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"The Role of Consumers Buying Behaviour on four Wheelers through Social Media"

*[1]Gowri S and [2]Dr. M Prakash

*[1]Research Scholar, Department of Commerce, Kaamadhenu Arts and Science College, Sathyamangalam, Erode (DT), Bharathiar University, Coimbatore, Tamil Nadu, India.

[2]Associate Professor, PG and Research Department of Commerce CA, Kaamadhenu Arts and Science College, Sathyamangalam, Erode (DT), Bharathiar University, Coimbatore, Tamil Nadu, India.

Abstract
Today, the automobile business is the most profitable. The growths in disposable income in both the rural and urban sectors, as well as the availability of simple financing, are the primary drivers of high-volume vehicle categories. Because the customer is the king of the market, a marketing team must understand consumer behavior. Car dealers strive to recruit new consumers while also actively advertising for repeat sales in order to retain current clients. Car dealers use several forms of advertising to obtain a competitive advantage, such as television, radio, print, outdoor, and word-of-mouth marketing. It is tough to persuade a client to become and remain loyal to a brand. It is a profitable source of money from these devoted clients. The article attempts to explore the evolving consumer perception of social media and its function in consumer decision making by investigating the strategic use of social media in the promotion of passenger automobiles in India. At the same time, it experimentally develops a consumer-centric technique for social media marketing.

Keywords: Consumer, perception, social media marketing (SMM), consumer buying behavior (CBB)

1. Introduction

Automobiles have not only made significant contributions to a country's economic development in recent years, but they have also influenced changes in people's lives. Clearly, the automotive sector has moved to the forefront of innovation and technology. Various scholars have consistently stated that the automobile sectors are significant actors in contributing to the growth of GDP in various industrialized nations. Today, India boasts the world's second-fastest expanding automobile market. India's car sector is one of the largest in the world, accounting for 7.1% of the country's Gross Domestic Product (GDP). As a person's salary rises, his or her first goal is to purchase an automobile. Customers motivate and rule today's market, which is why he is known as the King. Nowadays, having a car is more of a need than a pleasure. In India, automobile purchasers' demands will be heavily influenced by the category they are considering. A prospective buyer of an entry-level hatchback will have significantly different wants than a buyer of a premium automobile. Similarly, the goals of a first-time buyer and someone looking to upgrade to a considerably larger vehicle would differ. Passengers in India's vehicle sector have seen fast changes in both market awareness and technology. From an excessive impression of vehicles as an ultimate luxury, they have most likely gained the position of a vital utility item to many city inhabitants today.

These commercial channels have been used to communicate messages aimed at increasing customer knowledge, attitudes, and sentiments toward companies. However, with a changing environment and a growing role. Using technology, the messages are intended to physically or emotionally engage the audience. Social media is one significant trend that businesses have begun to acknowledge. The use of web-based and mobile technology to transform communication into an interactive discussion is referred to as social media. It can take many diverse forms, including publications, video, wikis, podcasts, online forums, and social media (Baruah T.D., 2012) [4]. As well as micro blogging, etc. In contrast to conventional forms of communication, which entailed one-way information generation and transfer, social media is a kind of interactive communication in which customers serve as content creators.

Social media is a strong marketing platform that is changing the way people interact and share their thoughts and experiences. The development and popularity of digital media increased significantly in 2014 over 2013, with a 44.5% increase in digital advertising. As a result, with the emergence of social media, communication and interaction techniques with clients have altered dramatically. This type of consumer generated media includes a variety of new online information sources that are created, initiated, and distributed among customers to influence their various aspects of purchasing behavior such as awareness, information, acquisition, opinions, attitudes, purchase and post purchase communication and evaluation.

Concerning businesses, it is one of the considerably low-cost advertising tactics that provides them with a big number of connections and a considerable amount of traffic. Companies may use social media to expose comprehensive information about their products and services in the chain of networking

***Corresponding Author:** Gowri S

globe. It is a thriving market where businesses are looking of new methods to enhance their marketing strategies. Product campaigns powered by social media are being designed by astute marketers with the goal of increasing brand awareness and customer service. Aside from marketing communications, social media provides as a low-cost platform for marketing intelligence, research, public relations, product and customer involvement. Customer choice is an examination of all prospective consumers' physiological, psychological, and physical behavior's as they become aware of the evaluation, purchase, and usage of goods and services and advise others about them. According to a study conducted by Cap Gemini, a global consulting firm, which surveyed 8,000 consumers across India (Economic Times, 2015), approximately 78% of those polled said they would be more likely to purchase a vehicle from a specific car manufacturer or dealer if positive comments were found posted on social media. The importance of the internet in automobile purchase and research has grown. In 2011, 95% of Indian customers conducted internet research, up from 86% in 2010.

This demonstrates the importance of vehicle firms understanding how to participate in social media while also engaging potential consumers. Furthermore, social media provides a forum for current consumers to share their opinions, thus engaging with them will allow businesses to assess the vital input they provide and so strengthen their relationship with their loyal clients. As a result, this paper attempts to elaborate on the role of social media at various stages of the consumer decision-making process and to propose some social media strategies at these various stages in order to enable the company to design a comprehensive social media campaign that enables them to attract and retain customers in the future. Digital customers account for 75% of India's internet population. Ernest and Young (2015) these are customers who utilize digital media in some or all of their purchase decisions. In India, people use social media has grown by leaps and bounds, with the number of internet users in India reaching 302 million by December 2014. (Ernest & Young, 2015) Active social media users in India have increased to around 106 million, and India is now one of the top three nations in terms of the number of people using Face book (100 million or more). With over 100 million Face book members, social media has progressed from its follow-up marketing role to its premium purpose. The most popular platform is Face book, followed by Twitter and YouTube. Developing brand recognition, emphasizing brand news, and building a community and consumer interaction are the top three objectives that social media is assisting businesses with. Companies and their brands rely on communities and peers formed through social media rather than corporate communication provided through traditional mass communication methods. Many Indian businesses are focusing heavily on Social Media Optimization (SMO) for their products and services.

Objectives of the Study

- To determine the impact of social media on consumer decision-making.
- To recommend some social media techniques for businesses at various phases of customer decision making.

2. Sampling and Methodology

Consumers belong to or aspire too many online communities, and these groups might influence their attitudes. Purchasing habits (Solomon M.R., 2010). Consumers traditionally base their purchasing decisions on the basis of information obtained by mainstream media; however nowadays, online social networks are increasingly popular customers' purchasing behavior is moderated by them. (East, Wright, & Vanhuele, 2013).

There is Several Social Networking Groups' Impact Purchasing Behavior

- Primary groupings are distinguished by their size and tight interaction among people. For example, relatives and close friends.
- Secondary groups are made up of many primary groupings.
- Informal organizations are formed by persons who share common interests or cultures.
- Formal groupings are stricter in their organization.
- Online social groups, blogs, and other forms of virtual groupings.

In addition, social network groupings include Reference Groups, which are persons or groups whose opinions or experiences are relevant to customers and affect their purchasing behavior. Customers are influenced by the reference group in three ways

1. **Informational Influence:** look for knowledge on various sorts of brands.
2. **Utilitarian Influence:** consumer decisions are influenced more by the contentment of others in one's social circle.
3. **Value-Expressive Influence:** the images that others have on consumers affect their choice of a brand. M. Solomon (2010).

Online Word-Of-Mouth Communication: Word-of-mouth is defined as customer participation in positive or negative communication, or as a result of satisfaction or discontent with a product or service. WOM is person-to-person communication about brands, goods, services, corporations, and organizations that influence customer purchasing decisions. Evans, Jamal, and Fox all (2009) WOM communication has a significant impact on customer decisions (Brown, 2007) [8].

1. **Tie Strength:** A multidimensional concept that describes the dyadic interpersonal strength. In the context of social networks, connections Williams and Money (1998)
2. Homophile occurs when members of a group share characteristics.
3. **Source Credibility:** The effect of source competence and prejudice on information credibility.

Online word-of-mouth is spread via online social networking sites, blogs, online discussion forums, virtual communities, and ratings/reviews sites. Goldsmith and Horowitz (2006) Online WOM brings consumers together and allows them to acquire information from a wide range of people, not just those they know. Consumers want to look for information to decrease uncertainty and risk; therefore it is one of the phases in their purchasing selection process. Peterson and Marino (2003) before making any purchase choice; many customers examine other consumers' suggestions (WOM), especially when purchasing a new product. Kim and Srivastava (2007).

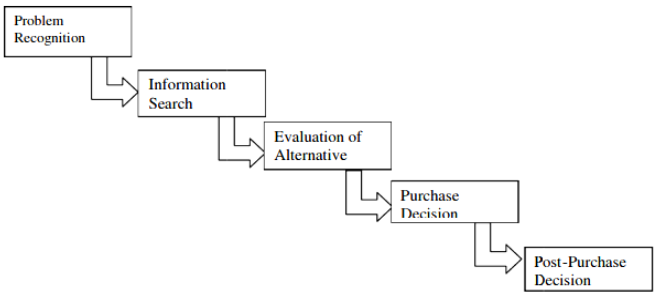

Fig 1: Consumer Decision making process

Depending on the extent of engagement, there are many sorts of customer buying choices. (2012) (Hawkins).

1. When customers are involved in the purchase of a low-involvement product, this is referred to as nominal decision making. As a result, it comprises problem awareness and information search but no alternative evaluation as the following step.
2. The distinction between restricted decision making and nominal decision making is that there is a limited quantity of information search and just a few choices are assessed.
3. Extended decision making: In this situation, customers are deeply involved in the purchase, and the choice is difficult. The customer carefully considers all of the decision-making phases.

A sample of young adult students was studied using an exploratory empirical research study. In terms of the vehicle market, behavior in terms of information seeking, decision making, and so on. Try to comprehend the usefulness and significance of social media in brand creation and marketing automobiles. These children represented future automotive buyers, and the analysis of their needs in the future, automotive manufacturers' marketing strategies will be based on their customers' behavior.

The study included a sample of 60 young adults of both genders. These folks were educated, had smart phones, and were internet aware; they had a presence on social media and routinely used it for numerous purposes. They were all MBA students from well-to-do households who had one or more vehicles. However, because they were students, they had no money and were unable to make a decision to purchase a pricey good such as a car. However, as they began their occupations following their schooling, they would all be prospective consumers of automobile manufacturers.

The study discovered specific behavioral features that might serve as the foundation for a more in-depth examination of future automotive purchasers.

3. Result

There were significant gender variations in internet usage and information search.

- 60% of boys use the internet for fewer than 10 hours per week, while 57% of girls use it for more than 10 hours per week.
- 60% of boys watch fewer than 10 hours of television per week, whereas 79% of girls watch less than 10 hours per week.
- 76% of boys use the internet to study about automobiles, whereas just 37% of females use the internet to learn about automobiles.
- Searching for information on social networking sites is simpler for 84% of boys than it is for 58% of girls.
- When it comes to product information, 56% of boys believe that social media is more dependable than traditional media, whereas just 42% of girls agree.
- Only 63% of females agree that social media has given more effective channels for attracting client attention.
- When shopping for vehicle products, girls selected 'Reputation' as the most significant aspect, whilst guys chose 'Specifications' as the most crucial.

However, in many areas, there was no apparent difference between genders.

- 75% would utilize the internet to converse and share their knowledge about automobiles.
- However, just 42% would like to pay for an automotive purchase online, whereas 83% agreed that social media assists buyers in actively seeking information about vehicle items.
- 78% believe that social media evaluations and comments encourage customers to explore new businesses.
- 54% agree that social media communication is more credible than traditional media.
- 71% feel that good internet remarks will influence their opinion of various vehicle companies.
- 69% feel that social media opinions and comments influence consumer vehicle purchases.
- 77% of consumers believe that social media provides an effective and strong platform for them to connect with others and with the organization.

Conclusion

Despite the fact that people are spending more time online, conventional media, such as television, continues to have the biggest influence. Consumers like to converse and exchange comments online yet purchase offline. According to the consumer choice making model, customers are impacted by social media only until they evaluate alternatives, and even then, the mass media continues to dominate, even if post-purchase behavior of consumers is observed online when they share their opinions and experiences. This comments and reviews provide legitimacy and dependability to online customer purchasing behavior. Shopping is not a compelling incentive to use the internet. So, individuals are still not utilizing the internet to purchase online, and if they do, they seek and study the many possibilities before purchasing offline. When people compare different auto brands, the reputation of the auto brand, followed by product characteristics, has a greater influence. The authenticity or quality of information offered online inspires customers to purchase online, followed by ease of navigation and product recommendations from others. Customers are drawn back to the car social media page by online advertising, which is followed by prizes and loyalty programmers. Young people are increasingly spending time on social media, which they use to obtain and authenticate information about various items and businesses. Consumers, however, continue to avoid purchasing such expensive things online. As a result, automakers will need to figure out how to make social media an efficient distribution channel and so contact customers directly. They must, however, keep in mind the significant differences in how males and girls utilize social media and the internet.

Suggestions of the study is geven the enormous influence of mass media, particularly television, on vehicle brand purchasing behavior, social media must improve its exposure and connection with customers. This might include enticing

customers to participate in online rewards and loyalty programmers. Automobile manufacturers should create appealing advertising that highlights the brand's reputation and product characteristics, followed by incentives for purchasing online. They should create straightforward, easy-to-use navigation systems for their websites. Customers expect excellent visibility and a tactile experience from auto manufacturers, which are considered high involvement items. So, the Companies may create online incentives for free test drives at stores, but they can also encourage customers to buy online by giving significant discounts for placing orders online.

Limitations of experimental study with a sample size of 60 young adults. In terms of demographic parameters such as age and education, the sample was homogeneous. While their family income level was not disclosed, they all belonged to the upper middle or high class section income. As a result, the study focuses on the behavioral features of this homogeneous class of customers rather than the differences across diverse heterogeneous groups. However, there may be behavioral variations between male and female customers.

This study is simply the beginning of an investigation into the buyer behavior matrix of car items and social media. Before automakers can create strategies, several demographic parameters like as age, income, geography, education, and so on must be investigated.

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