

# Adoption of Digital Marketing of Car Companies in India

Rajesh Kumar\*

Assistant Professor, Department of Commerce in Shivaji College

**Abstract – The current article researches the purchaser attitude towards digital advertising in Indian automobile area. Buyer conduct is changing quickly as their buy choices are impacted through effectively accessible online data; the shopper is moving from the "push" to the "pull" universe of business informing. The article utilizes "Hypothesis of arranged conduct" as the fundamental model to consider the attitude of individuals towards digital advertising. The aftereffects of the investigation demonstrate that individuals have inspirational attitudes towards different parts of digital advertising and promoting. Be that as it may, they stay skeptical about the detail and credibility of data accessible on digital channels. Digital advertising give customer a degree to contrast different factors effectively and its rivals.**

**Keywords – Digital Advertising, Attitude, Belief, Evaluation, Automobile**

-----X-----

## INTRODUCTION

Today the automobile business is the developing and benefit producing industry. Because of expansion in the discretionary cash flow of individuals and simple money accessible on the lookout, the deals of the traveler vehicles have expanded. As the opposition is expanding step by step, new players are going into the market with their new advancement to pull in the possible purchasers on the lookout. The purchasing conduct of client can be concentrated by knowing their insight about the vehicles on the lookout. Fundamentally it is the need to discover what client expects and what is being offered to them. At the point when a client is happy with the item or administration, he prescribes that item and administration to another planned client. The Indian business is at present encountering exceptional blast in the interest for a wide range of vehicle.

Digital advertising is electronic advertising that chips away at digital codes. Digital advertising and its impact are developing a lot quicker than different classes as the Internet has become a spot to an enormous section of clients. Advertisers have additionally extended their points of view through different utilization of Internet to contact the client who are progressively getting drawn in through online media. Henceforth, advertisers who are staying away from online media may have put their business in danger. Also, the upside of these arising methods of showcasing is that their effects are powerful and effectively quantifiable contrasted with customary media. The impact of the conventional advertising apparatuses has of late lessened as

clients have gotten acquainted with intelligent and virtual associations with the advertiser. Digital innovations make advertising more compelling in light of the fact that they take into consideration singular consideration, better mission the executives, better item, promoting plan, and execution. It is coordinated around a straightforward stream chart for forming promoting systems, for example, understanding client needs, detailing a methodology, actualizing the technique, and building trust with clients. Buyers are progressively depending on other buyers' surveys to settle on choices for the online buy. Besides, customers impact is happy on their item experience. Purchaser conduct is changing today as clients have been utilizing the Internet to explore buys viable. They are moving from a push to a force universe of business informing. The examination has shown that today, clients regularly complete the vast majority of the buy review prior to having any contact with agent. Purchasers start the cycle of market instrument without anyone's assistance and influence. Presently, the purchaser is undeniably more educated than the individuals who are really occupied with selling the item. The buyer finds out about the item to be bought through online exercises like understanding web journals, audits, and having on the web conversation about items and administrations. Hence, the administration of these online cycles requires association. In online media clients are filtering YouTube recordings, partaking in center gatherings, and tweeting. They trust their companions for references and admonitions. The web-based media's most

prominent potential is at the front finish of the deal cycle for example during the prospecting stage opportunity capability and presales consider research that pave the way to an up close and personal gathering. Web social stages additionally offer methods for keeping up client connection with organization and building brand dependability all through. Organizations have additionally understood the significance of digital advertising and have as of late began urging shoppers to "share" models of their self-planned items with companions through these media and audit criticism prior to settling their decision.

Web showcasing otherwise called Internet Advertising/Online Advertising is the utilization of Internet to convey special promoting messages to the buyers. This is done to promote their item with the goal that it could perform better in the market to augment deals and thus benefits. With the developing utilization of Internet in day by day life, enterprises are thinking that its simple to advance and infiltrate their items to the majority with the lone exertion of distributing their promotions on the web. Web Marketing is one of the methods utilized broadly to showcase business on the web. Online media specifically is one zone that has drastically changed the market and given another face to the organizations. Purchasers are a lot more intelligent and are not simply keen on messages being communicated to them and are connecting more with informal organizations. Through these they are discovering what items to purchase, administrations to utilize, etc, in light of confided in proposals from their loved ones. It is assessed that 78% of the time on the off chance that you read a proposal from companions online you believe that suggestion however seriously fascinating that in the event that you read that suggestion from somebody you don't have any acquaintance with you actually trust it 60% of the time.

#### Various approaches to advertise your business on the web

The accompanying graph gives an outline of the sort of territories market your business on the web:

Internet Marketing Types	Subtypes
Social Media Marketing	Blogging, Shared Content, Social Networks
Email Marketing	Measure, Deploy, Lists, Design/Develop
Online Advertising	Ad Networks, Blogs, Affiliates
Public Relations	White Paper, Press Release, Articles
Search Engine Marketing	PPC, SEO

A few regions that have developed for advancements are:

- (a) **Social Media Marketing** - It utilizes online media locales like Facebook, Google+, Twitter, YouTube, Instagram, and so on to publicize and advance the items. The constant updates keeps the clients interest flawless towards the items. It likewise causes the organizations to think about buyers premium which encourages them to advertise their item in a superior manner.
- (b) **Email Marketing** - The deals and advancements are made by means of email to the enrolled clients just as the likely clients. Various promotions of items are sent through email which makes the clients natural about the item. Besides, to advance deals, the clients are sent distinctive markdown coupons through email to acquire fascination towards the items.
- (c) **Web Marketing**-Through web advertising, information about the item can be acquired just by riding various sites which incorporates all the data. Clients need not to really go to the stores to think about the items which in reality has advocated web advertising.

#### Web Marketing By Automobile Industry

Crude methods for showcasing finished advancements papers, TV advertisements and a lot of data with respect to items being limited uniquely to true sites of the organizations. With the expanded utilization of Internet just as online media the Automotive area found a brilliant chance to infiltrate their item advancements to the majority with constant updates, subsequently expanding their ubiquity. Subsequently, the predominant patterns showed the utilization social sites like Facebook, Twitter, Google+, and so on and most visited sites as their great space stacked with notices. Auto Industry saw the biggest advertising spending development in 2010 among different Industries, as per a measurement delivered by e-Marketer referring to a public statement from The Nielsen Company. In 2010, organizations in the car Industry expanded their complete advertising spend by 20.3%.

#### REVIEW OF LITERATURE

Michael A. Stelzner (2013) in his report inspected that to know how publicists used Social media to build up their business drove an investigation of 3000 sponsors and found that there was a period duty from publicists side on after quite a while after week establishment on friendly advertising hence they got genuine inclinations from social advancing efforts, uncovered which stage was used by and large by them to publicize their things

or organizations, social objections they were charmed to explore.

Michael Bowen (2013) in his article analyzed the suitable person to person communication methods for vehicle traders. Strategies like relating with customers effectively on a hodgepodge of assorted informal communication arranges and convince them to buy from their business. Most extensively used social stage was discovered to be Facebook which gave an option of using social thought; it was where associations gave customer organization to their customers and shippers related with most noteworthy of the multitude, Sites like dealer.com, cars.com, dealerrater.com where they gave reviews and evaluations gave a far reaching thought to the customers to help them in taking a correct decision.

V12 Group (2013) in their paper discussed that Email advancing was the most clear media channel used for customer lead getting and a vital driver all through the present on the web, social, and convenient advertising battles. Email continued being the lead customer getting channel as expressed by the examination, with 86% of respondents needed to use it hence. Customary postal mail was second with 69% use for acquiring inside 2012-Target Marketing, March 2012, Media Usage Forecast.

Terse Kellar (2013) in his paper raised a course of action of requests in regards to the current status of the email advancing skirmishes of vehicle sales centers and gave results that could help drive bargains from both new and existing motoring customers. A perspective on the current circumstance with vehicle and cruiser business email battles was gotten through an analyzation of their execution estimations; genuine methodology held in this manner would drive the condition of the current business' address the motoring buyer.

Ashutosh Agrawal (2013) in his paper discussed that expected buyers of auto were taking decision on the web. Online activity made different choices of them with the openness of cutting edge foot molded impression, segregating information that drove them to purchase or make a buying decision. Late examinations showed that vehicle industry was the greatest creator of online conversations. Subsequently in this paper they indicated the focal points of how industry was pander to the necessities of buyer online through getting Infosys vehicle progressed results. This incited a good component to the promoters by accepting these outcomes.

Oliver Engling (2013) in his paper discussed the tests the Volvo defied and taking after to it the outcomes they settled on. Tests fused to make interested possibilities to test drive the new Volvo models; to address target pack explicit auto buyers through email advertisements; to extend response rates for the Volvo and the model handout. Results which

were picked by them consolidated Production of innovative Video mail fights with substance important to the recipient; screening of phenomenal areas from Circle information bases with age and metropolitan zones; convey activity arranged customer flyer for the C30, V70 and S80 Volvo mode. The outcome the association Volvo accomplished was stamping impacts, lead time and customer support through a correspondence redid to the recipients' leisure activities; better than average response rates with constantly extraordinary snap rates including an initial pace of 82% for the C30 Newsletter and up to 60% snap rates.

Duke J. Hesterberg (2013) in his paper discussed the impact of web advertising in vehicle retailing. He found that 90% of new auto buyer used web all through their shopping get to, 95% of researchers recognized vehicle evaluations and reviews prior to making the purchase decision, 72% of web customers used web search instrument to request their local traders. With web advertising philosophy offers of auto things extended in relationship to acknowledged displaying, the data set of customers furthermore extended.

Natasha Hritzuk, Kelly Jones (2012) in their paper said that Consumers across over business areas experience five distinct stages as they come the auto method to purchase, and progressed media accept an essential part at every one phase. Anyway various buyers experienced issue like they couldn't change which auto is a family auto and games auto was all a result of missing substance in the advancement. Hereafter to avoid this sponsors portray real substance of their vehicles in their advertisements. Close by the substance should give ace reviews, customer assumptions and neighborhood trader information transversely over PCs, tablets and cell phones, Provide Rich media, highlight and smart gaming can bring the test drive experience and sensation of driving the auto stimulated and develop more conviction before buyers interface with dealers.

Satish Kumar (2012), the paper explored the changing ideal models of Marketing Communication and featured the imperativeness of Social Media as an effective advertising specific contraption. The paper took a gander at the Ford India's methodology of using Social media as a piece of making care and tendency for its Ford Figo auto. The Ford Motors were fit to change their cars and progression gadgets to the Indian market. The accomplishment of Ford was for the most part credited to its turn of events and fruitful advancing framework for Indian market. The association was fit to fabricate strong brands and strengthen its customer relationship by effectively using Social Media. The paper discussed the Social Media battle "Reveal Smart Drive" embraced by Ford India for its Ford Figo auto and

the aftereffects of the fight. The paper also explained the key victory parts and how Ford India could suitably use web-based media for the Ford Figo's "Find Smart Drive" crusade.

## OBJECTIVES OF THE METHODOLOGY

1. To investigation on Effect of Digital Advertising and Marketing on Consumers Attitude in Automobile Sector.
2. To spotlights on how three distinctive automobile organizations with various sources practice Internet Marketing for deals and advancements of their item.

## RESEARCH METHODOLOGY

The examination system concentrated how Automobile Industry in India utilized Internet Marketing as an instrument for advancements of their exercises. The exploration had been completed utilizing famous web-based media locales like Facebook, Twitter and Google+. These devices were utilized to gather information of the exercises that were completed by three diverse chose producers each week. The system additionally incorporated a self developed survey. The survey included to look for impression of how profound the Automobile organizations and Internet Marketing rehearses impact the Indian youths.

## DATA ANALYSIS AND FINDINGS

### Social Media Analysis

#### 1. Facebook

Table 1. Facebook Statistics

Column 1	Renault India	Volkswagen India	Hyundai India
Followers	887940	1990121	3195643
Posts			
Week 1	7	3	21
Week 2	12	3	29
Week 3	8	0	30
Week 4	12	6	28
Week 5	7	8	28
Week 6	8	10	46

On the examination of the Facebook measurements, it was seen that the Korean producer Hyundai had a high ground in the fan following class with sharing the greater part of the complete fan following among the three followed by German maker Volkswagen. The comparable insights was appeared regarding number of posts each week with Hyundai driving the

path by a tremendous distinction to the next two contenders. Volkswagen India and Renault India's training was a long ways behind Hyundai India. Hyundai India advanced their data just about three to multiple times more than the other two.

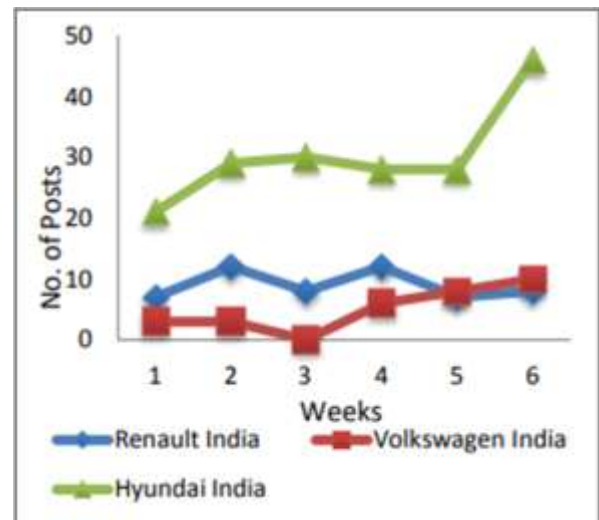


Fig 1: Facebook posts per week

#### 2. Twitter

Table 2. Twitter Statistics

Column1	Renault India	Volkswagen India	Hyundai India
Followers	7118	20145	6870
Posts			
Week 1	4	3	20
Week 2	7	3	29
Week 3	30	0	34
Week 4	9	7	28
Week 5	12	21	60
Week 6	11	7	37

Twitter on the opposite showed various insights to that of Facebook. Here Volkswagen had an advantage towards fan following and Hyundai with tumbling to least on Twitter measurements. At the point when the three were analyzed Volkswagen India set apart for 59% supporters followed by Renault India with 21% and Hyundai India with 20%. Despite the fact that Hyundai rehearsed more number of presents each week on advance their item yet at the same time neglected to acquire the help of the devotees. So a test exists here on Twitter for Hyundai India to change their procedures to make their item advancement reach to the majority. Volkswagen India and Renault India followed a similar pattern as they did it on Facebook. All the three showed a top at a point is a direct result of the challenge which was predominantly advanced distinctly on Twitter.



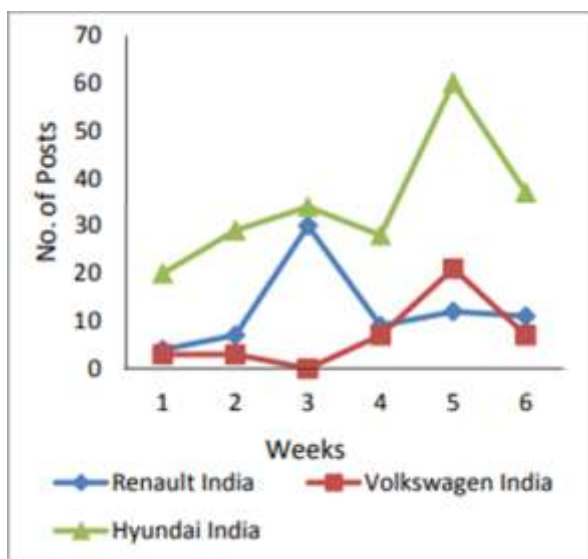


Fig 2: Twitter posts per week

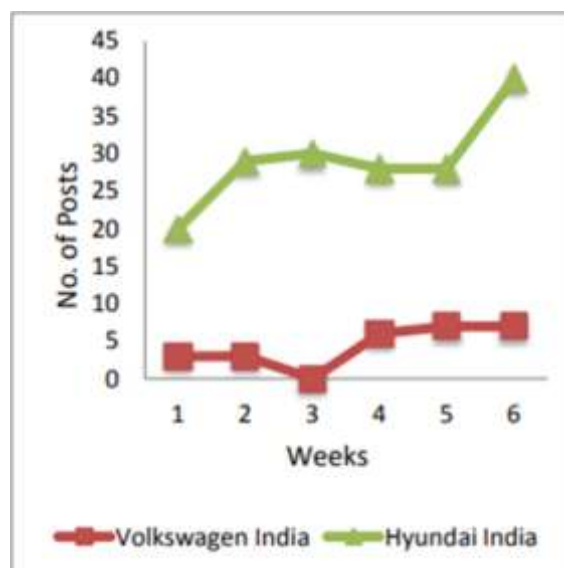


Fig 3: Google+ posts per week

### 3. Google+

Table 3. Google+ Statistics

Column1	Renault India	Volkswagen India	Hyundai India
Followers	-	1285	1125
Posts			
Week 1	-	3	20
Week 2	-	3	29
Week 3	-	0	30
Week 4	-	6	28
Week 5	-	7	28
Week 6	-	7	40

In spite of the fact that Google+ is least trailed by individuals in India yet it's the third biggest online media website to be drilled after Facebook and Twitter. The German and Korean producers showed very nearly a decent fan following insights with Renault India not having their authority page yet. Renault in India acquired a major accomplishment in the market to just their SUV Duster with other fragment vehicles lacking behind for progress. Henceforth Renault is needed to change their advancement techniques to more readily contend with the other two mainstream brands.

A little survey was readied which recorded the reactions of youthful Indian individuals. The survey incorporated the accompanying Questions:-

Q1. Which brand do you like the most?

Q2. Which among these you follow on Facebook?

Q3. Which among these you follow on Twitter?

Q4. Which among these you follow on Google+?

Q5. Which brand's site is generally useful?

Q6. Which brand's ad you gone over the most while surfing?

Q7. How regularly you check about automobile on the web?

The accompanying information shows the reactions acquired to the survey:

### 4. Brand Popularity

Table 4. Responses Gained to Favourite Brand

Brand	Responses(n)	%
Volkswagen	25	50
Renault	7	14
Hyundai	8	16
No Response/ Others	10	20

The German brand Volkswagen was discovered to be the most mainstream brand among the youthful age gathering of India overwhelming with half offer though Renault amazingly acquired ubiquity in a brisk range of time. Hyundai albeit

the most seasoned set up brand in India showed helpless figures as far as brand prominence, on the opposite the German vehicle brand Volkswagen entering past the point of no return in the Indian market showed noteworthy ubiquity acquire among the young people.

## 5. Social Media Responses

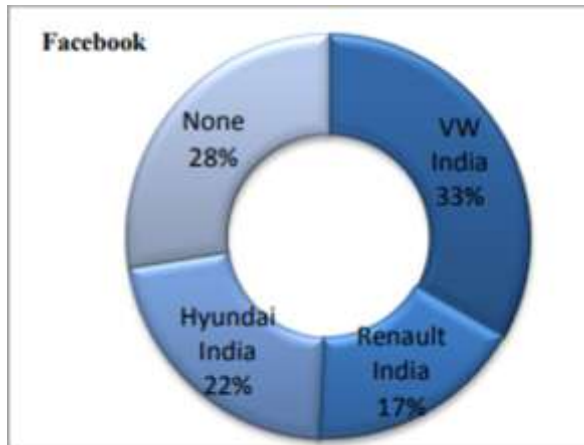


Fig 4: Facebook Response Ratio

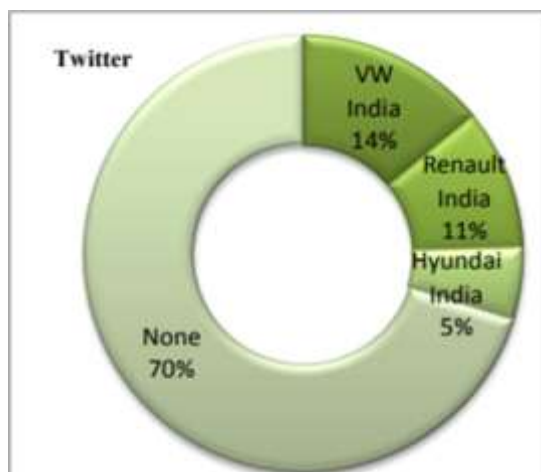


Fig 5: Twitter Response Ratio

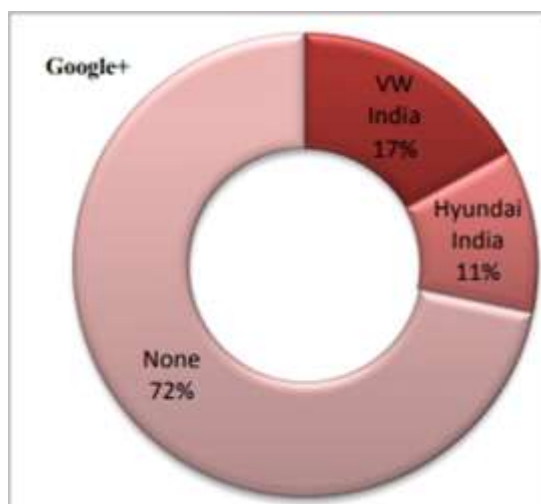


Fig 6: Google+ Response Ratio

The combined web-based media reactions showed that Volkswagen India page is the most followed by the Indian adolescents. The purpose for this could be the prevalence of the brand among the youths which cause them to follow their number one brand first on these website pages. The constant updates about their items keep them in contact with the most recent progressions made by the organizations by sharing their photos and data. Generally Hyundai India leads after Volkswagen India among the three producers. Hyundai with most extreme posts each week stays significantly more in contact with their devotees which keep them unblemished to find out about the happenings. Despite the fact that Renault India showed great insights for Twitter however they need to design all the more viably to acquire uphold from the future purchasers.

## 6. Official Website

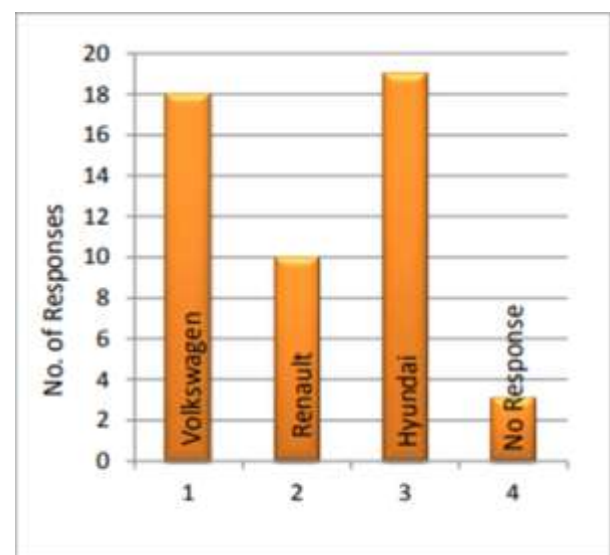
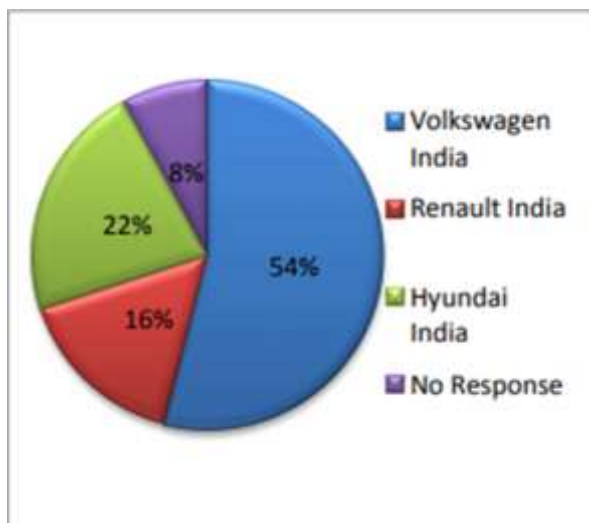


Fig 7: Official Website Comparison

The authority sites is the fundamental prerequisite for the organizations to rehearse Internet Marketing. It is the solitary site that gives all the data that will be conveyed to the rest of the world as wanted by the authorities. So it is an unquestionable requirement to have an alluring and educational site that gives all the essential subtleties to the client to make him all around fulfilled. From the information gathered it very well may be said that the responders discovered Volkswagen India's true site to be generally useful than the other two competitors site. Renault India needed behind the other two to give the important subtleties as needed by the responders. Indeed, even the most seasoned brand Hyundai (present in India from very nearly twenty years) neglected to give all the fundamental subtleties required even in the wake of having better experience than others of the Indian clients.

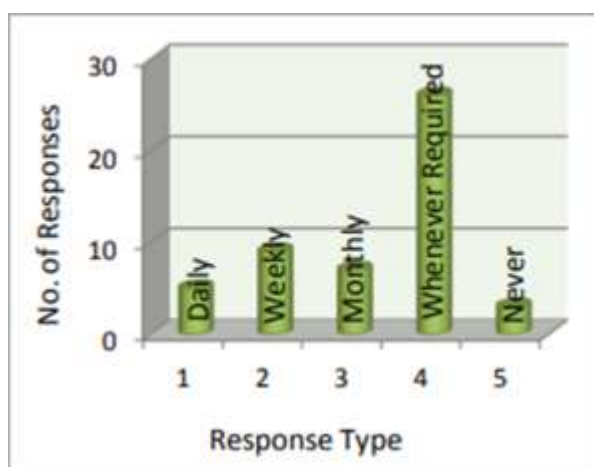
## Online Advertisements



**Fig 8: Online Advertisement Internet**

The position destination is the central essential for the associations to practice Internet Marketing. It is the lone site that gives all the information that will be passed on to the remainder of the world as needed by the specialists. So it is an irrefutable necessity to have an appealing and instructive site that gives all the fundamental nuances to the customer to make him all around satisfied. From the data accumulated it might be said that the responders found Volkswagen India's actual site to be for the most part valuable than the other two contenders site. Renault India required behind the other two to give the significant nuances depending on the situation by the responders. Undoubtedly, even the most prepared brand Hyundai (present in India from practically twenty years) fail to give all the principal nuances required even in the wake of having better experience than others of the Indian customers.

## Regular Checks



**Fig 9: Frequent Checks Plot**

On the investigation of the reactions it tends to be induced that sites having data about Automobiles were visited just when it was needed by individuals. The responders who checked it consistently or week by week were refreshed with data and new happenings, yet the number is still less with just around 28% of the aggregate. So it's a major test to the Automobile producers to elevate their data to the majority through Web Marketing.

## CONCLUSION

The information showed very amazing outcomes and it tends to be reasoned that Internet Marketing is a crucial instrument for the advancements. The brand advancing through various social locales keeps the interest of the devotees flawless through different exercises performed through constant updates. Standard updates are an absolute necessity practice needed by the organizations for gathering the inputs and thoughts of individuals which will in this way assist them with assembling their item better. Also to convey the data to the majority outside web-based media, online commercial assumes a vital part with more than 154 million and developing Internet clients in India. Consequently it is another apparatus that the Automobile organizations are needed to put away their cash for better advancements and better reach to the majority. Then again, Renault India has effectively dazzled through its most well known vehicle, Duster. Renault and Volkswagen anticipate contend the grounded Hyundai in India by raising their items in the section level fragments where Hyundai India performs amazingly on the lookout. Thus advancements through Internet Marketing are a lot of fundamental by these organizations to gather tastes and inclinations of the clients for giving better rivalry to different makers. It very well may be reasoned that Internet Marketing is the best practice to have in this cutting edge period for the advancements of new progressions and exercises.

## REFERENCES

1. Dr. R. Satish Kumar (2012). "Role of social media in integrated marketing communication", South Asian Journal of Marketing & Management Research, Bangalore, India, pp. 149-155.
2. Mobile Advertising "The Automotive Industry Guide to mobile Advertising", U. S., 2013.
3. Mobile Advertising: "The consumer Journey: Auto Buyers Influences and

mindsets along the path to purchase", Microsoft Corporation, U. S., 2012.

4. Ashutosh Agrawal: "Innovations in Digital consumerism for Automotive Industry", Retrieved from Infosys.com: <http://www.infosys.com/industries/automotive/whitepapers/Documents/digital-consumerism-automotiveindustry.pdf>
5. Nina Bongura: "TCS study into social media activity of UK automotive Industry", Retrieved from TCS.com: [http://www.tcs.com/SiteCollectionDocuments/Insights/TC\\_S\\_study\\_social\\_media\\_activity\\_UK\\_automotive\\_industry.pdf](http://www.tcs.com/SiteCollectionDocuments/Insights/TC_S_study_social_media_activity_UK_automotive_industry.pdf)
6. Michael Bowen," Effective Social Media Strategies for Auto Dealers", Retrieved from Dealer marketing Magazine: <http://www.dealermarketing.com/internetmarketing/social-media/3065-effective-social-mediastrategies-for-auto-dealers>
7. Advertising Digest," Multimedia advertising and editorial platforms for the Automotive Industry", Retrieved from Automotive Digest.com <http://www.automotivedigest.com/files/Media-Kit-2013.pdf>
8. Oliver English: "Perfecting Target Group Marketing – Volvo Accelerates with Email Marketing" Retrieved from ecircle.com: [http://www.ecircle.com/uploads/tx\\_csrportfolio/ecirclecase-Volvo-en.pdf](http://www.ecircle.com/uploads/tx_csrportfolio/ecirclecase-Volvo-en.pdf)
9. V12Group: "Are You Using Automotive Email Marketing To Reach Your Customers and Prospects?", Retrieved from V12group.com: <http://www.v12groupinc.com/wpcontent/uploads/2013/03/Automotive-Email-Marketing.pdf>
10. Earl J. Hesterberg : "The Impact of Online Marketing in Automotive Retailing", Retrieved from autonews.com: <http://www.autonews.com/assets/PDF/CA59648122.PDF>

---

### Corresponding Author

**Rajesh Kumar\***

Assistant Professor, Department of Commerce in  
Shivaji College