 15 from SMM were subjected to various deterioration using numerous regression techniques. A Varimax rotation with Kaiser

normalization was performed to account for the most direct and conceptually significant variables. Cronbach's alpha scores of all components were above the recommended cutoff threshold value is 0.7, and seven variables were created from the measurement model.

The first aspect, referred to as data collection, relates to the sources of customer data collection. Viewpoint seeking and passing is the second element strongly linked to asking and exchanging viewpoints with close companions and contacts. A third aspect, focusing on a particular subject, relates to a person's participation in social media websites. The fourth aspect, known as marketing material, is related to the business statement that promotes awareness of the organization. The final three components are information sources, integrative process, and final choice because they relate to how consumers acquire knowledge, evaluate it, and make decisions.

As a result, hypothesis H1 is rejected. The remaining hypotheses, H3, H4 and H5, are all rejected. However, it was found that there were significant differences between genders in whether SMM was viewed and how consumers behaved during purchase, so hypothesis H2 was supported.

Linear Regression: Dimensions of SMM are taken as the dependent variable, and customer buying behaviour is taken as the dependent variable to determine the effect of social network advertising on customer buying behaviour.

The correlation between the parameters of SMM and CBB is strongly shown by the value of $r=0.851$. $R^2 = 0.724$ indicates that of the 72.4% variation in customer buying patterns, 27.6% is still unaccounted for. As a result, the model is strongly predictive. The results of a significance level rate showed that a single change in customer shopping attitude corresponds to a single change for each digital networking advertising feature.

For example, improvements in personal involvement are believed to lead to 0.187 changes in consumer buying behaviour; Information gathering 0.156 results in changes to customer buying behaviour; And visual search and exchange results in changes to customer buying behaviour 0.326. It demonstrates that many aspects of social networking sites influence customer purchase decisions. Furthermore, it proves that the influence of advertising content on consumer purchase decisions is more than thought collection and diffusion.

The following regression equation can be used to determine how SMM affects CBB: $Y = 0.05 + 0.368 * AC(x1) + 0.321 * OSS (x2)$.

According to the abovementioned equation, SMM's essential dimensions are Personal view Searching & Spreading and Advertising Content (AC). These two factors significantly influence the purchase habits of consumers. As a result, they agree with hypothesis H6 and claim that online media marketing has an essential influence on consumers' purchasing decisions.

6. Conclusion

The study's objective was to see the relationship between automotive customer buying behaviour and advertising in digital media. Data collection, personal involvement, thought discovery and presentation, and advertising material are the four aspects of social networking sites and the three dimensions of the determinants of automobile user buying behaviour. People using social media websites and automobiles are the main subjects of this research. Seven variables were produced through factor analysis, each representing a different aspect the respondents had in mind. It includes information gathering, personal involvement, opinion seeking and disclosure, advertising material and consumer buying behaviour of automobiles as a three-dimensional bivariate analysis.

The results of the ANOVA study suggest that customer buying habits related to social network advertising and vehicle purchase differ significantly based on gender among participants at different levels. Consequently, hypothesis H2 was approved. On the other hand, other demographic characteristics are not significant for diversity. H1, H3, H4 and H5 are rejected. According to regression studies, social media advertising significantly influences consumer purchasing decisions.

(i) Recommendations and suggestions

The advice from the report's findings has been considered management consequences and significance for the automotive sector.

(ii) Managerial Implications

The results support the idea that managers responsible for advertising and promotion are essential for businesses to succeed in attracting customers and spreading goodwill that companies can use in the mid-stream. Various administrative consequences are suggested in the context of the inquiry:

1. It is advised that managers post more data about their brands and their items on online networks.
2. Managers are counselled to act as virtual companions to the purchaser by submitting salutations or donations on special occasions. They attend to specific problems and requirements, make statements due to evaluation, provide individualized data to routine clients, and give consumers and prospective buyers of automobiles unique therapy.
3. Supervisors should offer precise product details and comprehensive services expertise, which is more comfortable. And user-friendly web client and online reservation system safeguard various financing choices, affirmation and timely after-sale services, instant

reactions and interpretations for complaints and problems, and integrating the good or service with related services.

(iii) Implications for Automobile Industry

Social media advertising and consumer buying habits are essential promotional strategies to generate profit and increase customer attitude towards the product in a cutthroat business scenario. Here are some recommendations related to the automotive industry. 1. A business must use methods and procedures to deliver in an organized and efficient manner to maximize customer satisfaction and gain customer trust and commitment to its products. 2. As all aspects of social media advertising and customer buying patterns are equally crucial for services, businesses are advised to keep a balance between them. 3. Businesses should focus on customer relationship building as it has qualities that increase customer happiness and engagement.

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