



NEW MEDIA INFLUENCE ON PURCHASING DECISION OF PASSANGER CARS IN TAMILNADU

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Abstract

New media is a term that has a high impact on marketing area of business today. New Media stands for digital consumerism technology that has a new life to business throughout the world. The development of WWW and digital advertisement has made a leap in business, where the business people has started to use the technology to go close to the consumers not only consumers, the people who are also unaware of the products, service etc., Because of Globalization, all International companies have started their business in India after 1996. In India, the automobile industry is the world second largest, which has a great impact on the economy of the country. New media is a technical advancement marketing channel via handheld devices through which the marketers can reach the consumers through their mobile phones, laptops, personal computers, PDA's, tablets, e-mail etc., The automobile market in India is predominated by New Media nowadays. Consumer is given more options to decide over his own ideas before purchasing a product. New media marketing is an effective market communication to reach the target audience. It is important to study the consumer behavior of purchasing passenger cars will give us feedback on how marketing strategies can be worked. A Simple Random sampling technique was adopted in the study to select the sample respondents. Descriptive statistical tools such as Percentage, Mean, Median and Standard deviation have been used to describe the profiles of consumers, new media marketing, preferred product attributes and level of satisfaction. ANOVA, t-Test and F-Test have been used to test the significant differences between the groups of respondents in their perception and satisfaction for selected independent variables like age, sex and income. Chi-Square test has been used to test the association between the consumer demographic characteristics and preferred product attributes and satisfaction. Multiple regression analysis has been used to study the influence of income and lifestyle on overall satisfaction level of the respondents. Correlation analysis has been used to establish the relationship between 'the factors which influenced the purchase' and 'the factors which favored the level of satisfaction'. This study concludes that new media plays a vital role in marketing compact cars and there is more scope for extensive research in this area.

Keywords: *New Media, Marketing Trends, Car purchasing Decision, Internet Marketing.*

Introduction

In India, sales of compact cars are increasing day by day. It is hard and also impossible to generalize the human purchasing behavior. Each individual has a unique heredity, environment and experience. To predict such individuals is a complex task. The new era of liberalization, privatization, globalization and technological advancement has brought many changes in the life style of the individuals. Marketers have to understand consumer's taste about what they want and what they want to purchase on what decision.

In India, Automobile Industry has got a higher market potential. There is a higher demand for Indian Automobiles. The purpose of this paper is to survey the influence of new media over consumers buying decision. The paper is divided into three main sections. The first section discusses the growth of new media in India. The second section discusses the focus of marketers over consumers through new media. And the last as third section deals with the brief profile over the study area.

In India, technology revolution has made tremendous change in the life style of the individuals. Most of the individuals are having Desktops, Laptops, PDA's, Tablets, and Mobile Phones etc. Now the marketers have to concentrate on the advertising area of their products through new media. Multinational companies are entering into the Indian market and also made collaboration with the Indian companies. Also the economic growth and life style of Indians has made the individuals to go for compact cars for their life comfort.

Face book is the most important platform for marketers in India for engaging customers, followed by Twitter, YouTube and blogging. In India, Maruti, Hyundai, Tata, Volkswagen India Ltd some of the leading car makers have entered into new media marketing with enormous amount of investments towards marketing their products. For an example, Hyundai Eon has made the Internet as their marketing media before the car was launched. A media campaign is made among the consumers before introducing the car. A start countdown of Eon car launching was made in their website. Most of the car makers have made their websites interesting to watch their product information meaningful which leads to marketing of their products.



Objectives of the Study

- To Study the Socio-Economic Profile of the Respondents
- Examine the awareness and utilization behavior of New Media
- Identify the buying and utilization behaviour of the car and online advertisement
- Evaluate the attitude of the respondents towards new media advertisement
- Impact of new media advertisements, expectations and problems in watching online advertisements

Research Methodology

Primary data is the main source of the study. The data is collected from 1140 respondents from seven corporations in Tamilnadu with a structured and well designed questionnaire. The method used for collecting data is convenient random sampling. The tools to analyze the collected data are Percentage analysis, Friedman's Test and ANOVA etc.,

Review of Literature

Elanthiraiyan and Balakrishnan (2012) observed the consumer perceptions and behavior of the car owners particularly in Salem district of Tamilnadu. The researchers also analyzed the factors influencing the purchase of cars and the level of satisfaction among the respondents and to identify the switch over brand option. For the purpose, the simple random sampling technique was adopted to select 300 respondents. The following tools were used in testing the hypotheses and in the analysis of the data. Descriptive statistical tools such as Percentage, Mean, Median and Standard deviation, ANOVA, t-Test and F-Test, Chi-Square test, Multiple regression analysis, Correlation analysis, Factor analysis and Cluster analysis. The study throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. To ensure that a product finds a place in the minds of consumers, the manufacturers should position their products through sales promotional activities such as advertisement through the media. It was noted that majority of the respondents reported that they formed their expectations through the statement made by friends and relatives and therefore it would be beneficial if the extent of influence of such groups was studied. It was concluded that the socio-economic determinants of consumer behavior consist of age, marital status, occupation, education, income, family size etc.

Beena and Pragadeeswaran (2013) studied the small car consumer preference in Pune City. In this study, the researchers identified the small car preference by male and female consumers in the selected market area and the key factors that influence small car buying. The researchers had taken 100 samples randomly from the total population. The simple random technique had been chosen for this study. The tools like percentage analysis and chi-square analysis were used to analyze the data. From the study, it was found that the demographic factors like age, gender, education, and status and income influence consumers indirectly for small car buying preference. Most of the small car owners were in age group of 31 to 40 years. Compared to mini cars, compact car usage was more in Pune city. Male consumers preferred Diesel cars while female respondents preferred petrol cars. From this research, the researcher concluded that in the twentieth century borne witness to remarkable changes in the marketplace caused by sharp changes in the lifestyle patterns of the past and present day consumers due to globalization. The new generation consumers were difficult to classify by conventional demographic factors and unless their thought process and buying behavior preferences were fully understood, decisions on product designs, product variants, branding and distribution channels were likely to be mislaid.

Sriram and Nirmaladevi (2014) observed the car industry in India had seen a tremendous growth and seems to be the fastest growing sector in the world. This sector had responded with an exponential progress in the number of new models launched in the last few years. The socio-economic factors namely age, marital status, occupation, education, family size and income were being influenced the customers' purchase decision. The customers had bundle of attributes such as good quality, high fuel efficiency, technology, durability, reasonable price, safety and comfort towards local and global branded cars. It was concluded that the manufacturers should redesign their cars by adopting innovative and unique ideas in accordance with the customers' expectations and their socio-economic profile. Friends, family and relatives reference had been found to have significant source of information and influencers in the passengers car buying. The socio-economic factors namely age, marital status, occupation, education, family size and income were being influenced the customers purchase decision. The customers had bundle of attributes such as good quality, high fuel efficiency, technology, durability, reasonable price, safety and comfort towards local and global branded cars. It was concluded that the manufacturers should redesign their cars by adopting innovative and unique ideas in accordance with the customers' expectations and their socio-economic profile.

Sachin (2015) explored that the different sources of information used by the buyers while making a purchase and the factors influencing the selection and purchase of small car. The convenience sampling method was used to collect the data from a sample size of 100 respondents. The tool used for the analysis was percentage analysis. From the research, it was found that the demographic factors like age, gender, education, status, and income influence consumers indirectly for small car buying



preference. Most of the small car owners were in age group of 26 to 35 years. Price & fuel efficiency were the important factors which influenced small car buying. The researcher concluded that understanding of the consumer behavior enabled a marketer to take marketing decisions which were compatible with its consumer needs. Indian consumers were now mainly comprised of the middle class. Advertisements were too showing an effect on the Indian consumer. When compared the level of satisfaction, it revealed that nearly sixty five percent consumers were fully satisfied from their brand while around twelve percent of respondents were not satisfied from their purchasing decision. Technology measures in car were least preferred criteria. Small car sector offered huge potential as penetration and consumption of small cars was very less in Pune compared to its Population. For promoting the product consumption and creating awareness Manufactures had used advertising campaigns to promote higher consumption of small cars with lots of promotional offers. So, the manufacturers had to analyze all these factors and find out the best suitable tools for promoting their small cars in India.

Analysis and Interpretation of Data

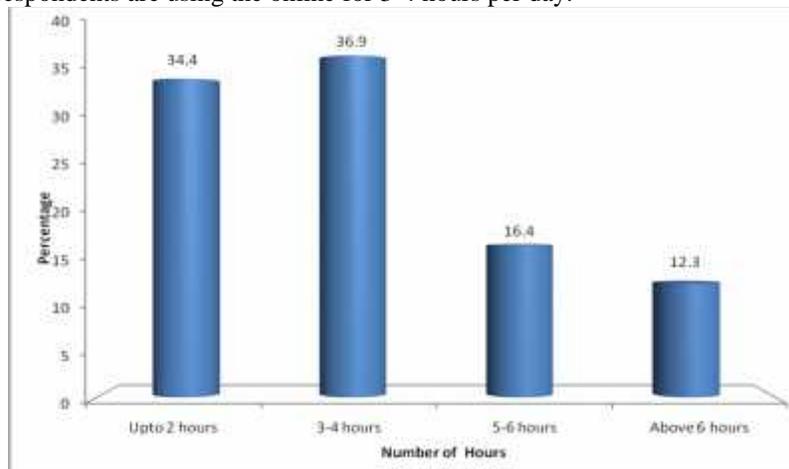
Location of the Respondents

An attempt has been made to know the gender of the respondents. For the purpose of this study, it has been classified into twelve categories viz., Chennai, Coimbatore, Madurai, Tiruchirappalli, Salem, Tirunelveli, Thoothukudi, Tiruppur, Erode, Vellore, Thanjavur and Dindigul.

S.No.	Location	No. of Respondents	Percentage
1.	Chennai	445	47.6
2.	Coimbatore	166	17.8
3.	Madurai	36	3.9
4.	Tiruchirappalli	47	5.0
5.	Salem	43	4.6
6.	Tirunelveli	26	2.8
7.	Thoothukudi	17	1.8
8.	Tiruppur	57	6.1
9.	Erode	36	3.9
10.	Vellore	26	2.8
11.	Thanjavur	18	1.9
12.	Dindigul	17	1.8
	Total	934	100.0

Number of Hours Spend Online Per Day

It is explored that 34.4 percent of the respondents are spending up to 2 hours per day at online, 36.9 percent of the respondents are spending 3-4 hours per day at online, 16.4 percent of the respondents are using the online 5-6 hours per day and 12.3 percent of the respondents are using the online per day for above 6 hours. It is found from the analysis that the majority (36.9%) of the respondents are using the online for 3-4 hours per day.





Period of Aware of New Media

The respondents are getting awareness of new media at different periods. This attempt has been made to know the period of aware of new media of the respondents.

S.No.	Period	No. of Respondents	Percentage
1.	Below 2 years	231	24.7
2.	2-5 years	365	39.1
3.	Above 5 years	338	36.2
	Total	934	100.0

Reasons for Using the New Media

An attempt has been made to know the reasons for using the new media of the respondents. To identify the most important reason, Henry Garrett Ranking Technique was employed and the details of the ranking the reasons for using the new media are shown in the following table.

No.	Reasons	Total Score	Mean Score	Rank
1	Keeping in touch with Family / Friends	61580	65.9	I
2	Finding out what other people are doing	50767	54.4	III
3	Collecting material for education / business / job	53482	57.3	II
4	Checking mails	46686	50.0	V
5	Chatting with others	41504	44.4	VII
6	Posting photos of myself or others	47448	50.8	IV
7	Sharing information online with others	38061	40.8	VIII
8	Inviting people to an event	41835	44.8	VI

Opinion of the Respondents towards Visiting the Websites for Getting Car Information

Today the respondents are collecting a lot of information through websites. This attempt has been made to know the opinion of the respondents towards visiting the websites for getting car information. The details are furnished in the following table.

S.No.	Opinion	No. of Respondents	Percentage
1.	Yes	553	59.2
2.	No	381	40.8
	Total	934	100.0

Number of Car Advertisements Watched on Internet

An attempt has been made to know the number of car advertisements watched on internet by the respondents.

S. No.	Number of advertisement	No. of Respondents	Percentage
1.	Less than 10	378	40.5
2.	10-20 Ads	256	27.4
3.	21-30 Ads	194	20.8
4.	Above 30Ads	106	11.3
	Total	934	100.0

Respondents' Opinion towards Internet Advertisement Will Reach More than the Traditional Advertisement

An attempt has been made to know the respondents' opinion towards internet advertisement will reach more than the traditional advertisement.



S.No.	Opinion	No. of Respondents	Percentage
1.	Strongly Agree	209	22.4
2.	Agree	365	39.1
3.	Neutral	141	15.1
4.	Disagree	115	12.3
5.	Strongly Disagree	104	11.1
	Total	934	100.0

Respondents' Opinion towards Pre-Purchase Information for a Car Through Internet

An attempt has been made to know the respondents' opinion towards pre-purchase information for a car through internet.

S.No.	Opinion	No. of Respondents	Percentage
1.	Less than 1 week	256	27.4
2.	1-2 Weeks	238	25.5
3.	3-4 Weeks	199	21.3
4.	1 Month & More	135	14.5
5.	I don't know	106	11.3
	Total	934	100.0

Factors Influencing the New Media Advertisements

To know the influencing factors in their purchasing decision through the new media advertisements of the respondents. The details are furnished in the following table.

S.No	Factors	VI	I	N	LI	NAI
1.	Search Engines	396 (42.4%)	237 (25.4%)	186 (19.9%)	76 (8.1%)	39 (4.2%)
2.	Personal Perception	289 (30.9%)	284 (30.4%)	203 (21.7%)	106 (11.3%)	52 (5.6%)
3.	Promotional E-Mails	219 (23.4%)	302 (32.3%)	224 (24.0%)	123 (13.2%)	66 (7.1%)
4.	Media Advertisements	309 (33.1%)	295 (31.6%)	188 (20.1%)	97 (10.4%)	45 (4.8%)
5.	Friends Suggestions on Advertisements	298 (31.9%)	269 (28.8%)	197 (21.1%)	108 (11.6%)	62 (6.6%)
6.	Social Websites	237 (25.4%)	348 (37.3%)	193 (20.7%)	86 (9.2%)	70 (7.5%)
7.	Ad Pop Ups	256 (27.4%)	264 (28.3%)	282 (30.2%)	93 (10.0%)	39 (4.2%)
8.	By Offers	285 (30.5%)	256 (27.4%)	294 (31.5%)	51 (5.5%)	48 (5.1%)
9.	By Interest	362 (38.8%)	268 (28.7%)	187 (20.0%)	53 (5.7%)	64 (6.9%)
10.	Other Notifications	251 (26.9%)	318 (34.0%)	193 (20.7%)	79 (8.5%)	93 (10.0%)
11	Brand Name	407 (43.6%)	258 (27.6%)	184 (19.7%)	51 (5.5%)	34 (3.6%)

Expectation of the Viewers towards Online Advertisement

An attempt has been made to know the expectation of the viewers towards online advertisement of the respondents. The details are furnished in the following table.



S.No	Factors	SA	A	N	DA	SDA
1.	Provide sufficient information about products available	268 (28.7%)	337 (36.1%)	207 (22.2%)	83 (8.9%)	39 (4.2%)
2.	On time information delivery	314 (33.6%)	293 (31.4%)	146 (15.6%)	95 (10.2%)	86 (9.2%)
3.	Online product information must have good reputation	173 (18.5%)	282 (30.2%)	311 (33.3%)	93 (10.0%)	75 (8.0%)
4.	Adequate information about choices available	195 (20.9%)	348 (37.3%)	237 (25.4%)	63 (6.7%)	91 (9.7%)
5.	Live customer service	246 (26.3%)	192 (20.6%)	271 (29.0%)	153 (16.4%)	72 (7.7%)
6.	More offers and discounts	234 (25.1%)	332 (35.5%)	224 (24.0%)	112 (12.0%)	32 (3.4%)

Conclusion and Future Enhancements

From the present study, it is come to known that the basic purchase behaviour and knowledge of the consumers before purchasing the compact cars. The consumers view over the product and their belief on a product by valuable advertisement through various media including new media is notable. The present study focuses on consumer behaviour over Tamilnadu. The study can be carried over the other states in India in future. The further studies conclude the technical advertisement is necessary in future. Research work can be carried out over the various car segments, various customers over all the states of India. There is a broad scope in the study on new media where researchers have wide choices to carry their research. From our study, the new media marketing has a positive impact on individuals before getting car by knowing its features and reviews through internet from their devices.

Like traditional marketing, the individual is not in a situation to bend over the ideas and thoughts of the salesperson. In car marketing, new media has shown a high growth rate in reaching the individuals who are later become a consumer of a particular product. Still the car companies have to keep interest to penetrate through new media by making the consumer to come for their products. In India, Maruti Ltd, Volkswagen etc., has developed a new trends in internet marketing. The percentage of new media marketing is increasing day by day in India which has a positive growth in coming years. From the study, it is come to known that there is broad research scope in the new marketing area in India. By not only knowing the consumer choice and preference the marketer has to know how to market their products in an innovative way.

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