

Effect of Digital Advertising and Marketing on Consumers Attitude in Automobile Sector

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ABSTRACT

The present article investigates the consumer attitude towards digital advertising in Indian automobile sector. Consumer behaviour is changing fast as their purchase decisions are influenced through easily available online information; the consumer is shifting from the "push" to the "pull" world of commercial messaging. The article uses "Theory of planned behaviour" as the basic model to study the attitude of people towards digital advertising. The results of the study indicate that people have positive attitudes towards various aspects of digital advertising and marketing. However, they remain cynical about the technicality and authenticity of information available on digital channels. Digital advertising provide consumer a scope to compare various variables easily with its competitors.

Keywords: Digital Advertising, Attitude, Belief, Evaluation, Automobile

INTRODUCTION

Digital advertising is electronic advertising that works on digital codes. Digital advertising and its influence are growing much faster than other categories as the Internet has become a place to a large segment of customers. Marketers have also expanded their horizons through various use of Internet to reach out to the customer who are increasingly getting engaged through social media. Hence, marketers who are avoiding social media may have put their business at risk. Moreover, the advantage of these emerging techniques of marketing is that their impacts are effective and easily measurable compared to traditional media (Meyer, 2008). The influence of the traditional marketing tools has lately diminished as customers have become accustomed to interactive and virtual connections with the marketer (Wertime & Fenwick, 2008). Digital technologies make advertising more effective because they allow for individual attention, better campaign management, better product, marketing design, and execution (Urban, 2003). It is organised around an easy to understand flow diagram for formulating marketing strategies such as understanding customer needs, formulating a strategy, implementing the strategy, and building trust with customers. Consumers are increasingly relying on other consumers' reviews to make decisions for the online purchase (Ludwing *et al.*, 2013).

Moreover, consumers influence is fortuitous on their product experience (Sridhar & Srinivasan, 2012). Consumer behaviour is changing today as customers have been using the Internet to investigate purchases under consideration. They are shifting from a push to a pull world of commercial messaging. The research has shown that today, customers typically complete most of the purchase survey before having any contact with sales representative. Buyers start the process of market mechanism without anybody's help and persuasion. Now, the consumer is far more informed than those who are actually in the business of selling the product. The consumer learns about the product to be purchased through online activities such as reading blogs, reviews, and holding online discussion about products and services. Thus, the management of these online processes requires involvement. In social media customers are scanning Youtube videos, participating in focus forums, and tweeting. They trust their peers for referrals and warnings (Glamanco & Gregoire, 2012). The social media's greatest potential is at the front end of the sale cycle i.e. during the prospecting stage opportunity qualification and pre-sales call research that lead up to a face to face meeting. Internet social platforms also offer means of maintaining customer relation with company and building brand loyalty throughout (Glamanco & Gregoire, 2012). Companies have also realised the importance of digital marketing and

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have recently started encouraging consumers to “share” prototypes of their self-designed products with friends through these media and review feedback before finalising their choice (Hildebrand, Herrmann, Haubl, & Landwehr, 2012).

LITERATURE REVIEW

The automotive industry is the sector that combines innovation, technology, creativity and ideas that bring momentum to the economy of the country. Digital technologies and digital advertising are transforming consumer behaviour in car market. Companies have also realised the immense potential of digital advertising and maintaining the digital marketing portfolio along with giving a digital edge to their products and services. Millennial Media (2011) studies show that automobile sector is the largest producer of the online conversations. More than 30% consumers, who receive automobile content, view it weekly and an additional 21% do so daily. Creative advertising and engaging content marketing campaigns offer a simple way for businesses to drive conversions. A leading online research company's survey shows that 62% of the people in near future will use Internet as a primary source of information while purchasing a car. People are also falling for smartphones/mobile car applications. People are becoming active and proud members of Internet forums of respective car companies where they share their experiences with like minded customer. People are also the active receiver of all the digital strategies from the company's end like banner advertising, online booking of the vehicle as well as test drive, personalised marketing etc. Havas Digital Insight (2011) discusses automobile sector with increasing sales and increased competitive entry which will bring a requirement for dedicated investment in digital advertising. The Indian online consumer is seeing year on year growth in the sector which also provides a justification for a more dedicated focus on digital channels. Direct response advertising through digital channels in this sector is largely becoming the key ROI driver, however this must be supported by a focused social activities and also brand led display activity to ensure awareness and consideration. McKinsey (2012) conducted a study of about 24 approach points of customers while purchasing a car, on over 9000 customers and it was found that digital advertising experience was placed at second position just behind the live experience. It was also found in the study that digital advertising channels dominate the purchasing “journey”. The purchasing journey of cars involves a number of different phases from awareness to consideration, to short listing, to service, and ultimately, to purchase. While

running through their journey awareness to purchase, customers increasingly rely on digital advertising channels, e.g. checking websites, reading reviews, and visiting social networks and community forums in the final stage of consideration. Recent insights have actually revealed that more than 50% of customers make their decision online, emphasizing to the importance of managing the online channel for car makers. This digital revolution is altering the consumer behaviour towards traditional buying channels. For example, the average number of visits in showroom prior to purchase has dropped. This situation illustrates that role of dealer has significantly reduced as far as information is concerned as now people focus on direct product experience and price negotiations. Root & Kelly (2012) in their report examined that Dealer.com, Driverside, and Gfk Automotive Research banded together to investigate the effect of social networking on the auto purchasing methodology. They led an exploration and overviewed about 2,000 customers who had as of late obtained another vehicle or who were anticipating buying another vehicle within the following 12 months and had effectively begun shopping. They found that a significant number of individuals in reality utilised social networking as an asset when looking for another vehicle. Data on social networking systems helped customers figure out which brands and models to think about and likewise which dealerships to think about buying from. This technique for acquiring and enquiring about the vehicle online through perusing surveys of others was more profitable to purchasers than universal promoting pushed from dealerships and makers. The consequence was that, social networking became an effective source of advertising. Stelzner (2013) in his study examined how advertisers utilised social media to develop their business. A study of 3000 advertisers was done and it was found that there was a period responsibility from advertisers' side on week after week foundation on social advertising subsequently got real preferences from social promoting exertions, uncovered which stage was utilised generally by them to advertise their items social destinations they were intrigued to research. Microsoft Advertising (2013) conducted a study to know how purchasers were getting profited from portable car publicising technique and found that mobile shoppers were captivated with auto related exercises and were utilising versatility of Internet to purchase vehicles. 22 percent of all Internet clients looked for or obtained an auto in the previous six months. ‘Choose where to shop for’ seals 38 percent of dynamic US Internet clients who were “more probable” to shop from auto merchant areas with versatile offers. Bowen (2013) in his paper examined the viable social networking technique development for vehicle merchants. Methods like ‘corresponding with clients

successfully' rest on a mixed bag of diverse social networking stages and persuade them to purchase from their dealership. Most broadly utilised social stage is Facebook which gave an alternative of utilising social consideration; it was a spot where organisations gave administration to their customers and merchants associated with greatest of the swarm. Sites like dealer.com, cars.com, and dealerrater.com gave helped the clients in taking a right choice. Keller (2013) in his study raised an arrangement of inquiries regarding the current status of the email promoting battles of car dealerships and found results that could help drive deals from both new and existing motoring clients. A point of view on the current situation with car and dealership emails was picked up through a dissection of their execution measurements. Agrawal (2013) in his paper studied about potential purchasers of auto who were taking choice on the web. Online actions created alternatives for them with the accessibility of advanced foot shaped impression, discriminating of data that drove them to buy or settle on a purchasing choice. Later studies indicated that car industry was the first choice in India for online discussions. Thus the authors specified the interest how industry cater to needs of purchaser online through receiving car advanced results. This prompted a favourable element to the advertisers by embracing these results. Hesterberg (2013) in his paper discussed the effect of web advertising in car retailing. He found that 90% of new auto purchasers utilised web throughout their shopping, 95% of automotive scientists acknowledged vehicle evaluations before settling on the buying choice, 72% of web clients utilised web search tool to enquire their neighbourhood merchants. With web advertising methodology, offers of auto items expanded in correlation to accept showcasing the database of clients additionally expanded. Automobile Digest (2014) in their report examined the web advertising correspondence fights which incorporated 30 publications, videotutorials and advertorial stages with constraining customer flag promoting and messaging. They presented their site called automotivedigest.com is an online auto magazine that gave an electronic media overview of the most noteworthy news,

improvements, and exercises. E-Marketer (2015) in their report examined the automotive industry will climb to second place, behind retail, when it comes to India digital ad spending by industry in 2015. A host of new product launches and the strongest sales market since before the 2008-2009 recessions will fuel the industry's spending increases. Global digital marketing (2015) in their research focuses on discovering the hidden side of ongoing digital transformation by illuminating the gaps in our knowledge about how people interact with the increasingly connected world around them. This report and its findings are tools to shape better brand consumer relationships in tomorrow's digital world, exposing the key trends shaping marketing in 2015 and beyond.

TRENDS OF CONSUMER BEHAVIOUR TOWARDS DIGITAL ADVERTISING

According to the latest finding on the Internet and mobile association of India, digital advertising is gradually increasing and acceptable to the consumers of Indian market. In 2011 digital advertising market was worth Rs 1,140 crore which gradually increased and is estimated to be Rs 3,575 crore in 2015 with 30% hike from the previous year 2014. Search and display are two contributors to the total digital advertisement views in India. It is estimated that spending on search advertisements will reduce while spending on mobile, e-mail, video will increase. Online activities of customers generate digital foot and critical information that drives the brand perception and influence purchase decisions in the digital age. The customer in the car market is extensively using digital media for deciding car purchases. Recent studies show that the automobile sector is the largest generator of the online conversations. Millennial media (2011) found in recent market research that more than 30 percent of consumers, who receive automobile content, view it weekly and an additional 21 percent do so daily. Creative and engaging contents marketing campaigns offer a simple way for businesses to drive conversions.

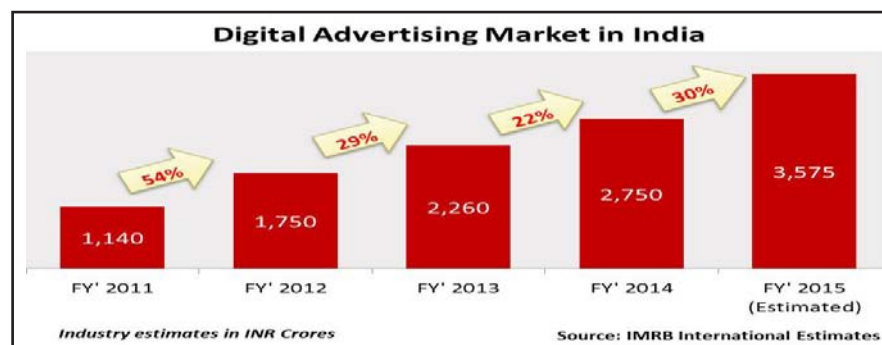


Fig. 1: Digital Advertising in India

A leading online research company's survey shows that 62% of the people in the near future will use Internet as a primary source of information before purchasing car. Internet surfers are becoming active and proud members of web forums of the respective car companies where they share their experiences with the likeminded people. Many show their dissatisfaction on some brands on the social platforms. Customers utilise various digital methods offered by the company as the strategy of personalised marketing like banner advertising, digital advertising, online booking of the vehicle as well as test drive, etc. Thus, digital technologies and digital marketing are transforming the consumer behaviour in the car market. Companies have also realised the immense potential of digital marketing and maintaining the digital marketing portfolio along with providing a digital edge to their products and services. Mckinsey (2012) conducted a study of about 24 touch points of customers, while thinking to purchasing a car, on over 9000 customers and it was found that digital experience was placed at 2nd point just after the live experience. It was also found in the study that digital channels dominate the purchasing 'stages' for cars involves a number of different phases such as awareness, short listing, purchasing, servicing, and repurchase. In this journey, customers increasingly rely on digital channels e.g. websites searching, reading reviews and checking brands visiting social networks and community forums during consideration phase. Recent study has actually found that more than 50 percent of customers make their decision through online channel in the car market. It has been noticed that while on line engagements of car purchasers have increased considerably, the average number of showroom visits prior to purchase has dropped. This situation illustrate that role of the dealer has significantly reduced as far as information is concerned. Now, people focus on direct product experience and price negotiations.

OBJECTIVE OF THE STUDY

The objectives of the present study are as follow

- i) To study the consumer's attitude towards digital advertising and marketing.
- ii) To study the effects of digital advertising and marketing in Indian car market.
- iii) To find out how much effective is digital advertising to motivate customers to search for information online.
- iv) To find out the problems & prospects of digital advertising and marketing in Indian car market.

RESEARCH METHODOLOGY

In order to obtain the necessary data, the study adopted a survey design. Data were collected from 100 car owners in Ranchi district of Jharkhand, India using structured questionnaire based on 5 point Likert scale. Questionnaire includes questions on beliefs as well as on expected outcomes. Out of 100 respondent 80 respondent data are seen reliable so the study was conducted on 80 car owner response. Initially, pilot study was undertaken by getting the questionnaire filled from 35 respondents in order to check the reliability of data with the help of Cronbach's Alpha. Independent sample t-test was used as the test of significance. Drawing from the conceptual framework of the 'Theory of the panel behaviour', the present paper assumes that attitude is influenced by the belief of the individual and its expected consequence (outcome). Negative feeling about performance is a particular behaviour. It is determined through an assessment of one's belief regarding consequences arising from behaviour and an evaluation of the desirability of expected consequences. In this context, behavioural belief is that "the digital marketing gives more personalised information which helps in making more informed and valued decision" and expected outcome evaluation is "Now customers have less time to spend in searching information, so it makes sense to give them quick information". Two separate sets of factors influence beliefs and expected outcome. Finally, attitudes are assessed as the sum of the scores of belief factors multiplied by desirability assessments factors for all expected consequences of the behaviour (Ajzen, 1985).

DATA ANALYSIS

Data were analysed with the help of SPSS version 16.0. Reliability of data was checked with the help of Cronbach's Alpha. Questionnaire prepared for gathering data contained 25 statements and a pilot study was undertaken by getting the questionnaire filled from 25 respondents Reliability of data was checked with the help of Cronbach's Alpha and the value of .859 (Table 1) indicated high reliability of same size.

Table 1: Reliability Statistics

| Cronbach's Alpha | No. of items |
|------------------|--------------|
| .859 | 25 |

Behavioural Beliefs Analysis

Beliefs were judged by asking respondents questions regarding various aspects of digital advertising and its effects on digital marketing. The results are presented in Table 2 which shows the one-sample t-test. It is clear from the table that all the parameters have mean value more than 3 on the Likert scale of 1 to 5. This indicates that people have positive feeling towards the digital advertising and marketing in the Indian car market. Table 3 shows that the one way sample t-tests result is significant.

Table 2: One-sample Statistics for Behavioural Beliefs

| | N | Mean | Std. Deviation | Std. Error Mean |
|--------------------------------------|----|------|----------------|-----------------|
| Bulk information | 80 | 4.49 | .551 | .062 |
| Quality advice by expert | 80 | 4.14 | .590 | .066 |
| Customer advice | 80 | 4.39 | .665 | .074 |
| Price comparison | 80 | 4.45 | .593 | .066 |
| Information reliability | 80 | 3.59 | .589 | .066 |
| Technical nature | 80 | 3.89 | .421 | .047 |
| Interactive | 80 | 4.04 | .371 | .042 |
| Responsive in nature | 80 | 3.88 | .369 | .041 |
| Content about car | 80 | 3.84 | .489 | .055 |
| Attractive in nature | 80 | 3.98 | .355 | .040 |
| Time saving in information searching | 80 | 4.25 | .516 | .058 |

Source: structured questionnaire

Hypothesis on Belief of the Car Owner on Digital Advertising for Purchase of Cars

H0: Consumers have neutral beliefs on the consequences of using digital advertising for buying a car.

H1: Consumers do not have neutral beliefs on the consequences of using digital advertising for buying a car.

Hypothesis was tested using one way sample t- test at 5% level of significance. The significance value of .000 for all the parameters showed that the test was found significant (Table 3). It can be concluded that consumers find digital advertising to be effective for digital marketing for purchase of cars. It provides bulk information and facilitates easy comparison among various brands of cars and quick decision making. It also offers different contents about car, customers and experts reviews. Moreover customers believe that digital advertising and

digital marketing both are responsive and attractive in nature. It also saves time for searching information about cars. However, customers doubt the reliability of the information available on various digital channels.

Table 3: One-Sample Test for Behavioural Beliefs

| | Test value =3 | | | | 95% confidence of the difference | |
|--------------------------------------|---------------|------|---------------|-----------------|----------------------------------|-------|
| | T | Df79 | Sig(2-tailed) | Mean difference | lower | Upper |
| Bulk Information | 24.145 | 79 | .000 | 1.487 | 1.36 | 1.61 |
| Quality advice by expert | 17.248 | 79 | .000 | 1.138 | 1.01 | 1.27 |
| Customer advice | 18.648 | 79 | .000 | 1.388 | 1.24 | 1.54 |
| Price comparison | 21.863 | 79 | .000 | 1.450 | 1.32 | 1.58 |
| Information reliability | 8.925 | 79 | .000 | .587 | .46 | .72 |
| Technical nature | 18.865 | 79 | .000 | .888 | .79 | .98 |
| Interactive | 24.997 | 79 | .000 | 1.037 | .95 | 1.12 |
| Responsive in nature | 21.216 | 79 | .000 | .875 | .79 | .96 |
| Content about car | 15.320 | 79 | .000 | .837 | .73 | .95 |
| Attractive in nature | 24.573 | 79 | .000 | .975 | .90 | 1.05 |
| Time saving in information searching | 21.685 | 79 | .000 | 1.250 | 1.14 | 1.36 |

Source: structured questionnaire

Expected Outcome Evaluation

Questions were asked to respondents about the evaluation of the expected outcome on the Likert scale where -3 indicates strongly disagreed with the statement, -2 disagreed, 0 neutral option, + 2 agreed, and +3 strongly agreed with the statement. Table 4 shows that mean value of all the parameters is above 0 except for "at ease" which has the value of -1.53.

Table 4: One-Sample Statistical for Outcome Evaluation

| | N | Mean | Std. Deviation | Std Error Mean |
|-------------------------------------|----|-------|----------------|----------------|
| Information decision | 80 | 2.06 | .663 | .074 |
| Easy selection of car | 80 | 1.08 | .719 | .080 |
| Reviews help in car brand selection | 80 | 2.28 | .811 | .091 |
| Best value deal is obtained | 80 | 1.39 | 1.073 | .120 |
| Decision can't be based on DM only | 80 | 1.54 | .954 | .107 |
| Not at ease | 80 | -1.53 | 1.102 | .123 |
| Participation in online discussion | 80 | 1.85 | .597 | .067 |
| No wait to get the query solved | 80 | 2.06 | .536 | .060 |
| Relevant contest | 80 | 2.03 | .317 | .035 |
| Quick decision making | 80 | 1.45 | 1.078 | .121 |
| Love searching information online | 80 | 1.66 | 1.043 | .117 |

Hypothesis

H0: Customers are neutral towards the expected outcomes of digital advertising and marketing while buying a car.

H1: Customers are not neutral towards the expected outcome of digital advertising and marketing while buying a car.

Hypothesis was tested with the help of one way sample t-test at 5% level of significance. Table 5 shows the results of one way sample t-test which was found significant with value of .000. So we can conclude that customers value the outcome of using digital communication while buying a car. Customers confirmed that they are able to take informed decision because of digital advertising. Reviews of customers and experts help them in easy selection of the car. Customers also expressed their viewpoints that they can participate in online discussions about car because of interactive nature of digital advertising media. Attractive nature of digital marketing motivates customers to search for information online.

However, some customers don't find themselves at ease regarding the use of digital communication while buying a car because of its technical nature. Some people also doubt the authenticity of the information about digital channels. According to them it is not possible to take decisions solely on the basis of digital advertising.

Table 5: Sample Test for Behavioural Beliefs

| Test value=3 | | | | | | |
|-------------------------------------|---------|----|----------------|-----------------|---------------------------------|-------|
| Huge quantity of | T | Df | Sig (2-tailed) | Mean Difference | 95%confidence of the Difference | |
| | | | | | Lower | Upper |
| Information decisions | 27.840 | 79 | .000 | 2.063 | 1.92 | 2.21 |
| Easy selection of car | 22.403 | 79 | .000 | 1.800 | 1.64 | 1.96 |
| Reviews help in car brand selection | 25.093 | 79 | .000 | 2.275 | 2.09 | 2.46 |
| Best value deal is obtained | 11.564 | 79 | .000 | 1.388 | 1.15 | 1.63 |
| Decision can't be based on DM only | 14.416 | 79 | .000 | 1.538 | 1.33 | 1.75 |
| Not at ease | -12.377 | 79 | .000 | -1.525 | -1.77 | -1.28 |
| Participation in online discussion | 27.695 | 79 | .000 | 1.850 | 1.72 | 1.98 |
| No wait to get the query solved | 34.424 | 79 | .000 | 2.063 | 1.94 | 2.18 |
| Relevant content | 54.095 | 79 | .000 | 2.025 | 1.95 | 2.10 |
| Quick decision making | 12.031 | 79 | .000 | 1.450 | 1.21 | 1.69 |
| Love searching information online | 14.261 | 79 | .000 | 1.663 | 1.43 | 1.89 |

Source: structured questionnaire

Attitude: Behavioural Belief Factors Multiplied By Expected Outcome Evaluation Factor

The score for the behavioural belief statement was multiplied by the expected outcome evaluation to get the

attitude attribution. Results were checked for significance using independent one way sample t-test. Table 6 shows that the mean values for all the parameters were more than 0 which implies the neutral state of the respondents.

Table 6: One- Sample Statistics for Attitude

| | N | Mean | Std Deviation | Std Error Mean |
|-------------------------|----|-------|---------------|----------------|
| Information 1 | 80 | 9.43 | 3.507 | .392 |
| Expert Advice 2 | 80 | 7.61 | 3.200 | .358 |
| Customer Reviews 3 | 80 | 10.23 | 4.346 | .486 |
| Best price 4 | 80 | 6.31 | 5.041 | .564 |
| Doubtful Authenticity 5 | 80 | 5.80 | 3.777 | .422 |
| Technical Nature 6 | 80 | -5.93 | 4.406 | .493 |
| Interactive 7 | 80 | 7.51 | 2.460 | .275 |
| Responsive 8 | 80 | 8.03 | 2.164 | .242 |
| Content 9 | 80 | 7.79 | 1.770 | .198 |
| Time saving 10 | 80 | 6.40 | 4.775 | .534 |
| Attractive 11 | 80 | 6.74 | 4.389 | .491 |

Hypothesis on the Consumer Attitude about Digital Advertising and Marketing

H0: Consumers have an indifferent attitude towards digital advertising and marketing.

H1: Consumer do not have indifferent attitude towards digital advertising and marketing

Hypothesis was tested using independent one way sample t-test. Table 7 shows that results are significant for all parameters.

Table 7: One-Sample Test for Attitude

| Test value = 3 | | | | | | |
|-------------------------|---------|----|----------------|-----------------|---------------------------------|-------|
| Huge Quantity of | T | Df | Sig.(2-tailed) | Mean Difference | 95%confidence of the Difference | |
| | | | | | Lower | Upper |
| Information 1 | 24.038 | 79 | .000 | 9.425 | 8.64 | 10.21 |
| Expert Advice 2 | 21.277 | 79 | .000 | 7.613 | 6.90 | 8.32 |
| Customer Reviews 3 | 21.045 | 79 | .000 | 10.225 | 9.26 | 11.19 |
| Best price 4 | 11.201 | 79 | .000 | 6.313 | 5.19 | 7.43 |
| Doubtful Authenticity 5 | 13.736 | 79 | .000 | 5.800 | 4.96 | 6.64 |
| Technical Nature 6 | -12.028 | 79 | .000 | -5.925 | -6.91 | -4.94 |
| Interactive 7 | 27.317 | 79 | .000 | 7.513 | 6.97 | 8.06 |
| Responsive 8 | 33.169 | 79 | .000 | 8.025 | 7.54 | 8.51 |
| Content 9 | 39.361 | 79 | .000 | 7.788 | 7.39 | 8.18 |
| Time saving10 | 11.988 | 79 | .000 | 6.400 | 5.34 | 7.46 |
| Attractive 11 | 13.732 | 79 | .000 | 6.738 | 5.76 | 7.71 |

Source: structured questionnaire

Here, we can state that people have a positive attitude towards the digital advertising as they value the characteristics of digital advertising like personalised contents, reduced time, expert advice, responsiveness, and interactivity, although they are cynical about the authenticity of the information available on digital channels and technical complexity of the digital advertising.

FINDINGS OF THE STUDY

Major findings of the study are as follows:

- Consumers find digital advertising and marketing effective as it facilitates easy comparison among various brands of cars and having quick decision making.
- Digital channel offer contents to customers' and experts' reviews.

- Customers believe that digital marketing and advertising is responsive and attractive in nature.
- Customers are able to take informed decision using the digital advertising and marketing.
- The reviews of other customers are considered mainly during initial purchase decision. Customers can participate in online discussion through interactive nature of digital media.
- Attractive nature of the digital marketing motivates customers to search for information online.
- Customers don't find themselves at ease regarding use of digital communication while buying a car because of the information on the digital channels.
- Overall, consumers have positive attitude towards the digital advertising and marketing in Indian car market.

CONCLUSION

There is a rapid adoption of online modes and social media platforms the digital advertising has grown digital marketing significantly. In fact, it is being widely used these days by business from all spheres of the society. It can also be concluded from the study that people have positive attitude towards digital aspects. Technicality and authenticity of the information over digital channels are two areas that need to be improved in order to strengthen consumers' attitude towards the digital advertising and digital marketing. As on today, only a few Indian car companies have begun to approach the digital opportunity from a holistic perspective. Having a YouTube channel or innovative and creative strategies should be understood as a good start to fully leverage the digital opportunity. Reason for slow growth of these channels is inertia at the part of management and advertising agency (Meyer, 2008). We believe digital marketing budgets in the automotive sector will experience the largest increases compared to other industries in next few years.

SUGGESTIONS

Consumers doubt the authenticity of the information available, so it is advisable for the automobile companies to constantly review the content that is presenting over digital channels about them. Moreover efforts should be made to make the content more authentic.

Experience of purchasing a car should be made very interesting with the help of digital media by companies. While devising a digital marketing strategy, companies should focus more precisely on the online evaluation as

consumers give very high importance to online evaluation of the car before buying.

Consumer also resists using digital channels because of technicality involved. So, some consumer awareness program regarding use of digital media can be initiated by the automobile companies for marketing their product effectively.

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