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An Study On Purchase Of Car By Digital Marketing With Reference To Chennai

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Peer Review Information	Abstract
<i>Submission: 1 Sept 2025</i> <i>Revision: 28 Sept 2025</i> <i>Acceptance: 12 Oct 2025</i> Keywords <i>Digital Marketing Tools, digital content, Proactive content</i>	Digital marketing is the paramount importance for buying dream cars in online now a days. More number of Digital marketing tools are available for each business to choose from based on their preference. In the current scenario digital marketing tools are at the apex of 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 Marketingtools that would create brand awareness among prospective consumers. The study adopted Delphi Method to understand the impact of digital marketing Digital Marketingtool and brand awareness. Interviews with panel participants gave insights indicating that the paid digital content having a greater impact than the proactive content.

Introduction

Digital Marketing

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

(Pokrovskaia, 2021). Such a network and platform support business in sharing and accessing information quickly both in terms of qualitative and quantitative in nature. Various mediums like WhatsApp groups, email groups enable such users to exchange information through the internet so as to lower the cost involved and reduce the time for communication. These emerging tools of Digital Marketing helps the digital marketing Digital Marketing wide spread so that the target audience are connected at a quick pace. Such a marketing tool allows their producers and consumers to be more interactive.

Megaron et al., 2015). Digital Marketing tools are used invariably in all sectors including healthcare, textile, food, handicrafts, consumer goods, education etc The extensive usage of the Digital Marketing tools paves way for the creation of Digital Marketing awareness among the consumers. The means of digital Marketing used for sharing information, availability of products and services are well communicated through emails, media message services, short message services as well as through Facebook, Instagram and Twitter (Though many publications on digital marketing tools are available, there is limited studies to understand about creating Digital Marketing awareness through digital communication. Hence the main aim of this study is to understand the trend in which the usage of digital marketing tools creates Digital Marketing awareness. For the purpose of the study, Delphi Analysis Method was adopted. A panel of participants working in marketing departments from various companies were interviewed.

Creating Digital Marketing awareness places recognition of that particular Digital Marketing in the market environment. The same

recognition of a Digital Marketing by a consumer means that it is possible for the consumer to identify that particular Digital Marketing from similar other Digital Marketings. The consumer will be able to perceive the symbolic content, the social position of the Digital Marketing that leads to Digital Marketing awareness about that particular Digital Marketing in the minds of the consumers. In turn the Digital Marketing awareness becomes the main element in the marketing process by creating an impact in the buying behavior of the consumer and shapes the Digital Marketing preference in the minds of the consumers. The four different levels of Digital Marketing awareness is depicted by a pyramid. The first level of Digital Marketing awareness is the Digital Marketing recognition. This will enable the consumer to identify the existence of a specific Digital Marketing and can distinguish that particular Digital Marketing from other Digital Marketing of products or services of same category. The second level of Digital Marketing awareness is the Digital Marketing recall. Whenever a product is thought about, a particular Digital Marketing flashes in the minds of the consumers. The third level of Digital Marketing awareness is the top of mind. When a consumer has a need, a specific Digital Marketing among various other Digital Marketings that the consumer ensures that the need will be fulfilled. The highest level of Digital Marketing awareness is Digital Marketing name dominance. A particular Digital Marketing if preferred by so many consumers among different Digital Marketings of a product or service category, then the Digital Marketing name is dominant in the market environment.

This clearly explains the relationship between the levels of Digital Marketing awareness and the consumers. It also states the degree to which the symbolic meaning of a particular Digital Marketing is upheld by consumers. Hence there arises a need to incorporate digital marketing Digital Marketingtools in the marketing process of business, not as a passive manner, but to look how engaging it can communicate with consumers.

Depending on the perception of consumption, the marketing strategies in terms of forms and content is also getting changed. Nowadays using different marketing Digital Marketingtechniques businesses enhance their digital presence in the competitive market environment. When the target consumer group is well known then, market research in creating Digital Marketing awareness through digital means can be appropriately designed. This means that the marketing experts can be approached and sought guidance right from the beginning in

developing the community concepts. The marketing promises that a business makes is very significant as they become as symbols used by consumer in order to achieve a social identity. Such symbolic meanings are technically termed as Digital Marketings(Hong et al., 2021).

Digital MarketingTools that Create Paid Digital Content

Marketing Digital Marketingtools that create paid digital content works in a controlled way where the content is customized for a certain fee. A specific space in the digital environment is hired for a reasonable period for a certain amount of fee. Few examples of marketing Digital Marketinginclude corporate websites, app advertisement, search engine, micro websites, banners, MMS, SMS, EMS, IVR etc.

Marketing Digital MarketingTools that Create Proactive Digital Content

Marketing Digital Marketingtools that create proactive digital content develops high interaction between companies and the consumers and these tools create environments where the consumers can post their criticism, suggestions about specific issues. It becomes very essential to continuously monitor such content and platforms.

Need for creating Digital Marketing awareness

To create Digital Marketing awareness, it is important for businesses to have a close monitoring on the social networking tools like Twitter, Instagram, Facebook etc., as the flow of information is at a fast pace. At times the negative criticism also may create negative

consequences because of the uncontrolled content. To uphold the identity of the business, it is very important to continuously control and monitor the proactive digital content.

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 Chennai city. The research method used is Delphi Analysing Technique. A panel of experts were interviewed. This technique in this study, participants were from marketing and corporate communication. is an important tool to reach a consensus based on the principle of compiling and systemizing opinion of experts about an issue. Through word-of-mouth, members of a group were selected who were willing to participate in the study to share their expertise and qualities.

Results and discussion

The result of the interview is analysed and tabulated as follows:

Table. 1 Analysis of First Delphi Survey

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

Table. 2 Analysis of Second Delphi Survey

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

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 Digital

Marketing 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 Digital Marketing

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 Digital Marketingcreating Digital Marketing awareness is low with LinkedIn (mean is 3.8) andthe level of impact is low.

Within this scope of study, wherein the Delphi Analysis Technique is used, theexperts invited for the studyhad given significant opinions. The level and the degree of impact of the digital marketing tools in creating Digital Marketing 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 Marketingtools 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 Marketingtools 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.

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.

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