

A Study on Purchase Intention of Car by Digital Marketing with Reference to Chennai.

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Abstract

Digital marketing is the paramount importance for buying dream cars in online is the current trend to the peoples. Now a days a greater number of Digital marketing techniques are available for all business needs to choose from based on their preference. This digital marketing provides excellent boundary between the car manufacturers and their beloved consumers. The usage of digital marketing tools is a admiring to attain competitive advantage for a business. This study is an earnest effort to investigate the choice of appropriate digital marketing that would create brand awareness among prospective consumers. This study used both primary and secondary data for the study and the sample size is 120 by the simple random sampling the respondents of the study is the dream car buyers of Chennai city. The statistical method used is Correlation analysis.

Keywords: Digital Marketing digital content, Purchase Intention.

I.INTRODUCTION

Digital marketing has reshaped automobile purchase journeys by increasing information access, social validation, and emotional engagement—factors especially potent for aspirational or “dream” car purchases. This study examines how digital channels (social media, search, online reviews, video content, and manufacturer

websites) influence purchase intention, consideration set, brand perception, and final purchase among car buyers in Thanjavur, Tamil Nadu. Combining survey data from prospective buyers with qualitative interviews, the research will identify which digital touch points most strongly affect aspiration, financing choices, and dealer interactions. Findings aim to help manufacturers and local dealers tailor digital strategies for semi-urban aspiration markets.

The overwhelming growth and usage of internet technologies have transformed the way in which the society at large communicates with others both in their personal life as well as in their professional life. A best example for the transformation is the innovation and emergence of modern Digital Marketing tools. Such tools are technically termed as “Digital Digital Marketing Tools” (Fernandez et. al.,2022). These tools include online social networks such as Instagram, Facebook, Twitter besides other virtual platforms such as search engines, micro blogs, websites etc. These tools predominant the traditional Digital Marketing tools that includes journals, newspapers, broadcast through television and cinemas.

The type of transformation is also changing from time to time. It is mainly due to the transition in the way the users who access the content. Such usage will transform them from being a passive user to an active user. These users are no longer satisfied with just reading or watching that is posted or presented, rather they share the content with others, else, criticize by submitting their feedback. It is clearly understood that the digital platform users do not stop with going through the content but are also interested in sharing the information (Ganis,2018).

There exists a common platform for creating a Digital Marketing environment that can be accessed by users irrespective of the demographic factors such as gender, age, marital status, income, family size, education, occupation etc. This builds in a network wherein the users share their view, thoughts or feelings in the same platform without any social segregation (Gambo, 2020).

Review of Literature

R. Dahiya (2021) “Discriminant analysis application to understand the usage of online research by car buyers in India” A 2021 empirical study (national) showing ~75% of prospective car buyers conduct online research pre-purchase. The research uses discriminant analysis to segment buyers by digital behaviour and finds those who extensively research online show stronger inclination toward premium/dream models when rich media (videos, 360° views) and owner testimonials are present. This behavioral segmentation underpins targeted digital strategies for Thanjavur’s aspirational buyers.

Yixuan Zhong / EAIS (2023) “Adoption of Social Media Marketing Strategies in Automotive Industry” A 2023 cross-national review and empirical study that analyzes social media adoption patterns; it concludes that creative, narrative video and user-generated content produce higher emotional engagement and purchase intention for high-involvement products like cars. For Indian smaller cities, the paper emphasizes cultural localization (language, local influencers) to amplify aspirational value — a conclusion many Tamil Nadu studies mirror.

Dr. Sreeja J & Naveen Kumar V (2024) — An empirical study on customer preference of Toyota customers (Coimbatore region). Regional Tamil Nadu research on Toyota buyers shows digital content (model walkthroughs, owner testimonials) reduces perceived purchase risk for higher-priced variants. The authors used questionnaires across showrooms and found that customers exposed to rich digital content reported greater willingness to pay for premium features and customization — a mechanism highly relevant to dream-car marketing in Thanjavur where perceived after-sales support matters.

Gowri, B., & Ramakrishnan, V. (2024). Understanding Consumer Behavior and Selection Strategies of Car Buyers in Thanjavur” A mixed-methods Thanjavur thesis combining surveys and interviews examines determinants of car choice among local buyers. Digital search and social media appear early in the funnel—helping buyers discover aspirational models—but show-room validation and peer recommendations remain decisive. The study reports younger buyers rely more on influencer/test-drive videos, while older segments prioritize dealer credibility and service network. Recommendation: tailor digital creative to age cohorts and link ads to concrete dealer offers in Thanjavur.

Prabaharan, M., Selvalakshmi, M., & Jeya Nithilia, R. C. (2024). The Role of Digital Touchpoints in Car Purchasing” (2024) This India-level empirical paper studies digital touchpoints (search, websites, video, AR) and models how digital information availability increases “exciting pursuit” and exploration of purchase options. Using survey data and structural modelling, it finds appropriateness and availability of digital content significantly raise intent to explore premium / aspirational variants. Authors recommend automakers strengthen dealer integration with digital touchpoints (EMI calculators, live chat) to convert aspiration into purchases — a recommendation directly applicable to Thanjavur dealers.

Sharma, A. & Kalla, N. (2024). “Understanding Consumer Behavior and Selection Strategies of Car Buyers in Thanjavur” (2023/2024) A mixed-methods Thanjavur thesis combining surveys and interviews examines determinants of car choice among local buyers. Digital search and social media appear early in the funnel—helping buyers discover aspirational models—but show-room validation and peer recommendations remain decisive. The study reports younger buyers rely more on influencer/test-drive videos, while older segments prioritize dealer credibility and

service network. Recommendation: tailor digital creative to age cohorts and link ads to concrete dealer offers in Thanjavur.

Objectives

- To assess the impact of Digital marketing on dream car Purchase intention 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 purchase intention of car by digital marketing with reference to chennai. that would create awareness among dream car buying consumers. The researcher used both primary and secondary data for the study and the sample size is 120 by the simple random sampling the respondents of the study is the dream car buyers of Chennai city. The statistical method used is Correlation analysis.

Data Analysis

Table – 1
Correlation among selected determinants and Purchase Intention.

DETERMINANTS	PERFORMANCE	
	R – Value	P – Value
Digital awareness	-.084	.121
Consumer Attitude	.432*	.000
Social Media Influence	.552*	.000
Digital content	.188*	.000
Digital benefits	.244*	.000
Digital satisfaction	.124*	.021
Values	.334*	.000
Involvement	.426*	.000
Engagement	.489*	.000

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 , Digital benefits, Digital satisfaction, and engagement and dependent variable is Purchase Intention. The following Hypothesis was formulated to test the relationship.

Ho9 : 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 Purchase Intention. It implies that all independent variables contribute to Purchase Intention. Some independent variables are having lowest R-value ($r < 0.40$) that is Digital awareness r value = $-.084$, Consumer Attitude r value = $.432$, Social Media Influence r value = $.552$, Digital content r value = $.188$, Digital benefits r value = $.244$, Digital satisfaction r value = $.124$, This implies that it contributes less to Purchase Intention. From the p-value in the correlation matrix, it was observed that the level of all independent variables was significant at 0.001 levels. 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, Digital benefits, Digital satisfaction, with Purchase Intention.

Findings

There was positive correlation between all dependent variables and Purchase Intention. It implies that all independent variables contribute to Purchase Intention. Some independent variables are having lowest r -value ($r < 0.40$) that is Digital awareness r value = $-.084$, Consumer Attitude r value = $.432$, Social Media Influence r value = $.552$, Digital content r value = $.188$, Digital benefits r value = $.244$, Digital satisfaction r value = $.124$, This implies that it contributes less to Purchase Intention. From the p-value in the correlation matrix, it was observed that the level of all independent variables was significant at 0.001 levels. 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, Digital benefits, Digital satisfaction, with Purchase Intention.

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.

II.CONCLUSION

Businesses should find in ways for the possibility of creating Digital Marketing 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 tools should be appropriately used with a forethought on creating Digital Marketing awareness among the consumers rather than thinking from the point of sales.

III. REFERENCES

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