

## **A STUDY ON DIGITAL MARKETING IMPACT ON PURCHASE OF DREAM CAR IN MSIL WITH REFERENCE TO THANJAVUR**

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### **Abstract**

Creating awareness of digital marketing is of paramount importance for marketing Digital marketing. More number of marketing Digital marketing tools are available for each business to choose from based on their preference. Nowadays, digital marketing tools are at the apex of marketing Digital 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 marketing tools that would create brand awareness among prospective consumers. The study adopted Delphi Method to understand the impact of digital marketing Digital marketing tool and brand awareness. Interviews with panel participants gave insights indicating that the paid digital content having a greater impact than the proactive content.

**Keywords:** Digital Marketing Tools, Dream car, Paid digital content, Proactive content

### **Introduction**

Usually dreams will come in the sleeping at night. The psychology domain said the dreams are the reflection of feelings thoughts emotions of the daytime what we are thinking by cyclical or circular in our mind always comes in dreams in our sleeping at the night. Dream is really vibrant because a positive thought what we are thinking in the day time it comes in the night has dream really vibrant and also it is range oriented what we are not thinking what we are not able to process that things are also came in the dreams. These dreams are always associated with the emotional state of mind even after the dream they can feel it is real people will say the dreams are going to happen once it happens What they are seen in the dreams they realised the dream is good. Already we know the dream is reflection of peoples thoughts and feelings as well as worries and happiness. The behaviour science said the dream are going to help in the peoples goal achieving process and progress and their emotions strong connections and it gives percentage to the betterment of life.

Dreams are only dreams if they are not tried and achieved with the desired purpose of life. In our earth men may come and when may go, but their dreams are forever. The great achievers are all once upon a time, they dreamed that the life today they are living. The purpose of the dream in life is always achieving the Great thing what they confined as dream. Dreams or not just dreams, they are either fuel or boost for future life. The dreams only gave them the burning desire for achieving their life goals. All the people living in the society have dreams from their childhood itself, all the people's dreams are self oriented very few people can only having dream for society welfare or common wealth.

The people willing or plan to buy new things means, first of all they are confined to their ideology of dreaming. This kind of dreams are strengthening their intention and thoughts if they have a dream means they have to try everyday to achieve it then only their dreams becomes true and the dreamers are loving their dreams. If the people never trying to accomplish their

dream means they are called as day dreamers. According to Dr. APJ. Abdul Kalam the dreams coming in sleep is not a dream rather that dream have to make the dreamer must not sleep. the dreams are always coming together all the ways and means of life. These dreams only give the determinant goals on their life to achieve and succeed. The motivational speakers told about dreams, the people have to believe their dreams and they have to think like that their dreams are seems to have be happened. Lot of people achieved dreams by seeing and thinking and fell to their dreams become true, this is an effective and fruitful ways and means of each Walk of life.

### **Dream car**

To the middle class people regarding the concept of royal life living is a dream. Especially they are willing to live such a life ever before their fore fathers are not yet lived such one. The parents in the Indian societies are willing to give a royal life to their children means, first of all they will offer big own house and a brand new car and what kind of things they are think to use or consume in their childhood. Especially they are willing to provide the basic amenities of sophisticated life of the human beings. The parents' dreams in the Indian societies are fulfilling their children dreams. Without the dream car the dream life never fulfilled. Especially in the dream car segment the people are willing to buy a car in the following criteria: The power of the car engine with high horse power for the extreme performance and long run durability and the power of engine depends upon the horse power used to the engine and it will increase the mechanism such as combustion chambers and pistons depends that only it will load and burn more fuel for the energy boosting to run the car. The globally renowned brands like Ferrari 812 cars are only purchased by the people only for its speed and performance.

The car lovers all over the world willing to buy the car for the purpose of its grand look and exciting performance of speed Especially the people willing to buy a brand new foreign car for not only for their status also for their performance. by driving such a cars they'll offer them an excellent experience and feel. Because of that only they are eager to drive such kind of cars again and again and that'll keep them to be delightful. The traveling lovers felt the difference between the day driving as well as night driving and also they never worried about to press the accelerator of their car and make it to run more fast than those who are traveling together with them on the road and more over they will change their speed range quickly as soon as possible tom get maximum speed performance of the car. a blend of performance, luxury, and daily usability.

why The people usually willing to buy an blend of performance oriented cars because the cars are designed and produced for the people those who are loving the speed performance and smooth handling of cars and willing to have a nice experience while drive a car.

The people those who are loving long run drives and willing to drive like professional drivers are emotionally connected with their cars. Especially car driving persons are like to have thrilling oriented experience while driving their own cars. If the owners are driving the car means definitely the ultimate care will be there in all aspects.

In particular the people living in Indian society are really keen on maintaining their social status and specific image among their friends and relatives. For the purpose only they are buying brand new cars. They will prefer the new model car that is not available among their relatives group. If they owned such a branded car means really they feel pride. This kind of feelings are psychological based the people felt it is the success of their life and they had that thing is one of the goal and they are like to be achieve it. It is a social experience of all people those who are all travelled in the same range of social status.

People are usually willing to buy a blend of **performance-oriented cars** for several reasons, often tied to both emotional and practical factors. Here's a breakdown of the key motivations:

In the segment of technological era the customers are willing to buy latest featured cars only, they are least bother about the price. Because that kind of cars only give an excellent performance and provides extreme level of safety as well as satisfaction to the end users. Also the car buyers give utmost importance to the production technology and innovative designs of their cars. In the mind of the car lovers the comfortless of the car is playing vital role and the people given utmost priority to the comfortless. If the cars are designed and produced with an excellent manner such as master piece means really it has resale value in the existing markets. Even though the cars are used in rough manner too they are in good condition after some period of time, so the people willing to pay good price for that one and also it is called as real time value for used cars. some extent the people in the society are having passion about life style and by living that kind of life they make an identity. Also they are living that passionate life. The people around them also willing to live such a life by imitating them.

The digital touch points really useful to the consumers of the passenger cars industry, not only car industry all the industry. Mostly the digital touch points are influence the consumers decision making process. The usage of social media through the internet nowadays become vital and the maximum usage of smart phones and social media. The purchase journey of a dream car starting from the online itself. Nowadays people never going to showroom to purchase the car or anything, all the process completed by online to take the delivery may they go to the offline showroom. The digital touch point guiding the people ultimately to get the awareness of the car buyers, it create them to potential buyers and it gives many ideas to the people to buy the beloved dream car and the digital touch points offered customized as well as memorable experience to them and they won't forget forever and they're not get such kind of experience ever before. The foremost and important phase in the online purchase dream car by digital marketing is getting awareness. First of all in the online digital marketing journey, usually they won't focus on the car model or brand or any other, by random manner they will search all the options of brand based on the price. They are willing to get awareness on the car model, price, discount, brand, colour and features etc....The automobile sector in India at the post globalization growth era, especially in the passenger car industry the customers are using the digital touch points for their purchase of new cars for own use or rental purpose. Now a day's all over the world the people spent more time in their smart phone usage and the huge usage of the social media for the digital touch points are playing vital role in the digital marketing.

### **Background of the Study**

The automobile industry in India has witnessed significant transformation over the past few decades, both in terms of technological innovation and shifting consumer preferences. India, being one of the largest automobile markets in the world, has experienced rapid growth in vehicle production, sales, and exports. This growth is not just quantitative but also qualitative, with the industry embracing new technologies such as electric mobility, artificial intelligence, automation, and digital interfaces. Among the states contributing significantly to this development, Tamil Nadu stands out as a prominent hub, earning the nickname "Detroit of India" due to its well-established automobile manufacturing ecosystem. According to the Government of Tamil Nadu (2021), the state houses numerous major automobile manufacturers and suppliers, including both Indian and multinational companies. The presence of an extensive supply chain network, skilled workforce, favorable government policies, and advanced infrastructure makes Tamil Nadu a pivotal player in India's automotive landscape. In recent years, the traditional methods of purchasing vehicles have evolved considerably. Earlier, consumers largely depended on physical visits to showrooms, word-of-mouth recommendations, and print advertisements to make purchase decisions (Vetrivel.et.al, 2022, 2023). However, with the rapid digitalization of the economy, especially after the advent of

high-speed internet and widespread smartphone usage, the consumer decision-making process has become more dynamic and informed. The accessibility to information, user reviews, expert opinions, and detailed product comparisons on digital platforms has empowered buyers like never before. Digital marketing has emerged as a powerful tool in this context, influencing every stage of the consumer journey — from awareness and interest to evaluation, purchase, and post-purchase engagement.

According to Chaffey & Ellis-Chadwick (2019), digital marketing encompasses a wide range of strategies including search engine marketing, social media marketing, email campaigns, influencer partnerships, and mobile advertising, all of which contribute to building brand awareness and engaging potential customers. Car buyers today are increasingly using platforms such as Google, YouTube, Instagram, and various automotive review websites to research vehicles before stepping into a showroom. This shift highlights the growing importance of a strong digital presence for automobile brands.

Moreover, the COVID-19 pandemic has further accelerated the adoption of digital platforms in the automobile sector. Social distancing norms and lockdowns prompted many dealerships to enhance their online services, offering features such as virtual car tours, online booking, and doorstep test drives. Consumers now expect seamless digital interactions, which has led companies to invest heavily in digital transformation strategies. In states like Tamil Nadu, where both urban and semi-urban populations are showing rising disposable incomes and increasing digital literacy, digital marketing has become not just a complementary strategy but a necessity.

Therefore, understanding the impact of digital marketing on consumer behavior, particularly in the automobile sector, is essential for both marketers and policy makers. It offers valuable insights into how brands can effectively influence potential buyers and remain competitive in a rapidly evolving market. This study aims to explore these dynamics, focusing on how digital marketing affects dream car purchases in Tamil Nadu's vibrant automotive landscape.

### **Statement of the Problem**

In today's digital era, car manufacturers and dealerships are increasingly shifting their marketing focus from traditional media to digital platforms. Online advertising, social media campaigns, influencer collaborations, and website optimization have become key tools for reaching prospective buyers. While these efforts are expanding rapidly across India, their actual influence on consumer behavior remains ambiguous in specific regional markets, such as Tamil Nadu.

Much of the available research tends to generalize findings across India without accounting for regional diversity. Tamil Nadu, with its unique linguistic identity, cultural preferences, and digital consumption habits, presents a consumer segment that may not align with broader national patterns. For instance, the way consumers in Tamil Nadu engage with online car reviews, regional influencers, or Tamil-language content might differ significantly from that of buyers in North India or metropolitan cities. These subtle, localized behaviors often go unnoticed in mainstream academic discourse.

Furthermore, while digital marketing has become a standard strategy for many automotive brands, there is limited empirical data on whether these efforts actually influence consumer attitudes and decisions in semi-urban and urban Tamil Nadu. It remains unclear which digital channels—such as Instagram reels, WhatsApp business messages, or vernacular YouTube content—are most effective in engaging potential buyers in this region.

Without localized insights, marketers may rely on assumptions or apply strategies designed for broader markets, which may not yield the desired impact. This gap in academic understanding and market-specific knowledge creates a pressing need for focused research. Therefore, the

central problem lies in the insufficient scholarly exploration of how digital marketing shapes consumer behavior in the automotive sector within the socio-cultural context of Tamil Nadu.

### Scope of the Study

This study specifically examines the **impact of digital marketing on passenger car purchase behavior** within the geographical boundaries of Tamil Nadu. It narrows its focus to include both **new and pre-owned car buyers**, thereby providing a comprehensive understanding of digital influence across different stages of car ownership and affordability levels. However, the study **excludes two-wheelers and commercial vehicles**, as these segments follow distinct buying patterns and often involve different decision-making factors and marketing strategies.

The scope further limits itself to exploring consumer interaction with **key digital marketing platforms**, namely **social media channels (such as Facebook, Instagram, and WhatsApp), YouTube automotive content, Google Ads/search engine promotions, email campaigns, and official dealer or brand websites**. The research is not intended to evaluate the effectiveness of offline marketing methods such as TV, radio, print media, or outdoor advertisements, as these fall outside the domain of digital marketing.

The study includes urban, semi-urban, and select rural areas of Tamil Nadu to reflect varying levels of digital literacy, infrastructure access, and consumer readiness to engage in online platforms decisions (Vetrivel.et.al, 2015, 2019). By doing so, it aims to uncover how regional, demographic, and psychographic factors influence digital engagement and car purchase decisions.

Importantly, the research focuses on the **consumer perspective**—how potential buyers perceive, respond to, and are influenced by digital marketing efforts. While data may include insights from dealership digital strategies, the primary lens remains the buyer's behavioral and attitudinal response to online marketing inputs.

Additionally, the study is time-bound, reflecting digital marketing trends and consumer behavior within a recent two-year window. This ensures that findings are relevant to the current technological landscape and consumer mindset, making the results more applicable for immediate strategic use by marketers and car dealers in Tamil Nadu.

### Significance of the Study

Building upon this gap, it becomes essential to explore not just the reach but the **resonance** of digital marketing messages among Tamil Nadu's diverse consumer segments. The rapid penetration of smartphones and affordable data packages has enabled wider digital access, yet consumer trust, purchase intent, and decision-making processes remain highly influenced by cultural values, local language content, and peer recommendations. This suggests that digital campaigns cannot be treated as universally effective across all Indian states.

In Tamil Nadu, family involvement in major purchase decisions, including automobiles, is culturally significant. Therefore, digital strategies that target only individual users may overlook the collective nature of decision-making in many households. Similarly, the popularity of local car review channels, regional comparison videos, and Tamil-speaking automotive influencers suggests that consumers are actively seeking culturally relatable and linguistically accessible content before making purchase decisions.

Moreover, the digital behaviors of consumers in tier-2 and tier-3 cities within Tamil Nadu may differ markedly from those in Chennai or other major metros. Factors such as trust in online information, preference for face-to-face interactions despite online research, and reliance on localized online groups or forums highlight the complexity of digital consumer engagement in the region.



Thus, there is a compelling need for empirical investigation into how various digital marketing elements — from content language and format to platform preferences and influencer credibility — align with the specific expectations of Tamil Nadu’s car buyers. Such an inquiry will bridge the disconnect between national marketing strategies and local consumer realities, offering actionable insights for brands aiming to optimize their regional outreach. Ultimately, the problem extends beyond platform usage to the **effectiveness and contextual fit** of digital marketing initiatives within a culturally distinct and economically evolving regional market.

### **Review of literature**

**Ramanathan, S. & Devi, M. (2023).** A recent local study conducted in Thanjavur examined the decision-making behavior of car buyers, emphasizing the combined influence of family, product features, financial arrangements, and dealer selection. The findings revealed that while prospective buyers primarily depend on digital platforms for initial information gathering, the final purchase decision is strongly influenced by interpersonal factors such as family opinions and direct interactions with dealers. The study further observed that visual digital materials—such as promotional videos and high-quality images—play a crucial role in stimulating aspiration and purchase intent, particularly among younger consumers. Additionally, the research identified an increasing trend of consumers consulting online reviews and feedback before engaging with showrooms. Based on these insights, the authors recommended the implementation of region-specific digital marketing campaigns that effectively link consumers with reliable local dealerships and customized financing solutions. Overall, the study underscores that semi-urban consumers in Thanjavur integrate online-driven aspirations with offline validation, illustrating a hybrid decision-making pattern in automobile purchases.

**Ramesh, V. & Kapoor, D. (2023)** This exploratory research investigates how social media platforms shape brand visibility and customer engagement within the Indian automobile industry. The study reveals that interactive digital content and active community participation enhance brand consideration, while engagement metrics such as likes, shares, and comments strongly correlate with showroom inquiries. It also highlights the post-pandemic surge in digital interaction, particularly the superior effectiveness of video-based content like test drives and virtual tours compared to static advertisements. The paper concludes that aspirational car purchases benefit most from storytelling that merges lifestyle appeal with product experience. However, it notes methodological constraints such as cross-sectional data and limited geographic representation, suggesting a need for deeper localized studies in semi-urban regions.

**Prakash, L., & Joseph, K. (2024).** This study evaluates the transformative role of digital media strategies in the Indian automobile sector during and after the COVID-19 pandemic. It documents a strategic shift toward online vehicle launches, virtual showrooms, and enhanced CRM-driven digital lead management. Findings indicate that digital initiatives helped reduce lead friction and expanded dealer outreach to semi-urban and first-time car buyers. Nonetheless, offline dealer trust remained indispensable in securing sales, particularly in non-metropolitan regions. The study recommends integrating online-to-offline (O2O) marketing workflows and improving digital finance tools to facilitate aspiration-driven purchases. These insights provide a national-level foundation for localized studies, including the current Thanjavur-focused research.

**Kumar, R., & Sharma, A. (2024).** This regional analysis from Coimbatore explores how various digital marketing tools—such as SEO, social media advertising, email campaigns, and brand websites—affect automobile purchase behavior. The results reveal that website quality and prompt dealer responsiveness significantly influence buying intentions, while social media advertisements primarily enhance brand awareness but require targeted retargeting strategies

for conversion. Using convenience sampling, the study acknowledges its methodological limits but emphasizes that the insights are particularly relevant for neighboring regions like Thanjavur. The research underscores that quick, personalized dealer follow-ups on digital leads are pivotal in converting consumer interest into actual sales.

**Nair, S., & Mehta, P. (2024)** This comprehensive overview examines evolving customer trends in the Indian car market, noting generational differences in digital adoption. Younger consumers increasingly depend on online resources for vehicle research, while older buyers continue to value personal dealer interactions. The study attributes the rise of SUV and premium feature demand to aspirational online content and enhanced digital visibility. Moreover, it observes that transparent online financing options, such as EMI calculators, have positively shaped purchase deliberations. This national analysis establishes a macro-context for understanding the local digital influences on car purchases in Thanjavur.

**Singh, T., & Varma, N. (2024).** This empirical survey investigates the multi-stage decision-making process of Indian car buyers, with a focus on information sources and feature preferences. Results indicate that digital channels—such as brand websites, YouTube reviews, and third-party portals—play a dominant role in the initial information phase, whereas offline engagement remains crucial during final purchase decisions. The study highlights that online reviews serve as key risk-reduction tools, especially for aspirational and high-value purchases. It further contributes validated scales for measuring purchase intention and information search behavior, offering a valuable framework for adaptation in regional contexts such as Thanjavur.

### 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 Thanjavur city. The researcher used the Correlation analysis Delphi Survey for assess the results.

### Data Analysis

**Table –1 Correlation among selected determinants and Purchase Intention**

DETERMINANTS	VALUES	
	R – Value	P - Value
Digital awareness	-.046	.241
Consumer Attitude	.293	.000
Social Media Influence	.416	.000
Digital content	.187	.001
Digital benefits	.197	.000
Digital satisfaction	.170	.002

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, Pay benefits and Digital satisfaction and dependent variable is purchase intention The following Hypothesis was formulated to test the relationship.

Ho7 : 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 Values. It implies that all independent variables contribute to Purchase intention. All independent variables are having lowest r-value ( $r < 0.40$ ) that is Digital awareness r value = -.046, Consumer Attitude r value = .293, Social media Influence r value = .416, Digital content r value = .187, Pay benefits r value = .197 and Digital satisfaction r value = .170. This implies that it contributes less to Values. From the p-value in the correlation matrix, it was observed that the level of all independent variables was significant at 0.001 levels except Digital awareness. 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, Pay benefits and Digital satisfaction with Purchase intention.

**Table. 2 Analysis of First Delphi Survey**

Analysis	Corporate Websites	Email	Facebook	Twitter	Instagram
Level of 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. 3 Analysis of Second Delphi Survey**

Analysis	LinkedIn	Youtube	SMS/MMS	Mobile Application	Search Engine
Level of 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 brand 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 brand 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 marketing creating brand awareness is low with LinkedIn (mean is 3.8) and the level of impact is low.

Within this scope of study, wherein the Delphi Analysis Technique is used, the experts invited for the study had given significant opinions. The level and the degree of impact of the digital marketing tools in creating brand 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 marketing tools 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 marketing tools 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.

### Findings

From the result it was observed that there was positive correlation between all dependent variables and Values. It implies that all independent variables contribute to Purchase intention. All independent variables are having lowest r-value ( $r < 0.40$ ) that is Digital awareness r value = -.046, Consumer Attitude r value = .293, Social media Influence r value = .416, Digital content r value = .187, Pay benefits r value = .197 and Digital satisfaction r value = .170. This



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### **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.

### **Conclusion**

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

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