

# **Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger Car Market**

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## **Abstract**

The impact of digital marketing communication on product categories such as books, music, fashion accessories, clothing, banking and online gaming, etc. has been well researched by researchers; But despite being one of the biggest digital spends of the automobile industry, educational studies have declined, especially in India. The results of the study confirmed that digital marketing communication is capable of triggering a need, even in high-involvement product categories such as cars. The results also established that consumers feel positive towards digital communication, are influenced by reviews from other customers and express their post-purchase feelings on the digital platform. However, The study also confirmed that although customers appreciate the use of digital channels during the decision-making journey, they do not book cars online. The aim of the present study is to understand the impact of digital marketing communication on the consumer purchasing decision process in the Indian passenger car market. Mixed methodology was adopted for the study. Primary data was collected from 784 respondents from Delhi using a region-wise proportional sample. A sample Wilcoxon signed rank, a sample binomial test and a chi-square test were applied as tests of significance. The study concluded that 75% of respondents used at least one digital channel of communication when purchasing a car. The research methodology used for the study was a hybrid approach involving exploratory and descriptive research with the investigator, which was the primary research method. Explanatory research

consisted of primary and secondary data whereas descriptive research consisted of secondary data.

**Keywords:** Digital marketing communication, consumer decision making process, digital technology, Indian car market.

## Introduction

Digital technologies have reinvigorated the community-nation paradigm with their unique capabilities, including - ing interactivity, measurement, customer engagement, customization, accessibility, and large infor- matic sources (Deighton, 1996; Marisevelt, 2007; Salehi, Mirzai, Aghai. , And Abari, 2012; Edelman and Heller, 2015).Marketers are resorting to digital march-catering communication, as it allows them to provide timely, personalized services and content to an indie-visual consumer (Hollyman & Rowley, 2014). Dig-It Marketing Appeal, Notice,And affects consumers in an attractive yet subtle way, while significant customer satisfaction is unpropro-miss (Gay, Charlesworth, & Essen, 2007). An inter-active and targeted communication with an

individual customer via digital channels remains in the Corf Digital Marketing Communication (Meriso et al., 2007). However, the digital medium's ability to customize and personalize the personal experience makes it an attractive alternative to the traditionally attractive option (Hawkes, 2015).Digital marketing is a global phenomenon and India, one of the fastest growing economies in the world, has not been left with the inevitable effects of digital communication. The Indian digitalscape has seen an enthusiastic participation and innovation, especially in the last decade, both market and consumer. Markets are gradually increasing their marketing spend towards digitalplanners across diverse product categories with cars, banking, financial services and insurance (BFSI) and first running consumer goods (FMCG).Consumers are joining the

digital bandwagon in India making use of digital channel in their purchase journey, expressing their opinion through the likes, Reevaluating and responding, publicly displaying their engagement with a particular brand, acquiring and dominating information, and engaging in engagement with marketers (BCG Study, 2013). Spending better digital data, spending on data-servers, ending the digital divide between rural and rural areas, and the digging of India - the government's impulse to the economy, especially in terms of the Internet and mobile users base. The reason is, digitalisation is moving forward. Speed in India (Deloitte, 2015; e-marketer, 2016). Digital marketing has influenced every business irrespective of its nature, size, type and category (Kothari and Saxena, 2004). (Vacancy, 1995). Therefore, the Indian car market, The fifth largest in the world, is noisception and the digital "Midas Touch" is influencing both customers and marketers (McLane, Knox & Watson, 2001). There is a huge demand for this in the Indian market and India has a strong potential for a strong level with supporting factors such as population

handouts, increased purchasing capacity of people and export opportunities abroad (Booz & Company, 2011). Marketers and researchers in the automobile category can be held responsible for promising that this is a rewarding segment.

### Impact of digital technologies

Digital media gives a wide leg up to secure new customers and of course to engage with them in a way that helps to pique about brands, create a brand picture and reinforce the brand in the minds of target customers. Customers can focus on digital media precisely because of the exact customer structure. The most recent mechanical evaluation can help maintain a better customer relationship that meets customers' special needs for advertisers. Unavailable data about target customers achieved through digital channels, respectful customer commitment and increased customer experience brings an affordable upper hand.

## Digital Marketing: Concept

Digital marketing distinguishes itself from Internet marketing because digital marketing not only includes channels that require a real-time Internet connection, but also includes digital outdoor, digital TV, SMS (short messaging), billboards, mobile apps, MMS (Multimedia Messaging Service) are also included. , Call back and on-hold mobile ring tones, games with e-books and digital platforms that can also run offline. It uses digital devices, channels and platforms regardless of their online or offline nature. Furthermore the emergence of new age concepts like wearable technology and augmented reality is pushing the boundaries of digital marketing beyond the internet. So, it can be said that internet marketing is a subset of digital marketing.

## Internet: Origin of Digital Marketing

The Internet additionally developed overtime and enabled individuals to

create and provide substance to others with Web 2.0 Innovation. It highlighted intelligence, customization, availability and personalization, which further adjusted customer behavior. The media multiplied with the new administration, Systems and gadgets that implement significant results for consumers and advertisers and digital channels turned into the most important vehicle of marketing. Currently, consumers are using the Internet for a variety of reasons, including criticizing, downloading, transferring, wandering, searching, viewing, buying, and graphicals. The Internet is evolving as an essential target for viewing data. A large proportion of customers are beginning their basic leadership venture with the Internet.

## Digital Marketing Communications

Marketing communication in a digital situation can be done in many ways. An advertiser can use an Internet finder to implement targeted crowd

about their items and administration and implement SEO and SEM. Internet marketing, especially messaging, patent publications, pay-per-snap and e-bulletins, advertisers can use to talk with potential consumers.

### Background of study

Various examinations are used to establish a link between economics and digital correspondence channels. The exams assumed that young customers teach customers with different motivations such as comfort, shopping, information, least expense, and general exams that make the best use of digital channels. A strong inclination regarding the use of digital channels and measurement variables such as payment, sex occupation, and living opportunity cannot be made dependent on open examinations.

### Conclusion

Digital marketing communication has number of qualities that make it the favored communication option of present day period. The effect of digital marketing communication has

been critical in classifications like gadgets, style, online music and amusements and numerous others. India, with the expanding number of web clients, country populace joining the digital upheaval, diminishing information costs, web empowered shoddy estimated gadgets and by and large energy around digital stages, innovation and gadgets; has put itself one of the main nations on worldwide stage regarding digital measurements. Indian traveler vehicle market has been one of the biggest digital spenders for a decade ago and consumers are depending on digital stages for finishing significant exercises before purchasing a vehicle. It is finished up from the study that digital marketing communication is influencing the purchaser purchasing choice procedure while purchasing a vehicle.

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