



## IMPACT OF SOCIAL MEDIA ADVERTISEMENT ON CAR PURCHASE IN INDIAN SCENARIO

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### ABSTRACT

The main theme of this paper is that, to identify the impact of social media advertisement on car purchase in Indian scenario. The study looks towards social media's influence on consumers at multiple stages involved during the buying process. The results reveal a strong influence of social media in influencing the consumer over multiple buying processes parameters. Influence of Social Media on vehicular research, suggestions, connected vehicle technologies, finance calculator and Facebook page marketing showed a significant share in impacting a consumer before buying an automobile.

**KEYWORDS** :Social media, Advertisement, Impact.

### INTRODUCTION:

Consumers used social media to clarify their ideas about the cars and its features. Get advice from friends on what car to buy, and even find specific cars to buy through their social media accounts. Matthew scott of crowdtap said that, "Media empowered consumers, who increasingly rely on the opinions of their peers to inform buying decisions are flipping the automotive advertising model on its head". Social advertisements are a digital marketing strategy that auto dealers or any sellers of large scale products, must master. If you can't find your car on social media, it might come as surprise that nearly a quarter of prospective car buyers use social media to conduct research before an auto purchase.

The Indian automotive industry has witnessed a lot of national as well as many national manufacturers post liberalization of 1991. The market today is driven as well as governed by consumers. Consumers had the ultimate choice to opt for a preferred brand. The automotive industry in India is one of the largest and is experiencing a significant growth each year. With increase in paying capacity and improved lifestyles, the industry is set to grow. According to Society of Indian Automobile Manufacturers, the country is home to the largest two-wheeler productions with domestic market share of 81% in 2014-2015. The country produced over 23 million vehicles in 2014-2015 and is expected to be the global leader by 2020.

### REVIEW OF LITERATURE:

**Vollmer (2008)** the impact of social media is also such that the customers perceive it as a trustworthy source for the information as compared to other corporate sponsored communication and this trust has only increased over the advent of time.

**Blackshaw (2004)** the recent IDC survey conducted in western part of Europe discovered that the primary reason for using social media was towards increasing awareness about the companies and its products in the market.

**Foux (2006)** study concluded that the internet has now become a major source towards consumer sponsored communication programs and it represents the first media choice for consumers at work and second of media epitome.

The study by **White (2008)** discussed the factors those plays a vital role in the choice of car buyers and observed that consumers negotiate with dealers over price and pursue them to every extent to avail incentives as well as low-interest payments. Social media can help consumers get a quote online and help process their buying decision.

### IT IS CONSTANT:

Even after browsing for a car online, shoppers will rarely buy a vehicle without giving it more thought or doing more research. A decision to purchase a car or any other lifetime product is almost never a spontaneous one, which is why auto marketers should be using social

to keep their products top of mind for consumers as they conduct research over time.

### IT IS HANDY:

A unique characteristic of social media is its mobile apps. Almost every social media has a corresponding mobile app, which users can turn to at any time of the day from anywhere and anytime. From the research the researcher found that, 71 percent of consumers use mobile at some point during the car purchasing process. Similarly, almost half of "mobile-first" auto consumers, or shoppers who turn to mobile at their first research network, are millennial who average 26 hours per month on Facebook mobile app. advertising on social media gives auto marketers the ability to leverage this growing network.

### IT IS DELICATE:

Social media helps the marketers because they allow brands to deploy highly personalized advertisement. Today's shoppers do not have the tolerance for lane, top funnel information and will tune out ads for irrelevant products, no matter the industry.

### MILLENNIAL SHOPPING DECISION:

Millennial are a truly unique generation. Their lives are completely integrated into the tech world, making platforms like social media a prime opportunity for marketers to reach them. That said, they're also very pricing conscious. Millennial pay close attention to social media when shopping. But it's not likely they're there to listen to the marketing messages of brands. Instead, millennial use social media as a way to receive input from their peers about what products and services are best to use.

### IMPACT OF SOCIAL MEDIA ON CAR BUYING:

The recent Social Media Trends study by Digital Air Strike revealed that car shoppers, for the third consecutive year in a row, ranked social networks as more important than a dealer's website when choosing which dealership to visit. The study, which was based on research findings from 2,000 car buyers and 2,000 service customers, found that:

- 75% of car buyers and 68% of service customers say internet research, including social media and review sites, was the most helpful medium when selecting a car dealership.
- 83% of service customers surveyed say online review sites substantially helped them in their dealership selection process.
- 66% of car buyers or owners who have seen a Facebook ad say they have clicked on it, up from 33% in 2014.
- Consumers looking to purchase or service a vehicle are doing their research primarily online, with 50% of recent car buyers and 69% percent of service customers saying they only visited one dealership before buying/servicing.

### CONCLUSION:

In 2014 CMO Council report on social media within the auto industry revealed similar findings.

- 23% or one out of four car buyers use social media to discuss or communicate a recent purchase experience.
- 38% of consumers report they'll consult social media next time they purchase a car.
- 84% of all automotive shoppers are on Facebook and 24% used Facebook as a resource for purchasing their last vehicle.

When it comes to car shopping, social media sites are clearly a major influence in a buyer's decision making process. At this point, most marketers understand that social sites should be integrated in some way into a marketing strategy. For some, this may be simply having a Facebook page and posting content or pictures, while other brands have a fully integrated social marketing approach to generate leads and engage with customers. However, with more and more consumers turning to social, the automotive industry needs to get fully engaged with social selling.

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