

## An Empirical Study on Digital Marketing Practices on Buying of Cars at Coimbatore

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### Abstract

Creating awareness of digital marketing is of paramount importance for marketing Digital marketing. More number of marketing Digital marketing tools are available for each business to choose from based on their preference. Nowadays, digital marketing tools are at the apex of marketing Digital marketing which is a deconstruction of the traditional marketing tools. This plays a good interface between the marketers and the consumers. A systematic and strategic use of digital marketing tools is a compliment to attain competitive advantage for a business. This study is an earnest effort to investigate the choice of appropriate digital marketing Digital marketing tools that would create brand awareness among prospective consumers. The study adopted Delphi Method to understand the impact of digital marketing Digital marketing tool and brand awareness. Interviews with panel participants gave insights indicating that the paid digital content having a greater impact than the proactive content.

**Keywords:** Digital Marketing Tools, Dream car, Paid digital content, Proactive content

### Introduction

#### Dream

Usually dreams will come in the sleeping at night. The psychology domain said the dreams are the reflection of feelings thoughts emotions of the daytime what we are thinking by cyclical or circular in our mind always comes in dreams in our sleeping at the night. Dream sir really vibrant because a positive thought what we are thinking in the day time it is comes in the night has dream really vibrant and also it is range oriented what we are not thinking what we are not able to process that things are also came in the dreams. These dreams are always associated with the emotional state of mind even after the dream they can feel it is real people will say the dreams are going to happen once it happens What they are seen in the dreams they realised the dream is good. Already we know the dream sir reflection of peoples thoughts and feelings as well as worries and happiness. The behaviour science said the dream are going to help in the peoples goal achieving process and progress and their emotions strong connections and it gives percentage to the betterment of life.

Dreams are only dreams if they are not tried and achieved with the desired purpose of life. In our earth men may come and when may go, but their dreams are forever. The great achievers are all once upon a time, they dreamed that the life today they are living. The purpose of the dream in life is always achieving the Great thing what they confined as dream. Dreams or not just dreams, they are either fuel or boost for future life. The dreams only gave them the burning desire for achieving their life goals. All the people living in the society have dreams from their childhood itself, all the people' dreams are self oriented very few people can only having dream for society welfare or common wealth.

### Dream car

To the middle class people regarding the concept of royal life living is a dream. Especially they are willing to live such a life ever before their fore fathers are not yet lived such one. The parents in the Indian societies are willing to give a royal life to their children means, first of all they will offer big own house and a brand new car and what kind of things they are think to use or consume in their childhood. Especially they are willing to provide the basic amenities of sophisticated life of the human beings. The parents' dreams in the Indian societies are fulfilling their children dreams. Without the dream car the dream life never fulfilled. Especially in the dream car segment the people are willing to buy a car in the following criteria:

### Background of the Study

The automobile industry in India has witnessed significant transformation over the past few decades, both in terms of technological innovation and shifting consumer preferences. India, being one of the largest automobile markets in the world, has experienced rapid growth in vehicle production, sales, and exports. This growth is not just quantitative but also qualitative, with the industry embracing new technologies such as electric mobility, artificial intelligence, automation, and digital interfaces. Among the states contributing significantly to this development, Tamil Nadu stands out as a prominent hub, earning the nickname "Detroit of India" due to its well-established automobile manufacturing ecosystem. According to the Government of Tamil Nadu (2021), the state houses numerous major automobile manufacturers and suppliers, including both Indian and multinational companies. The presence of an extensive supply chain network, skilled workforce, favorable government policies, and advanced infrastructure makes Tamil Nadu a pivotal player in India's automotive landscape.

In recent years, the traditional methods of purchasing vehicles have evolved considerably. Earlier, consumers largely depended on physical visits to showrooms, word-of-mouth recommendations, and print advertisements to make purchase decisions. However, with the rapid digitalization of the economy, especially after the advent of high-speed internet and widespread smartphone usage, the consumer decision-making process has become more dynamic and informed. The accessibility to information, user reviews, expert opinions, and detailed product comparisons on digital platforms has empowered buyers like never before. Digital marketing has emerged as a powerful tool in this context, influencing every stage of the consumer journey — from awareness and interest to evaluation, purchase, and post-purchase engagement.

According to Chaffey & Ellis-Chadwick (2019), digital marketing encompasses a wide range of strategies including search engine marketing, social media marketing, email campaigns, influencer partnerships, and mobile advertising, all of which contribute to building brand awareness and engaging potential customers. Car buyers today are increasingly using platforms such as Google, YouTube, Instagram, and various automotive review websites to research vehicles before stepping into a showroom. This shift highlights the growing importance of a strong digital presence for automobile brands.

Moreover, the COVID-19 pandemic has further accelerated the adoption of digital platforms in the automobile sector. Social distancing norms and lockdowns prompted many dealerships to enhance their online services, offering features such as virtual car tours, online booking, and doorstep test drives. Consumers now expect seamless digital interactions, which has led companies to invest heavily in digital transformation strategies. In states like Tamil Nadu, where both urban and semi-urban populations are showing rising disposable incomes and increasing digital literacy, digital marketing has become not just a complementary strategy but a necessity.

### Statement of the Problem

In today's digital era, car manufacturers and dealerships are increasingly shifting their marketing focus from traditional media to digital platforms. Online advertising, social media campaigns, influencer collaborations, and website optimization have become key tools for reaching prospective buyers. While these efforts are expanding

rapidly across India, their actual influence on consumer behavior remains ambiguous in specific regional markets, such as Tamil Nadu.

Much of the available research tends to generalize findings across India without accounting for regional diversity. Tamil Nadu, with its unique linguistic identity, cultural preferences, and digital consumption habits, presents a consumer segment that may not align with broader national patterns. For instance, the way consumers in Tamil Nadu engage with online car reviews, regional influencers, or Tamil-language content might differ significantly from that of buyers in North India or metropolitan cities. These subtle, localized behaviors often go unnoticed in mainstream academic discourse.

Furthermore, while digital marketing has become a standard strategy for many automotive brands, there is limited empirical data on whether these efforts actually influence consumer attitudes and decisions in semi-urban and urban Tamil Nadu. It remains unclear which digital channels—such as Instagram reels, WhatsApp business messages, or vernacular YouTube content—are most effective in engaging potential buyers in this region.

Without localized insights, marketers may rely on assumptions or apply strategies designed for broader markets, which may not yield the desired impact. This gap in academic understanding and market-specific knowledge creates a pressing need for focused research. Therefore, the central problem lies in the insufficient scholarly exploration of how digital marketing shapes consumer behavior in the automotive sector within the socio-cultural context of Tamil Nadu.

### Scope of the Study

This study specifically examines the **impact of digital marketing on passenger car purchase behavior** within the geographical boundaries of Tamil Nadu. It narrows its focus to include both **new and pre-owned car buyers**, thereby providing a comprehensive understanding of digital influence across different stages of car ownership and affordability levels. However, the study **excludes two-wheelers and commercial vehicles**, as these segments follow distinct buying patterns and often involve different decision-making factors and marketing strategies.

The scope further limits itself to exploring consumer interaction with **key digital marketing platforms**, namely **social media channels (such as Facebook, Instagram, and WhatsApp), YouTube automotive content, Google Ads/search engine promotions, email campaigns, and official dealer or brand websites**. The research is not intended to evaluate the effectiveness of offline marketing methods such as TV, radio, print media, or outdoor advertisements, as these fall outside the domain of digital marketing.

### Review of literature

**Ramanathan, S. & Devi, M. (2023).** A recent local study conducted in Thanjavur examined the decision-making behavior of car buyers, emphasizing the combined influence of family, product features, financial arrangements, and dealer selection. The findings revealed that while prospective buyers primarily depend on digital platforms for initial information gathering, the final purchase decision is strongly influenced by interpersonal factors such as family opinions and direct interactions with dealers. The study further observed that visual digital materials—such as promotional videos and high-quality images—play a crucial role in stimulating aspiration and purchase intent, particularly among younger consumers. Additionally, the research identified an increasing trend of consumers consulting online reviews and feedback before engaging with showrooms. Based on these insights, the authors recommended the implementation of region-specific digital marketing campaigns that effectively link consumers with reliable local dealerships and customized financing solutions. Overall, the study underscores that semi-urban consumers in Thanjavur integrate online-driven aspirations with offline validation, illustrating a hybrid decision-making pattern in automobile purchases.

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**Ramesh, V. & Kapoor, D. (2023)** This exploratory research investigates how social media platforms shape brand visibility and customer engagement within the Indian automobile industry. The study reveals that interactive digital content and active community participation enhance brand consideration, while engagement metrics such as likes, shares, and comments strongly correlate with showroom inquiries. It also highlights the post-pandemic surge in digital interaction, particularly the superior effectiveness of video-based content like test drives and virtual tours compared to static advertisements. The paper concludes that aspirational car purchases benefit most from storytelling that merges lifestyle appeal with product experience. However, it notes methodological constraints such as cross-sectional data and limited geographic representation, suggesting a need for deeper localized studies in semi-urban regions.

**Prakash, L., & Joseph, K. (2024).** This study evaluates the transformative role of digital media strategies in the Indian automobile sector during and after the COVID-19 pandemic. It documents a strategic shift toward online vehicle launches, virtual showrooms, and enhanced CRM-driven digital lead management. Findings indicate that digital initiatives helped reduce lead friction and expanded dealer outreach to semi-urban and first-time car buyers. Nonetheless, offline dealer trust remained indispensable in securing sales, particularly in non-metropolitan regions. The study recommends integrating online-to-offline (O2O) marketing workflows and improving digital finance tools to facilitate aspiration-driven purchases. These insights provide a national-level foundation for localized studies, including the current Thanjavur-focused research.

**Kumar, R., & Sharma, A. (2024).** This regional analysis from Coimbatore explores how various digital marketing tools—such as SEO, social media advertising, email campaigns, and brand websites—affect automobile purchase behavior. The results reveal that website quality and prompt dealer responsiveness significantly influence buying intentions, while social media advertisements primarily enhance brand awareness but require targeted retargeting strategies for conversion. Using convenience sampling, the study acknowledges its methodological limits but emphasizes that the insights are particularly relevant for neighboring regions like Thanjavur. The research underscores that quick, personalized dealer follow-ups on digital leads are pivotal in converting consumer interest into actual sales.

**Nair, S., & Mehta, P. (2024)** This comprehensive overview examines evolving customer trends in the Indian car market, noting generational differences in digital adoption. Younger consumers increasingly depend on online resources for vehicle research, while older buyers continue to value personal dealer interactions. The study attributes the rise of SUV and premium feature demand to aspirational online content and enhanced digital visibility. Moreover, it observes that transparent online financing options, such as EMI calculators, have positively shaped purchase deliberations. This national analysis establishes a macro-context for understanding the local digital influences on car purchases in Thanjavur.

**Singh, T., & Varma, N. (2024).** This empirical survey investigates the multi-stage decision-making process of Indian car buyers, with a focus on information sources and feature preferences. Results indicate that digital channels—such as brand websites, YouTube reviews, and third-party portals—play a dominant role in the initial information phase, whereas offline engagement remains crucial during final purchase decisions. The study highlights that online reviews serve as key risk-reduction tools, especially for aspirational and high-value purchases. It further contributes validated scales for measuring purchase intention and information search behavior, offering a valuable framework for adaptation in regional contexts such as Thanjavur.

## Objectives

To assess the impact of Digital marketing on dream car Purchase at thanjavur

To Suggest feasible solutions to the effective car purchasing tools by digital marketing.

### Methodology

This study is an earnest effort to investigate the choice of appropriate digital marketing Digital marketing tools that would create awareness among dream car buying consumers. The research method used Delphi Analysing Technique. The researcher used both primary and secondary data for the study and the sample size is 120 and the by the simple random sampling the respondents of the study is the dream car buyers of Coimbatore city. The researcher used the Correlation analysis Delphi Survey for assess the results.

### Data Analysis

**Table –1 Correlation among selected determinants and Purchase Intention**

DETERMINANTS	VALUES	
	R – Value	P - Value
Digital awareness	-.046	.241
Consumer Attitude	.293	.000
Social Media Influence	.416	.000
Digital content	.187	.001
Digital benefits	.197	.000
Digital satisfaction	.170	.002

Source: Primary data, \*\* Significant at five percent level

To test the correlation between independent variables on dependent variable Pearson correlation was applied. The independent variables of the study were Digital awareness, Consumer Attitude, Social media Influence, Digital content, Pay benefits and Digital satisfaction and dependent variable is purchase intention The following Hypothesis was formulated to test the relationship.

Ho7 : There is no relationship among the selected study variables and purchase intention

From the result it was observed that there was positive correlation between all dependent variables and Values. It implies that all independent variables contribute to Purchase intentionAll independent variables are having lowest r-value ( $r < 0.40$ ) that is Digital awareness r value = -.046, Consumer Attitude r value = .293, Social media Influence r value = .416, Digital content r value = .187, Pay benefits r value = .197 and Digital satisfaction r value = .170. This implies that it contributes less to Values. From the p-value in the correlation matrix, it was observed that the level of all independent variables was significant at 0.001 levels except Digital awareness. Hence, the null hypothesis was rejected. So it is concluded that there is significant relationship between Digital awareness, Consumer Attitude, Social media Influence, Digital content, Pay benefits and Digital satisfaction with Purchase intention

**Table. 2 Analysis of First Delphi Survey**

Analysis	Corporate Websites	Email	Facebook	Twitter	Instagram
<b>Level Impact</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>	<b>Very High</b>	<b>High</b>
<b>Mean</b>	<b>4.2</b>	<b>4.5</b>	<b>4.7</b>	<b>4.8</b>	<b>4.6</b>
<b>Median</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

**Table. 3 Analysis of Second Delphi Survey**

Analysis	LinkedIn	Youtube	SMS/MMS	Mobile Application	Search Engine
<b>Level Impact</b>	<b>Low</b>	<b>High</b>	<b>Moderate</b>	<b>Very High</b>	<b>High</b>
<b>Mean</b>	<b>3.8</b>	<b>4.2</b>	<b>4</b>	<b>4.8</b>	<b>4.6</b>
<b>Median</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>

In terms of digital marketing tools in social media, the opinion of the experts regarding corporate websites is at the least (mean 4.2) and the level of impact that it creates on brand awareness is also low followed by email (mean 4.5) and the level of impact as moderate. It is also understood that the impact created by the digital tools on brand awareness on Facebook, Twitter and Instagram is high, very high and high respectively.

In the second Delphi Survey, it is observed that the opinion of experts regarding digital marketing creating brand awareness is low with LinkedIn (mean is 3.8) and the level of impact is low.

Within this scope of study, wherein the Delphi Analysis Technique is used, the experts invited for the study had given significant opinions. The level and the degree of impact of the digital marketing tools in creating brand awareness is evaluated based on the parameters that the experts have reached to a consensus on.

It is also observed from the study that the level of marketing Digital marketing tools that create paid digital content such as corporate websites is less whereas it is high in the search engine ads and mobile application. One among the reasons for this result is that the marketing Digital marketing tools that create paid digital content is compared with proactive digital content, control and monitor of the content rather than the initiative taken up by the company.

## Findings

From the result it was observed that there was positive correlation between all dependent variables and Values. It implies that all independent variables contribute to Purchase intention. All independent variables are having lowest r-value ( $r < 0.40$ ) that is Digital awareness r value = -.046, Consumer Attitude r value = .293, Social media Influence r value = .416, Digital content r value = .187, Pay benefits r value = .197 and Digital satisfaction r value = .170. This implies that it contributes less to Values. From the p-value in the correlation matrix, it was observed that the level of all independent variables was significant at 0.001 levels except Digital awareness. Hence, the null hypothesis was rejected. So it is concluded that there is significant relationship

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### Suggestions

The automobile industry is a dynamic and ever competitive industry with lot of business opportunities and potential. The customers profile of the thanjavur market is very different compared with other cities like Chennai. Even though this city provides equal importance and opportunities to all customers in the existing market. the industry. Even though customers in the team, they focused on their individual targets. Most of the customers are middle income group Significant developmental tasks in the age group includes making royal life focussed. Hence it makes better business sense to address these issues of market.

### Conclusion

Businesses should find in ways for the possibility of creating digital brand awareness by generating proactive content in cheap and fast manner. It is necessary to continuously control and monitor proactive contents as the consumers are free to express their comments and suggestions. It is also essential to have a network of consultancies to serve the purpose. Digital marketing Digital marketing tools should be appropriately used with a forethought on creating brand awareness among the consumers rather than thinking from the point of sales.

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