

A STUDY ON IMPACT OF BORN-DIGITAL WHILE ACQUIRING A PASSENGER CAR WITH SPECIAL REFERENCE TO MADURAI DISTRICT

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Abstract *The world is moving rapidly from print to digital (electronic form) sources. The born-digital is stated that all contents in digital form that is not in printed form. This paper aims to analyze the impact of digital marketing sources on consumer buying decisions of passenger cars. It finds the most preferable digital sources used by the customers. This study was limited to Madurai district. It is one of the best 6 locations utilizing cars in Tamilnadu. It analyses the demographic profile of customers who use digital sources. The research design is descriptive. The well-structured, close-ended, Likert scale (5-point) questionnaire framed to collect the data. The sampling technique was purposive sampling. The data were collected with the help of a questionnaire from car owners from April to August 2022. The statistical tools used in this research were percentage analysis, correlation, chi-square and t-test to examine the data by using SPSS 20.*

Keywords *Digital Marketing, Consumer Behaviour, Online Advertising, Digital Resources*

INTRODUCTION

The vehicle industry is rising quickly in India. Due to distinctive car fragments and simple fund advertised by the car makes, the clients are sharp to purchase a car. Within the Indian showcase, the vehicle industry will become the third biggest within the world. India positions 11th in car generation and 13th in commercial vehicle generation all inclusive. India's current share is around 1.6% of world generation as the entire number of traveler car are being fabricated within the world is 60 million against the introduced capacity of 90 million. The born-digital is said to be that all the contents are used in digital form such as web content, digital papers (manuscript), dynamic information and virtual reality objects etc. Due to internet rebellion, the acceptance of the digital sources from the customers' side was increased and customers spent more time online.

DIGITAL MARKETING COMMUNICATION IN INDIA

Presently, there are of 35% of the Indian populace that has to get to the web. This figure could seem moo, but considering that India's populace surpasses a billion, this implies that there are about 462 million web clients within the nation. In expansion, the web entrance rate is anticipated to reach over 55% by the conclusion of 2025 due to the quick advancement of broadcast communications framework.

According to recently taken report in 2019, there are 1.190 billion portable memberships in India, which accounts for 87% of the populace. As versatile information plans within the nation gotten to be more reasonable and unavoidable, the populace's get to the web is anticipated to become broader within the coming a long time. Besides, there are over 310 million dynamic social media clients in India. The greatest social arrange within the nation is Facebook with around 300 million clients in 2018. Instagram takes after this with around 75 million clients. LinkedIn has 54 million clients; Snapchat has 11.15 million clients and Twitter has 7.65 million dynamic clients.

OBJECTIVES

- To study the impact of digital marketing sources on car purchasing decision of the customers.
- To identify the demographic profile of customers who all are using the digital media while purchasing a car.
- To analyze the most preferred channels of digital marketing by the customers while buying a passenger car.

LITERATURE REVIEW

An Essay by Ricky Erway, OCLC Research (2010) in his paper Defining "Born-Digital" specified the born digital as the resources are items created and managed in digital form.

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Also, expressed the sorts of born-digital materials were Computerized photos, Computerized reports, Collected Web substance, Computerized original copies (papers), Electronic records, Inactive information sets, energetic information, Advanced craftsmanship, Computerized media distributions.

Dahiya (2015) in her paper on Cracking the digital code highlighted on the effect of digital practices followed by Indian car market payers on consumers. The major findings of the research were respondents agreed that digital practices of Indian market players affect their buying decision process from information search to comparison of brands, evaluation and post-purchase behaviour. As per the findings respondents got information from various resources, namely websites, YouTube, Smartphone application, etc., then the age was not found to be a deciding factor while using digital channels. It was clearly stated that 97% of respondents were using the websites to search for information while buying a car.

Sivasankaran (2017) in his paper on Digital marketing and its impact on purchasing behaviour of youth with special preference to Kanyakumari district, Tamandu emphasized the purchasing behaviour of youth through digital sources. The findings were the present generation of youngsters access the digital media, but they lack awareness of optimum usage of digital sources and then India is the 5th largest term of YouTube users. Indians spend around 14 hours a week online, which completely dominated television. Also found the number of websites available in India is more than 90 million, while that of Facebook profiles is above 500 million. Then the majority of the respondents felt that any purchase was possible through online and customers were taking very less time to purchase.

Mehta (2014) in her paper on Impact of a digital communication on consumer buying decisions found the majority of people found online sources were reliable and useful to search information but television advertising, word of mouth was most instrumental to make customers visit showrooms. In the paper, it was found online sources were much more effective for getting detailed information and comparing with other brand cars as compared to traditional sources.

Mohan (2017) in his paper on digital marketing role in India highlighted the digital marketing was more cost effective than traditional. It delivers conversation between respondents and company. It was helped to earn to a generation of better revenues. It was assisted with proper interaction with targeted audiences. It was found that digital marketing was built a brand reputation to a company. It helped to get customers trust are the role of digital media sources. It finding explained that digital marketing made respondents, ready for the internet of things

Bagga and Gupta (2014) in their paper on internet marketing practiced by three automobile manufacturers (Hyundai, Volkswagen & Renault) discussed on the successful level of their internet marketing to popularize their product. They were found Hyundai and Volkswagen are a fairly popular brand in India and Renault was lacking as compared to these two competitors. On the contrary, Renault had a poor entry which had a partnership with Mahindra & Mahindra. The Renault was entered with Logan but it could not succeed in the market. But later the Duster model became a successful position. He concluded that internet marketing is a good practice for this modern era for the raises of new developments and actions.

Kamra (2015) in his paper on Influence of social media on the India automotive consumers discussed the number of persons searching information relating to next vehicle purchase was depending on social media sources and reviews played a vital role in influencing a customer to make their purchasing decision. He had found many people look forward to connected vehicle technology, which was used to communicate nearby vehicles about safety and mobility information. He concluded that social media promotion is a key area for manufacturers to focus on in this modern generation for their promotions.

Nagaraja and Nataraj (2012) found most important factors which the customers were considered for website satisfaction were quality of content and easy to navigate and also the customers were not considered the factors like website knowledge, reason for visit, how many times they were visiting the site, website finding, accuracy of information, design and layout of the site. They concluded as blogs, discussion forums, social networking sites were powerful tools to attract the customers, then automotive companies were needed to focus on evolving consumer attitudes.

Saritha Devi (2015) in her paper discussed on the various key performance indicators used for social media measurement and the reasons for adopting social media marketing. The paper also found the significant reasons for adopting social media marketing in the automotive industry were to creating brand awareness best way to increase customer base and by increasing customer loyalty led to drive the sales and to improve the internal communication the automobile industry should concentrate all web activities.

Satyendra Narayan Singh and Pavan Kumar in their paper highlighted the trends in digital marketing in India and discussed the necessity of using the marketing strategy for promoting their product and services. The research paper concluded that if the companies did not use the digital platform to market their product and services, then it won't participate in the competition in the market. They also concluded that customers were getting the information

about the product without visit to physical sources and so the customers preferred online buying rather than physical sources.

Niharika and Satinder (2015) in their paper highlighted online marketing in India will be strengthened, long-standing, sustainability was directly depended on factors like changes in the market, innovations and interactivity by a market player. Customers could get world-class, streamlined, efficient shopping experience by the available technology. It was concluded that online marketing offered special discounts on the products as compared to the retail shops.

P. Sathya (2017) in her paper discussed the impact on digital marketing. She found that the ratio of using digital media by the male was high as compared to female. Most numbers (30%) of users were feeling very comfortable using digital sources rather than traditional sources. 54% of respondents feeling that information searched about the product and services were outstanding. She concluded that companies can utilize digital devices such as tablets, smartphones, laptop, social media, an email will be supported to promote their product and services. The paper concluded as digital marketing may achieve something more if the consumer desires as a peak.

Veena Tripathi (2016) in his paper related to online marketing on teenagers. He divided into three parts, they were role of online marketing, strategy behind online marketing and the benefits, and worries of on teenagers. In this he found that teens were getting more familiar with the upcoming, emerging through which, they may compare them and follow the best among them. And also found teenagers have increased their media literacy and got exposed many terms of social media and, many teenagers were supported online communities with their unique interest. They concluded that teenagers gained social confidence, confined and independent due to online marketing.

DATA AND METHODOLOGY

The research design is descriptive. The sampling method used for this research was purposive sampling where the samples were collected by the judgement of the researcher. The well-structured and closed-ended questions helped to collect the primary data for this research and the data collected from the various journals, research articles and websites were secondary. The demographic factors were set in the first part and questions were formed based on a Likert scale (5-point) in the second part. The reliability test was checked for the questionnaire from the pilot study conducted with 45 respondents during the period from April to August 2021. The entire selections were collected from 300 passenger car owners in Madurai. The statistical tools used in this research were percentage analysis, correlation,

chi-square and t-test (one-sample). The data analysis was performed with the help of IBM SPSS version 20.

RESULTS AND DISCUSSION

Demographic Characteristics

The Table 1 shows the demographic characteristics like age, gender, education qualification, income and occupation of the respondents.

Table 1: Demographic Profile

Total Number of Respondents (N=300)	Percentage Analysis	
Age	Frequency	Percentage
Between 20 to 25 years	30	10.0
Between 25 to 30 years	83	27.7
Between 30 to 35 years	107	35.7
Between 35 to 40 years	50	16.7
Above 40 years	30	10.0
Gender		
Male	184	61.3
Female	116	38.7
Educational Qualification		
Higher secondary	27	9.0
Diploma	19	6.3
Graduate	59	19.7
Post Graduate	138	46.0
Doctorate	57	19.0
Occupation		
Student	59	19.7
Employee	56	18.7
Professional	88	29.3
Entrepreneur	69	23.0
Others	28	9.3
Income		
Below 5 lakhs	89	29.7
5 to 10 lakhs	105	35.0
10 to 15 lakhs	48	16.0
15 to 20 lakhs	28	9.3
Above 20 lakhs	30	10.0
Total	300	100.0

The Table 1 shows that the total sample for this study was 300. A majority of the respondents (35.7%) belonged to the age limit between 30 to 35 years, As observed the respondents having highest majority was male (61.3%) and female were (38.7%). A majority of respondents had

completed their postgraduates (46%) followed by graduates. A majority of respondents had the (35%) income slab from 5 to 10 lakhs followed by below 5 lakhs (29.7%). The survey results exhibited that majority of the respondents (29.3%) were professional.

Reliability Test

Reliability test is used to measure data quality and consistency in measured items. The reliability was tested using Cronbach's Alpha. The acceptable value of Cronbach's Alpha is 0.7. The value obtained for the variables in this study was 0.846 for 20 items which are greater than 0.7 so the value is acceptable. This exhibit that the data collected for this study are reliable.

Chi-Square Test Results

Test-1: Age and digital sources used by the respondents.

The data were collected from 300 respondents had a different age group. The Table 2 indicates the frequency of the age of respondents.

Table 2: Age of the Respondents

Age in Years	Frequency	Percent	Valid Percent
Between 20 to 25 years	30	10.0	10.0
Between 25 to 30 years	83	27.7	27.7
Between 30 to 35 years	107	35.7	35.7
Between 35 to 40 years	50	16.7	16.7
Above 40 years	30	10.0	10.0
Total	300	100.0	100.0

To test the association between the age and different types of digital sources used, the following hypotheses were tested. The chi-square test was performed at a 5% level of significance and results are listed in the table.

H_1 – There is an association between age and digital sources used by the respondents.

Table 3: Age and Digital Sources Used by the Respondents

	YouTube	Social Network Sites	Official Websites	Phone-SMS	Smartphone Applications (App.)	E-mail	Non-Official Websites
Pearson Chi-Square	0.597	0.681	0.484	0.353	0.976	0.384	0.982
Likelihood Ratio	2.787	2.306	3.475	6.786	0.470	0.982	0.415
Linear-by-Linear Association	1.796	1.663	1.872	3.987	.039	0.982	0.048
N of Valid Cases	300	300	300	300	300	300	300

The Table 3 shows the significant values between age and digital sources used by the respondents. It was found that the insignificant value of YouTube was 0.597, social sites (0.681), official websites (0.484), Phone-SMS (0.353), Smartphone application (0.976), E-mail (0.384) and non-official sites (0.982). The significant values are greater than the p-value (0.05). So, we reject the alternative hypothesis and accept the null hypothesis and concluded that their age was not associated with the digital sources used by them.

Test-2: Age and interest while searching the information on digital sources by the respondents.

The Table 4 shows the chi-square values of age and interest level while searching the information on digital sources by the respondents.

To test the association between the age and the information searching in digital sources is more interesting by the respondents, the following hypotheses were tested. The chi-square test was performed at a 5% level of significance and results are listed in the table.

H_2 - There is an association between age and information searching in digital sources is more interesting by the respondents.

Table 4: Chi-Square Values

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	90.555	16	.000
Likelihood Ratio	114.658	16	.000
Linear-by-Linear Association	0.244	1	.621
N of Valid Cases	300		

The Table 4 exhibits that the significance value is 0.000 which is smaller than the probability value (p-value) 0.05. So, we accept the alternative hypothesis and reject the null hypothesis and concluded that the age of respondents was associated with the interest while searching for information on digital resources. It is stated that age is the main factor which decides the interest level of the respondents while using digital resources.

Test-3: Education and digital sources used by the respondents.

The Table 5 shows the frequency of the education of respondents.

Table 5: Education of the Respondents

Age in Years	Frequency	Percent	Valid Percent
Higher secondary	27	9.0	9.0
Diploma	19	6.3	6.3
Graduate	59	19.0	19.0

Age in Years	Frequency	Percent	Valid Percent
Post Graduate	138	46.0	46.0
Doctorate	57	19.7	19.7
Others	28	9.3	9.3
Total	300	100.0	100.0

To test the association between education and different types of digital sources used, the following hypotheses were tested. The chi-square test was performed at a 5% level of significance and results are listed in the table.

H3 - There is an association between education and digital sources used by the respondents.

Table 6: Education and Digital Sources Used by the Respondents

	YouTube	Social Network Sites	Official Websites	Phone-SMS	Smartphone Applications (App.)	E-mail	Non-Official Websites
Pearson Chi-Square	0.869	0.778	0.945	0.016	0.985	.028	.993
Likelihood Ratio	1.250	1.789	0.750	15.936	0.377	14.305	0.250
Linear-by-Linear Association	.261	0.192	0.480	1.208	0.016	1.084	0.001
N of Valid Cases	300	300	300	300	300	300	300

The Table 6 exhibits the significant values between education and digital sources used by the respondents. Only the result of phone (SMS) (0.016) and E-mail (0.028) are having a significant value below 0.05 (p-value). It was found that the insignificant value of YouTube was 0.869, social sites (0.778), official websites (0.945), Smartphone application (0.985) and non-official sites (0.993). The significant values are less than the p-value (0.05) for a phone (SMS) and E-mail digital sources. So, the null hypothesis is rejected and the alternative hypothesis is accepted, concluded that the education of respondents was associated with the digital sources used by them.

Test-4: Education and assistance needed while using digital resources by the respondents.

The Table 7 shows the chi-square values of education and assistance needed while using digital sources by the respondents.

To test the association between the education and the assistance needed while using digital sources is more interesting by the respondents, the following hypotheses were tested. The chi-square test was performed at a 5% level of significance and results are listed in the table.

H4 - There is an association between education and assistance needed while using digital resources by the respondents.

Table 7: Chi-Square Values

	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	125.950	12	.000
Likelihood Ratio	158.261	12	.000
Linear-by-Linear Association	8.969	1	.003
N of Valid Cases	300		

The Table 7 shows that the significant value is 0.000 which is smaller than the probability value (p-value) 0.05. So, the alternative hypothesis is accepted the null hypothesis is rejected and it is concluded that the education of the respondents is associated with the assistance needed while using the digital resources. It is stated that education is an important factor which makes the respondent use digital sources without assistance from anyone.

Test-5: Occupation and digital sources used by the respondents.

The Table 8 exhibits the frequency of the occupation of the respondents:

Table 8: Occupation of the Respondents

Occupation	Frequency	Percent	Valid Percent
Student	59	19.7	19.7
Employee	56	18.7	18.7
Professional	88	29.3	29.3
Entrepreneur	69	23.0	23.0
Others	28	9.3	9.3
Total	300	100.0	100.0

To test the association between the occupation and different types of digital sources used, the following hypotheses were tested. The chi-square test was performed at a 5% level of significance and results are listed in the table.

H5 - There is an association between occupation and digital sources used by the respondents.

Table 9: Occupation and Digital Sources Used by the Respondents

	YouTube	Social Network Sites	Official Websites	Phone-SMS	Smartphone Applications (App.)	E-mail	Non-Official Websites
Pearson Chi-Square	0.942	0.907	0.980	0.140	0.950	0.235	0.953
Likelihood Ratio	0.775	1.017	0.429	9.060	0.753	7.637	0.680
Linear-by-Linear Association	0.032	0.116	0.127	0.359	0.390	0.491	0.023
N of Valid Cases	300	300	300	300	300	300	300

The Table 9 exhibits the significant values between occupation and digital sources used by the respondents. It was found that the insignificant value of YouTube was 0.942, social sites (0.907), official websites (0.980), Phone-SMS (0.140), Smartphone application (0.950), E-mail (0.235) and non-official sites (0.953). The significant values are greater than the p-value (0.05). So, we accept the null hypothesis and reject the alternative hypothesis and the occupation of respondents was associated with the digital sources used by them. The occupation is not the deciding factor of the respondent to decide which digital resources should be used.

Test-6: Gender and digital sources used by the respondents.

The Table 10 shows the frequency of the gender of respondents

Table 10: Gender of the Respondents

Age in Years	Frequency	Percent	Valid Percent
Male	184	61.3	61.3
Female	116	38.7	38.7
Total	300	100.0	100.0

HYPOTHESIS

To test the association between the gender and the information searching in digital sources is more interesting by the respondents, the following hypotheses were tested. The chi-square test was performed at a 5% level of significance and results are listed in the table.

H6 - There is an association between gender and information searching in digital sources is more interesting by the respondents.

Table 11: Chi-Square Values

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.916	4	.001
Likelihood Ratio	21.864	4	.000
Linear-by-Linear Association	12.949	1	.000
N of Valid Cases	300		

The Table 11 exhibits that the significant value is 0.001 which is less than the probability value (p-value) 0.05. Thus, we eliminate the null hypothesis and accept the alternative hypothesis and concluded that the gender of the respondents was associated with the interest while searching for info on digital resources. It is stated that the interest level of the respondent while searching for information on digital resources is associated with gender.

CORRELATION

Test-7: The correlation was tested between gender and digital sources influencing them to select a particular variant while purchasing a car.

H7 - The relationship between gender and digital sources influencing them to select a particular variant while purchasing a car is significant.

Table 12: Correlations

		Gender of the Respondent	Digital Sources Influence Me to Select a Suitable Variant in a Particular Model of a Car While Purchasing a Car
Gender of the respondent * Digital sources influence me to select a suitable variant in a particular model of a car while purchasing a car.	Pearson Correlation	1	-0.381 **
	Sig. (2-tailed)		.000
	N	300	300
	Pearson Correlation	-.381 **	1
	Sig. (2-tailed)	.000	
	N	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

The Table 12 exhibits the significant value is 0.000. So, this value is less than the p-value. We accept the alternative hypothesis and reject the null hypothesis and it is concluded that the relationship between gender and digital sources influencing them to select a particular variant while buying a car was significant. It is said that the respondents decided with the aid of digital sources which was a suitable variant for them. The table portrays that the Pearson correlation value is -0.381.

DISCUSSION

The previous literature identified that majority of customers used websites for searching information. From this research, it reveals that the majority of customers are using a YouTube channel to search for information and compare their preferred brand with other brands with the help of experts review available on YouTube channel. It discloses that the education of customers was associated with the information search through E-mail and Phone SMS channel and this research also reveals that the occupation of customers will not affect the digital sources used for searching the information due to easy availability of 4G data services at lowest cost when compared to past years which was launched in 2016.

SUGGESTIONS

- The car companies should confirm the easy accessibility and availability of information in digital sources.
- The automobile companies provide better reviews from the car experts in their digital channels because it assists the customers to access the best model and brand.
- The companies should certify the information availability and rapid response for the car test drive, renew the insurance and car service facility which are accessed by the customers.

- The car companies can focus on the raising complaint forum to provide the best service to the customer.
- The automobile companies should provide an effective smartphone application with the compatibility to all platforms like Android, Mac iOS and Windows.

CONCLUSION

The swift development of digital sources and internet facilities leads to the development of digital channels and social media in the marketing world. The adoption of the digital platform by the customers has developed. The current study endeavored to know the impact of digital sources while deciding on car buying, by considering the digital channels used by the customers, demographic profile of the customers who use the digital sources while acquiring a car. The above findings exhibit that most of the customers are using digital sources for their car purchasing. Hence, marketer can focus on giving complete information by observing most preferred channels used by the customers. The customers had attracted with the images, virtual reality objects and videos of the car displayed in the digital sources, hence the marketers can emphasize the images and videos rather than posting several contents because customers felt they were interactive. The customers are emerging in the use of different kinds digital devices like smartphones, tablet, laptop etc. so the marketers can put effort on offering best application (Smartphone App.) which is compatible to all platforms. This study also helps the marketer to understand the digital era of consumer acquiring decisions. This study would be helpful to the customers that offers more communication regarding their product from marketer and enhance yielding the favorable decision.

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