“A STUDY ON EFFECTIVENESS OF BRAND BUILDING WITH DIGITAL MARKETING WITH REFERENCE TO INDIAN PASSENGER CARS”

A Thesis Submitted

In Partial Fulfilment of the Requirements for the Degree of

**MASTER OF BUSINESS ADMINISTRATION**

**by “NITHIN S”**

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**REVA BUSINESS SCHOOL REVA UNIVERSITY**

**September 3**

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**Declaration of Originality**

I hereby declare that the work which is being presented in the thesis entitled “A Study On Effectiveness Of Brand Building With Digital Marketing With Reference To Indian Passenger Cars” has been solely authored by me. It presents the result of my own independent investigation/research under the supervision of Dr. P Mohan Kumar. To the best of my knowledge, it is an original work, both in terms of research content and narrative, and has not been submitted or accepted elsewhere, in part or in full, for the award of any degree, diploma, fellowship, associateship, or similar title of any university or institution. Further, due credit has been attributed to the relevant state-of-the-art and collaborations (if any) with appropriate citations and acknowledgments, in line with established ethical norms and practices. I also declare that any idea/data/fact/source stated in my thesis has not been fabricated/ falsified/ misrepresented. All the principles of academic honesty and integrity have been followed. I fully understand that if the thesis is found to be unoriginal, fabricated, or plagiarized, the Institute reserves the right to withdraw the thesis from its archive and revoke the associated Degree conferred. Additionally, the Institute also reserves the right to appraise all concerned sections of society of the matter for their information and necessary action (if any). If accepted, I hereby consent for my thesis to be available online in the Institute’s Open Access repository, inter-library loan, and the title & abstract to be made available to outside organizations.

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**Abstract**

This project aims to investigate the effectiveness of building brand image through digital marketing in driving sales, with a special focus on Indian Passenger Cars, a prominent automobile manufacturer. In today's highly competitive market, establishing a strong brand image is crucial for companies to attract and retain customers. With the widespread adoption of digital platforms and the increasing influence of online channels, businesses are leveraging digital marketing strategies to enhance their brand image and boost sales.

This study employs a mixed-methods approach, combining quantitative analysis and qualitative insights to examine the relationship between digital marketing initiatives and sales performance. The quantitative analysis involves analyzing sales data, digital marketing metrics, and customer engagement metrics to identify patterns and correlations. Additionally, qualitative methods, such as interviews and surveys, are conducted with marketing professionals and customers to gather in-depth insights into their perceptions and experiences.

The research will explore various aspects of digital marketing employed by Indian Passenger Cars, including social media campaigns, online advertisements, website optimization, and online customer engagement. It will investigate the impact of these initiatives on brand perception, customer engagement, and ultimately, sales performance. The study will also assess the effectiveness of different digital marketing channels and strategies employed by Indian Passenger Cars in building and reinforcing its brand image.

The findings of this research will provide valuable insights for businesses, particularly those in the automotive industry, on the significance of digital marketing in brand building and its subsequent impact on sales. It will contribute to the existing body of knowledge by offering empirical evidence and practical recommendations to enhance digital marketing strategies for building brand image effectively.

Keywords: brand image, digital marketing, sales performance, Indian passenger cars, social media campaigns, online advertisements, website optimization, customer engagement

**Chapter 1- Introduction:**

Brand image is the existing view of the customers about a brand. It can be well-defined as a unique pack of relations within the minds of target customers. It displays what the brand currently stands for. It is a set of principles held about a specific brand. In short, it is nothing but the consumers’ awareness about the product. It is the method in which a specific brand is placed in the market. Brand image takes expressive value and not just a mental image. Brand image is nothing but an organization’s character. It is a growing of contact and thought by public outside to an organization. It should high spot an organization’s mission and vision to all. The main elements of supportive brand image are- unique logo shiny organization’s image, saying telling organization’s business in brief and brand identifier minor the key standards.

Brand image is the general influence in consumers’ mind that is designed from all sources. Consumers grow various relations with the brand. Created on these relations, they form brand image. An image is formed about the brand on the basis of distinct acuities of relatives package that the consumers have around the brand. The idea late brand image is that the consumer is not purchasing just the product/service but also the image related with that product/service. Brand images should be encouraging, unique and immediate. Brand images can be definite using brand communications like advertising, packaging, word of opening publicity, other advertising tools, etc.

Brand image develops and transports the product’s demand in a unique manner different from its competitor’s image. The brand image involves of several relations in consumers’ mind - attributes, benefits and characteristics. Brand characteristics are the functional and mental connections with the brand that the customers have. They can be exact or intellectual. Benefits are the defines for the purchase decision. There are three types of benefits: Practical benefits - what do you do better, emotional benefits - how do you brand me feel better, and normal benefits/support - why do I believe you. Brand features are consumers overall duty of a brand.

Brand image has not to be designed, but is automatically formed. The brand image contains products' demand, ease of use, efficient, fame, and overall value. Brand image is honestly brand happy. When the consumers purchase the product, they are also gaining its image. Brand image is the objective and balanced response of the consumers when they purchase a product. Positive brand image is outside the customers’ viewpoints. Positive brand image supplements the goodwill and brand value of an organization.

**1.1 The concept of brand Image:**

The concept of brand image seemed in the 1950s and since that time it has become a common subject of research in the consumer behavior field. Many lessons of brand image have been reported and the saying has been broadly used in a change of application. Currently, consultants and academics hold the concept of brand image. In its nature, such a concept bring alive an abstract reality in which consumers buy brands for reasons outside the physical features and functions of the product.

**1.2 The tangible characteristics of the brand:**

The tangible characteristics of the brand often refer to the product features itself. Product characteristics may vary clearly from product to product. Typical positive features can be reliability, functionality, safety, etc. Provisional on the brand, the tangible characteristics’ importance can be of different immensity. In electronics and car manufacturing, for occasion, the tangible features of the product might be central.

**1.3 The Intangible characteristics of the brand:**

As already stated, each brand image has its tangible and intangible attributes. Uniform if two products are similar, consumer preferences may usually be quite different. Such a wonder is related to the intangible characteristics of the brand. Brand equity refers to the value concealed in these intangible characteristics. It looks when customers easily are ready to pay price quality for the similar level of quality due to the attractiveness of the brand name. Such attractiveness is built on many key characteristics. In short, the intangible characteristics of a brand can be put in four different groups:

* Brand awareness
* Brand associations
* Brand perceived quality
* Brand loyalty

**1.4 Theoretical Aspects Of Digital Marketing In Brand Image Perception:**

An organization and a consumer can be defined as a system, where both basics have a significant result on each other. Therefore, the company has to make an effective communication between it and a customer. Digital marketing is included to the marketing communication mix. It thus is pertinent to look at the marketing communication mix and combined marketing communication more carefully.

**1.5 Integrated Marketing Communication:**

Companies and organizations can manage a single action from the marketing communications mix, but in order to purpose with the whole mix and run out the doings properly, companies have to be conscious with the knowledge of Integrated Marketing Communication (IMC) that suggests an organization of all the marketing activities. IMC reflects decision-making interest in managing different media channels to supplement the effectiveness of brand marketing communications programs.

**1.6 Marketing Communication Mix:**

The marketing communication mix includes the marketing communication doings as advertising, private selling, sales promotion and publicity and they make a link with a main message the company is trying to take to consumers about its “offering”. E- commerce and publicity are digital elements of the marketing communication mix. Technology keep varying the face of marketing communications.

**1.7 Digital Marketing can be classified into Pull and Push marketing:**

**1.7.1 Pull:**

Pull digital marketing technologies involve the user having toward pursue out and straight grab (or pull) the gratified via web searches. Web site/blogs and graceful media (audio and video) are good instances of this. In each of these examples, users have a exact link (URL) to view the happy.

**1.7.2 Push:**

Push digital marketing technologies involve both the trader (creator of the message) as well as the addressees (the user). Email, SMS,RSS are examples of push digital marketing. In each of these examples, the marketer has to direct (push) the messages to the users (subscribers) in knowledge for the message to be received.

**1.8 Digital Marketing Tools & Techniques:**

In recent years companies and creations are using many forms of digital marketing as their marketing communication activities. How companies strain particular digital marketing actions and put on them into the business has a direct impact on their brand image as well, as how customers notice the company. Founded on the academic contextual study and hands-on knowledge, a writer has chosen the most extensively spread tools to be inspected.

**1.9 Social Media Marketing, (SMM):**

Social Media Marketing (SMM) is the most cautionary driver in marketing and development of brand image today. A form of Internet marketing applying social networking sites as marketing tools, so ahead traffic, brand experience, and message with customers finished social media.

Social media is good-looking more and more popular, good-looking wider viewers to connect and stay in trace with friends or network with brands and businesses. Social media is the parasol term for web-based software and services that allow users to come calm online and talk, debate, connect and give in any form of social communication. Your customers are now talking to each other online; they are talking about your industry, your race, your company, your brand and other subjects that are applicable to what you do. So, most of the businesses today involve SMM in their marketing strategy as it is an actual way of developing a brand image as a tolerant organization. In fact, a 2013 CMI/Marketing Profs Study found that 93% of B2B marketers nowadays use social media for content marketing.

**1.9.1 Facebook:**

Founded in 2004 by Mark Zuckerberg, Facebook is one of the greatest effective stands to network with people, and it became of the solidest tools of digital marketing since Facebook has shaped a function of creating a business page for the companies. Facebook is currently the second most popular site on the Internet, There are couple of topographies which allow Facebook to stay the good place of actual online stages for marketing or selling resolutions. Firstly, it is increased for search engines if a company uses Business Account (SEO is also a digital marketing tool, which will be defined more precisely in the next subchapter), so it puts the sheet in the public territory.

**1.9.2 Instagram:**

Instagram is a mobile photo-sharing app and social network formed in 2010. It provides easy upload service, which allows instant feedback from the community of users. Instagram today is not just a popular online podium for average user to cabinet the life pictures, but it is one of the most real and beautiful ways for businesses to show products for these operators online or in-store purchases. Instagram is getting its approval fast and additional and more people are using the platform on a everyday basis. The features like use of multiple hashtags lets users to discovery applicable products or facilities in an easy way and for businesses it is an effective way for being examined a lot, so it is a smart tool to increase company’s brand awareness and build customer loyalty.

**1.9.3 Twitter:**

Twitter is an online microblogging service that lets users to post and read short messages called “tweets”. Microblogging is a small variability of blogging that lets users to conversation and publish brief messages, counting text, images, or relatives to additional websites. Twitter is not as popular as Facebook or Instagram for guiding any marketing movements, however, it is an effective method to be in touch with clients and users as it makes a strong customer loyalty. It is an easy platform to create a channel between a company and a customer to inform about any updates or deliver some news and truths about the business as it upsurges an interest of customers towards business as a brand.

**1.9.4 LinkedIn:**

LinkedIn is a social media platform for professionals to network with each other and is also used as a recruiting tool for many large companies. LinkedIn is a fully different online platform than those that were listed before. This is an online platform, created for establishing professional network. It is usually not used in direct marketing, but it is an effective channel to create important contacts for the company, post its news and run out an advertisement.

**1.9.5 Earned Media:**

This type of media proposes free promotional which is generated by the acknowledgement from the customers as a response to the content (for example, comments, likes and shares for the posts on social media channels as Instagram, Facebook, Twitter, LinkedIn etc.).

**1.9.6 Owned Media:**

Owned media is content shaped by a brand on its own stage. It comprises such online examples as company’s website or blog and company-owned sheets or accounts in online social networks.

**1.9.7 Paid Media:**

It this media activity a company has to pay for an advertisement, in instruction to reach wider audiences, growth brand’s awareness, drive traffic to company’s website and generate new forecasts via display/banner advertising, search advertising (e.g. Google AdWords) or social network advertising.

**1.9.8 E-mail Marketing:**

E-mail Marketing is one of the common tools in any organization, in order to establish a continuous connection with the customers. The most recurring Internet activity is e-mail. This digital tool might be used to also build a brand awareness or to deliver with a customer with any inform, news or revolutions in facilities and products, related to the company. However, often there is a accidental that an e-mail sent in advertising purposes, can be referred to as spam.

**1.9.9 Content Marketing:**

Content marketing involves creating a valuable, pertinent and inspiring content by the aim to attract clienteles onto the company’s website. The website should classically cover not only the information in selling resolutions; it consumes to interest and show users that the company is not only trying to sell the product or service, but also deliver an image of society which has a knowledge and craving in its business. Therefore, some businesses use blogs, articles, videos and some other amusing content on the websites, in order to create a tolerable brand, which, nowadays, cares not only about sales but customer’s loyalty and connection as well. Contact marketing helps firms to build a maintainable brand image and loyalty, provides pertinent and valued information to the customers and builds faith with an audience. It is an important part of digital marketing in transmission content for target market, tempting new customers and emerging a loyalty of current ones. Content is one of the insufficient marketing channels that allows marketers to contact their probable customers lengthways all phases of the customer cycle, during research, purchase and review.

**1.9.10 Search engine optimization (SEO):**

Search is one of the most important features in marketing, even however for maximum of the persons as Internet operators it usually means the way of outcome things on the Web. It is important for a company’s website to be listed in the highest results of Web 19 search. It gives a website more snaps and growths a number of companions if place is placed on the first page. 62 % of searchers don’t go outside the first page. The main devices of SEO include choosing the right keywords and languages, in order to achieve the application; conference specific site pages on specific keywords; giving connected names to the site’s pages. Very rare operators go extra after the first search engine result page (SERP), and that’s the goal, why firms vigorously involve tactics towards SEO, using the key sayings and words, in order to agreement a place on the first page.

**Chapter 2 – Review Of Literature:**

**1. Dr. S. Yuvaraj and R. Indumathi, “Influence Of Digital Marketing On Brand Building”** investigates the impact of digital marketing on brand building. The study acknowledges the rise of digital marketing as a specialized field and its role in changing communication methods between brand marketers and consumers due to personal device usage. The research specifically explores how digital marketing enhances brand awareness and development. It delves into various digital tools like email marketing, SEO, mobile marketing, and affiliate marketing, analyzing their influence on brand growth. The study's objectives encompass understanding consumer awareness of digital marketing, identifying factors shaping brand perception, and establishing the link between digital marketing and brand building. The authors find that digital marketing significantly contributes to brand positioning across digital platforms, introducing the concept of "digital branding." (Yuvaraj & Indumathi, 2018)

**2. Jaffrey Graham (2020) “Web Advertising’s Future E-Marketing Strategy”** Morgan Stanley Dean Witter published an equity investigation report analyzing the digital marketing and advertising industry. The account studies research from lots of businesses and analyses the cost and efficiency of advertising across various media. Marking on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at smallest as good in generating product interest. (Graham, 2020)

**3. J Suresh Reddy** 26 Title of article is **“Impact Of E-Commerce On Marketing”**. Selling is one of the profitable functions most forcefully false by emerging data technologies. Internet is only if companies’ new stations of message and partnership. It can create earlier yet more money- making relatives with customers in sales, marketing and customer provision. Businesses can use web to deliver present data, service and provision. It also creates positive connection with customers that can seem as the substance for long-term relations and stimulate replication purchases. (Reddy, 2018)

**4. Douglas McConnell (2018) “The Development of Brand Loyalty: An Experimental Study”**, A field research with a factorial design displayed that consumers developed favorites’ for three brands of a physically even product (beer), matching excluding for brand name and price. The meaning of the research for marketing investigators lies mainly in the relative importance of supposed quality as a element of brand loyalty. Clearly, price is only one sign to quality in the actual world, and this makes professed quality more problematic to measure than purchases over time. However, it is careful that more composite models consuming such variables will deliver significantly greater projecting power than the stochastic models being recommended. (McConnell, 2018)

**5. Jagdish N. Sheth (2017) “A Factor Analytical Model of Brand Loyalty”**, With factor analysis as a method of measuring limits, an observed model of calculating brand loyalty for individual consumers founded on regularity and pattern of procurements is presented. Since we are more familiar to likelihood notions, a inspiring delay of this research would be to found isomorphic change of brand loyalty scores into probability measures. The subsequent chances would then be purposes of both frequency and pattern (history) of purchases since brand loyalty scores are themselves based on both incidence and pattern of purchases. Irrespective of some limits, the method seems greater to stochastic models for making healthy measures at the separate level. Reviews in brand loyalty are incomplete though it is a complete area to travel complete reviews and it may diverge from the title. (Sheth, 2017)

**6. Chan Su Park and V. Srinivasan (2016) “A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility”** the authors grow a new survey-based method for measuring and sympathetic a brand's equity in a product class and measuring the equity of the brand's reorganization into a different but linked product category. It uses a customer-based meaning of brand equity as the added value cheery by the brand to the product as declared by a consumer. Its procedures brand equity as the alteration between a separate consumer's general brand partiality and his or her brand favorite on the basis of exactly measured product sole levels. To recognize the sources of brand equity, the technique divides brand equity into attribute-based and non-attribute- based machines. (Park & V, 2016)

**7. Hamed Karamian, Mehdi Ahmadi Nadoushan and Alireza Ahmadi Nadoushan** (2015) conducted a study on **“Do Social Media Marketing Activities Increase Brand Equity?”** Social media marketing is different than traditional methods of marketing; therefore, it requires special attention and strategy building to achieve brand equity. Thus, it can be said that social media marketing helps firms to increase brand equity through networking, conversation, and community building. (Hamed, Mehdi, & Alireza , 2015)

**8. Ragini Bhati, Harsh V. Verma** (2018) conducted a study on **“Online Brand Building: Lessons From Top Brands”**. The purpose of the present conceptual paper is to identify the elements of online brand building, based on a literature review and mini case studies of successful brands. It is based on a thorough analytical review of literature and an extensive web-based search. It finds that brand-building efforts need to be aligned with the changing technology and provides a basis for the formulation and implementation of online branding strategies. (Ragini & Harsh, 2018)

**9. Margarita Išoraitė and Vilniaus Kolegija** (2016) conducted a study on **“Raising Brand Awarenees Through The Internet Marketing Tools”**. The opinions of different authors on raising brand awareness. The article analyzes the opinions of different authors on raising brand awareness. The concept of internet marketing and its implementation The article analyses website, internet advertising, social networks and the search engine optimization. (Margarita & Vilniaus, 2016)

**10. Christian Hoffmann and Lisa Weithaler** (2015) examine the transformation of brand identity into positive brand reputation. The study focuses on how consumer perception is influenced by online communication channels and does helps the consumer in the decision making process towards the particular brand. The study finds out the brand reputation elements are differentiation, trustworthiness, recognisability, willingness-to-support, responsibility, reliability and credibility. These elements are interconnected for the consumer perception towards a brand in the digital era. (Christian Hoffman & Lisa , 2015)

**11. Dunuwille and Pathmini** (2016) analyze the **Impact Of Brand Image On Customer Satisfaction** in the mobile phone market. The study explain the nature and level of customer satisfaction and brand image in the market and also identify the brand image factors which influence to the mobile phone customer satisfaction and found out mostly influencing brand image factor on the mobile phone customer satisfaction and provide recommendations to improve customer satisfaction through brand image in mobile phone market. The study concludes by saying perceived quality, brand loyalty, brand awareness, and brand association are also positively related to customer satisfaction. (Dunuwille & Pathmini, 2016)

**12. Cait Lamberton and Andrew T. Stephen** (2016) explain about how the technology has transformed over the decade. The study aims to identify the **Influence Of Digital Marketing On Consumer Self-Expression And Communication**, the use of different digital marketing tools for promotion and the different ways of usage of technology for market intelligence. From analyzing the articles the study derived three eras as 1. Digital media shapes and facilitates buyer behavior, 2.counsumer shape, 3. Age of social media. Through this era the researcher have explained the growth of digitalization in the market and also predicted how the digital marketing helps the producer and consumer in future. (Cait & Andrew, 2016)

**13. Yusuf Kamal (2016)** examines the **Different Aspects Of Digital Marketing Through Trend Analyses** method in order to determine the future shape of digital marketing in the business environment. The researcher pointed out the digital marketing trend institutions have included the mobility, social media, social local mobile marketing, and customized content marketing, advance analytical, search engine marketing and search engine optimization. He listed out the different domains in business which needs the incorporation of digital marketing like outsourcing, segmentation, remarketing etc., He concludes that the two marketing strategies of digital marketing such as customer side strategy and customer and system side strategy. (Kamal, 2016)

**14. Afrina Yasmin, Sadia Tasneem and Kaniz Fatema** (2015) conducted a study on **“Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study”**. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on the firms’ sales. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm’s sales. (Afrina , Sadia , & Kaniz, 2015)

**15. T. Narayana Rao and K Ratnamadhuri** (2018), conducted a study on **“Digital Marketing Communication and Consumer Buying Decision Process”**. The research focuses on the changing landscape of marketing communication due to the rise of the internet, smartphones, and social media, leading to new strategies. Traditional advertising methods like TV and print are losing influence. The study aims to understand how digital marketing communication affects the consumer buying decision process in the Indian passenger bike market. The research involves both qualitative and quantitative methods, collecting data from 250 respondents in Visakhapatnam. The results show that digital channels significantly impact every stage of the bike buying process, especially the evaluation stage. The study confirms that digital marketing can even trigger need recognition for high-involvement products like bikes. Consumers positively perceive digital communication, are influenced by other customers' reviews, and express post-purchase feelings online. (T Narayana & Ratnamadhuri, 2018)

**16. Kannan P. K (2017). “Digital marketing: A framework, review and research agenda”**. This paper presents a comprehensive framework for digital marketing research, focusing on the impact of digital technologies on various touchpoints within the marketing process and strategy. It explores how digital advancements have transformed marketing practices, referencing key players like Google, Facebook, and Amazon. The authors emphasize the significance of creating digital relationships with customers and delve into the implications of evolving digital technologies like AI, IoT, and mobile devices. The paper reviews existing research across different dimensions of digital marketing such as the digital environment, marketing actions, marketing outcomes, marketing research, and marketing strategy. The review highlights current developments and suggests future research directions to examine these issues from a firm's perspective, providing a foundation for further exploration in this rapidly changing field. (Kannan, 2017)

**17. “Digital Marketing Strategies that Millennial find Appealing, Motivating or Just Annoying”**, **Dr. Katherine Taken Smith**, the purpose of the study was to understand the commonly used digital media and that would affect the millennium audience. They have done analysis based on survey of 571 millennial. Which gives an outcome, millennial prefers certain forms of digital advertising, while avoiding others. Results also indicate that the digital marketing strategies that are considerably more effective than others in grabbing the attention. The study limitation is of only 571, and with changing environment, the study needs to done periodically to understand the present affect of digital marketing on consumers. (Katherine, 2010)

**18. “An Empirical study on effectiveness and challenges of Digital Marketing”, Md Sajedul Islam**. International Journal of Engineering and Management Invention (IJEMI) Volume 01/Issue 01/August 2016. The study shows online marketing strategies in Bangladesh, the study shows the comparison of traditional marketing and digital marketing system. The conclusion of the study is Digital marketing has become an essential part of strategy of many companions boundaries attached, with various sophisticated electronic devises which can be used. (Islam, 2016)

**19. “Assessing the consumer decision process in the digital marketplace” Thompson S.H, Teo, Yon Ding Yeong**. “Omega The International Journal of Management Science” This paper focuses on consumer decision making process in reference to online shopping in the Singapore market. They have conducted internet survey and 1133 responses received, using structural equation model, they finding perceived risk has a negative relationship with consumers, they state in the paper, there is a positive relationship between perceived benefits of search and overall deal evaluation. The various further studies suggested by the paper, will be useful to understand the effect of digital marketing in consumer buying decision model. And the paper suggests the study for both B2C and B2B customers. (Thompson & Yon, 2021)

# **20. S. Krishnaprabha and R. Tarunika (2020)** **“An Analysis on building Brand Awareness through Digital Marketing Initiatives”** The study aims to investigate the effects of Digital marketing in brand awareness. Data were collected through random questionnaires and has been given to the consumers. The collected data has been analyzed with the help of various statistical tools and techniques. The final results indicate that Digital marketing activities are influential in building brand awareness and also that Digital marketing activities bears on perceived quality, brand awareness and brand loyalty. Then, all research variables are approved. (Krishnaprabha & Tarunika , 2020)

**Chapter 3 – Objectives & Research Methodology:**

**3.1 Objectives of the Study:**

* To analyze how digital marketing strategies are used in building brand.
* To understand how the digital marketing strategies influence customer perception towards the brand.
* To analyze the effectiveness of digital marketing in achieving a competitive advantage.
* To investigate the role of customer engagement and interaction in digital brand building within the context of Indian passenger cars.

**3.2 Methodology:**

The research methodology for this study on brand building with digital marketing involves the collection and the analysis of both primary data and secondary data. Primary data will be gathered through surveys with consumers. Secondary data will be collected from websites, books, journals and magazines. Collecting the data and corresponding them with the company of interest will help us to determine the results. Analyzing the results will help us to draw conclusions whether there is a significant impact of digital marketing in brand building and increasing sales.

**3.3 Need for the study:**

* Customers are make their choice on the basis of their awareness of brand, quality service and value.
* The company has to accept a digital marketing strategy to keep brand image in consumers recall.
* An organization has to measure the level of consciousness of the potential customer and has adopt different digital strategy to improve the awareness level.
* Digital marketing has positive effects on the sentiments of consumers.
* The brand promotion is the link between end-user and company. As long as the company is able to make suitable advertisement till as the customer is involved towards the product.

**3.4 Scope of the study:**

The project was conducted to measure and appreciate the use of digital marketing which can affect the sales of Passenger Cars in India. Primary data has been collected from respondents of consumers though questionnaires admiration their opinion about building brand image with digital marketing.

**3.5 Sampling:**

Sampling is a statistical method used in research and data collection to select a subset or sample from a larger population. Instead of studying or collecting data from an entire population, which can be impractical or too costly, researchers select a representative group of individuals or items from that population.

The sample size for this study is 133 respondents.

**3.6 Data Collection Method:**

**Primary data:** As the name implies, this is original, first-hand data collected by the data researchers. This process is the initial information-gathering step, performed before anyone carries out any further or related research. Primary data results are highly accurate provided the researcher collects the information.

## **Statistical Tools Used For Analyzing The Gathered Data:**

* + - Frequency distribution
    - Descriptive statistics
    - Scale reliability
    - One-way ANOVA

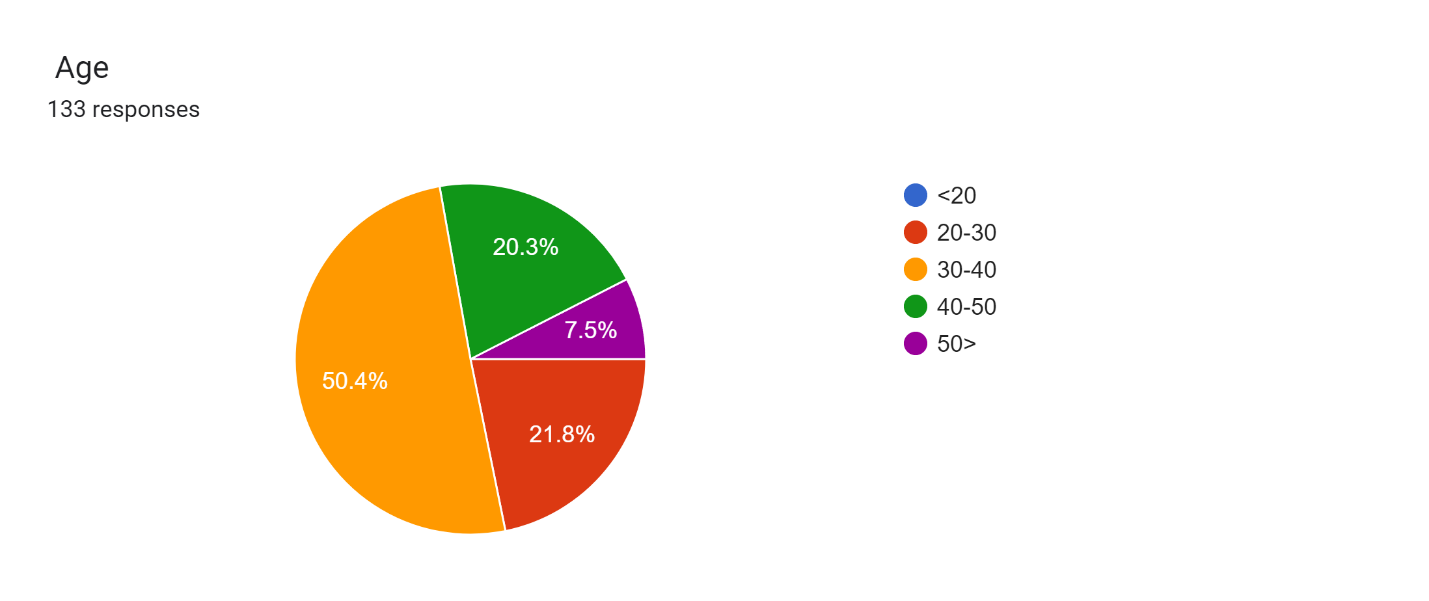
**Secondary data:** It will be collected from internet and journals plan method of analysis. Websites, Books Journals and Magazines.

## **Chapter 4 - DATA ANALYSIS AND INTERPRETATION**

**Demographic Analysis:**

**4.1 Age:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **4.1 Age** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 20-30 | 29 | 21.8 | 21.8 | 21.8 |
| 30-40 | 67 | 50.4 | 50.4 | 72.2 |
| 40-50 | 27 | 20.3 | 20.3 | 92.5 |
| 50> | 10 | 7.5 | 7.5 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

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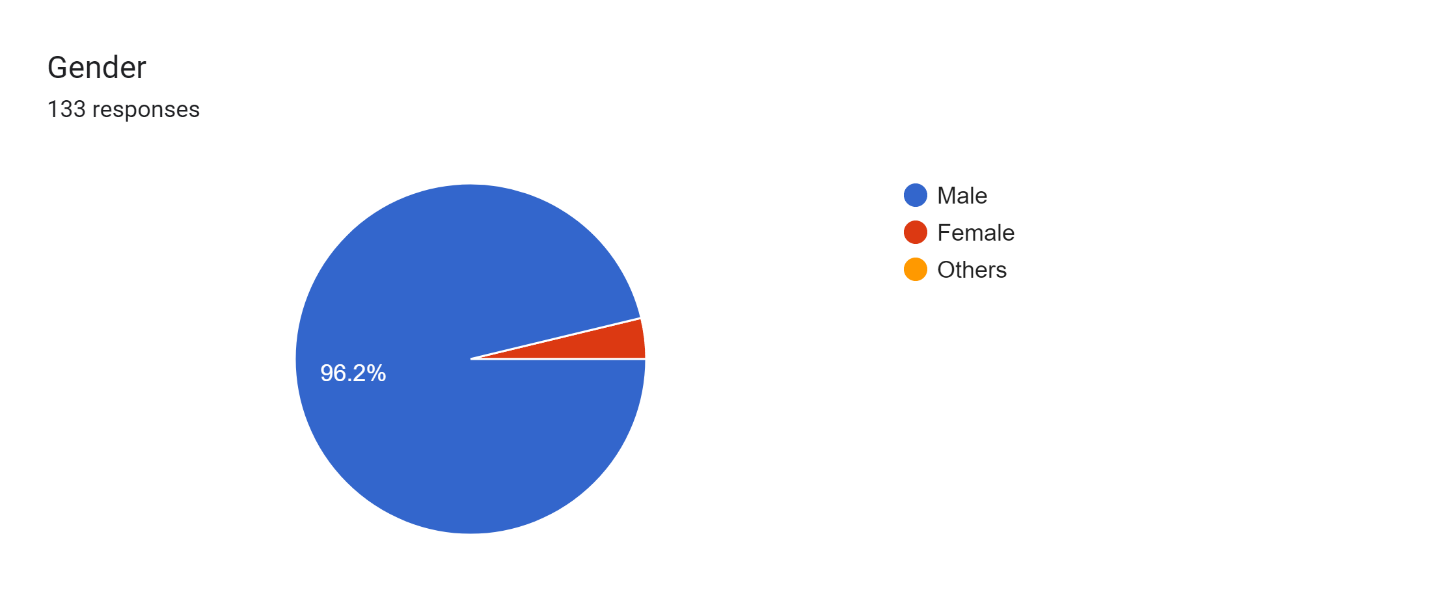
**Fig 4.1**

**Interpretation:**

The above data set shows that 29 respondents lie between the age of 20-30, followed by the age group of 30-40 who are a majority of the respondents they make up to 50.4%, then followed by the age group of 40-50, 27 respondents lie in this group, and the rest 10 respondents are above the age of 50.

**4.2 Gender:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **4.2 Gender** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 128 | 96.2 | 96.2 | 96.2 |
| Female | 5 | 3.8 | 3.8 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |



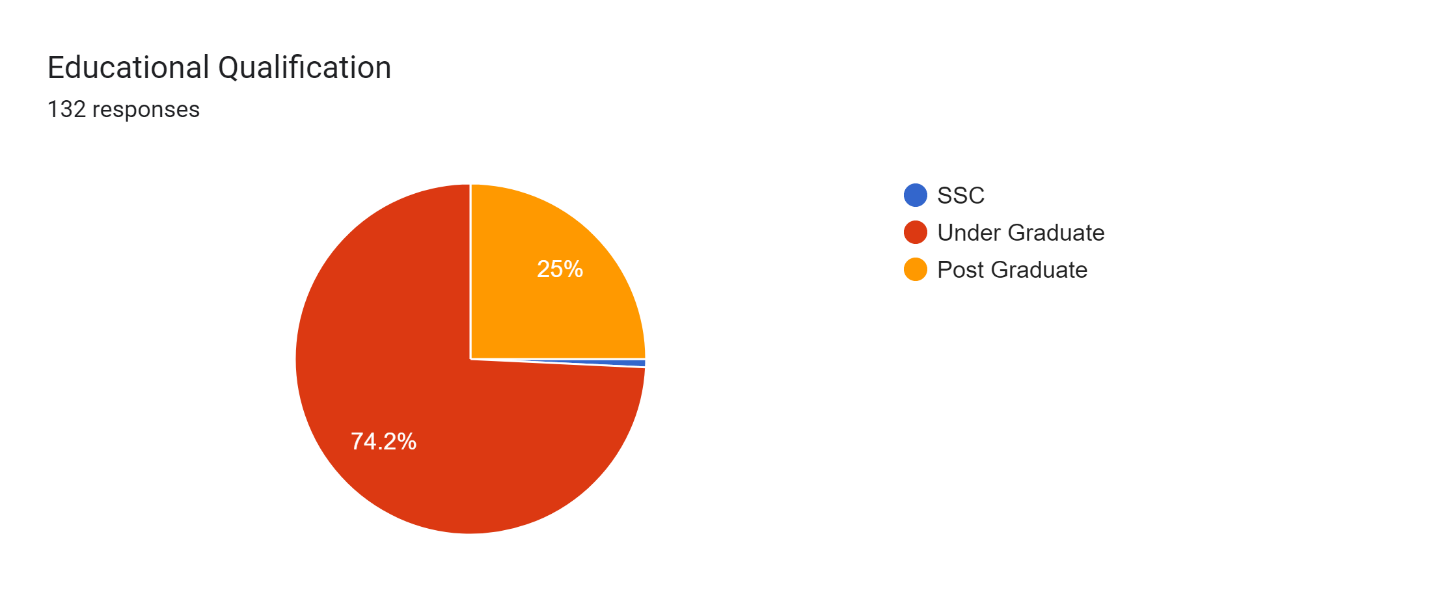
**Fig 4.2**

**Interpretation:**

The above data set shows that the majority of the respondents are male who are 128 respondents, who make up to 96.2% and the remaining 5 respondents are females who make up to 3.8% of the respondents.

**4.3 Educational Qualification:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **4.3 Education** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | SSC | 1 | .8 | .8 | .8 |
| Under Graduate | 99 | 74.4 | 74.4 | 75.2 |
| Post Graduate | 33 | 24.8 | 24.8 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

****

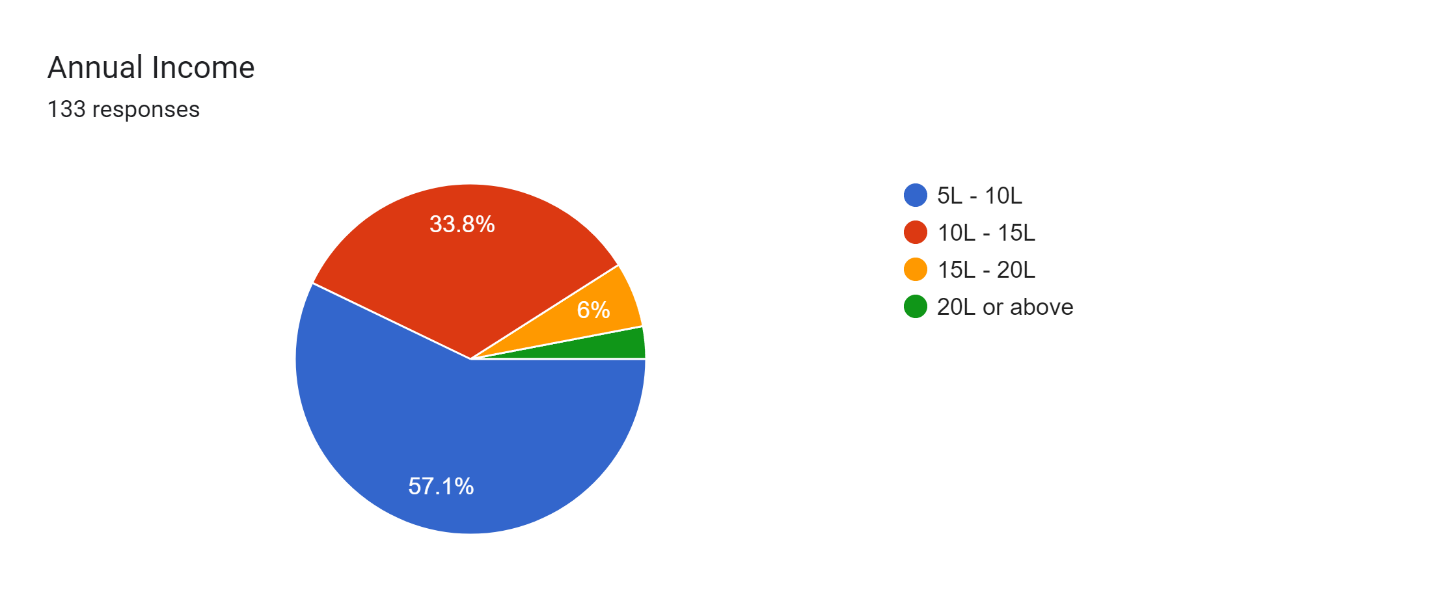
**Fig 4.3**

**Interpretation:**

The above data set shows that the majority of the respondents are Under Graduates who are about 74.4% of the total sample size, And the followed by Post Graduates who are 33 respondents making up to 24.8% of the total sample size.

**4.4 Annual Income:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **4.4 Income** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 5L-10L | 76 | 57.1 | 57.1 | 57.1 |
| 10L - 15L | 45 | 33.8 | 33.8 | 91.0 |
| 15L - 20L | 8 | 6.0 | 6.0 | 97.0 |
| 20L or above | 4 | 3.0 | 3.0 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |



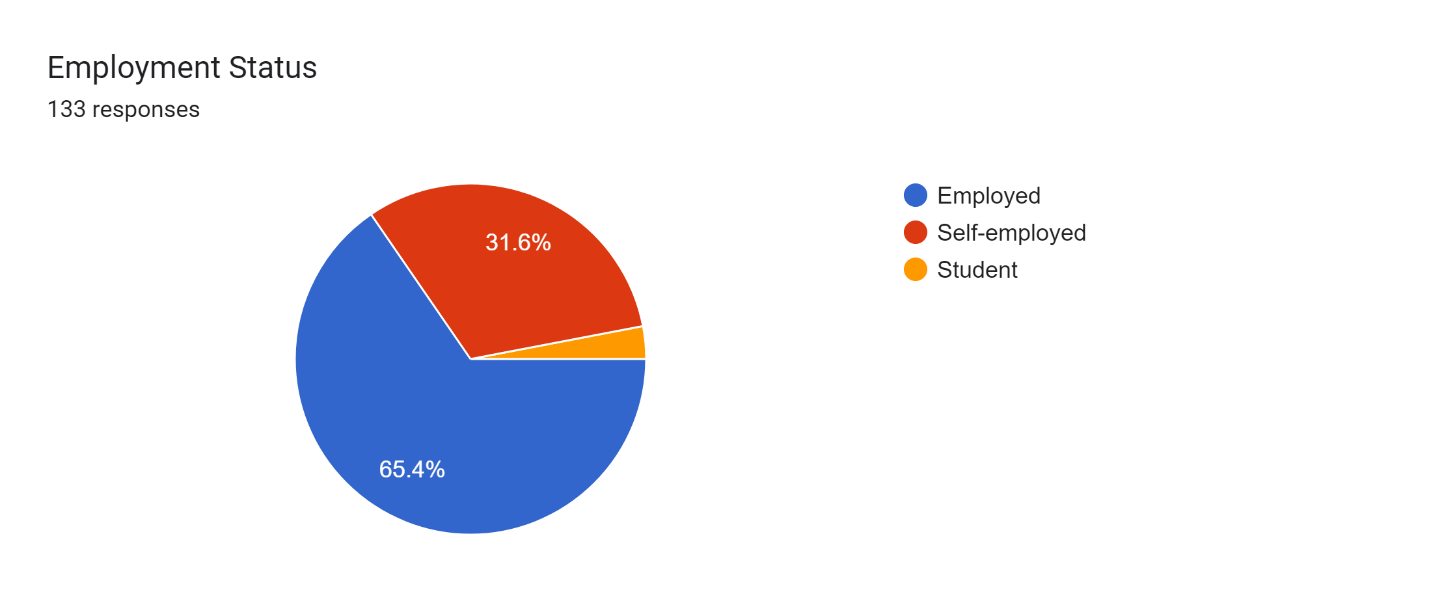
**Fig 4.4**

**Interpretation:**

The above data set shows that 76 respondents lie between the income group of 5-10L who make up to 57.1% and they followed by 45 respondents who lie between 10-15L and make up to 33.8%, 8 respondents lie between the income group of 15-20L and the rest 4 respondents above 20L.

**4.5 Employment Status:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **4.5 Employment** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Employed | 87 | 65.4 | 65.4 | 65.4 |
| Self-employed | 42 | 31.6 | 31.6 | 97.0 |
| Student | 4 | 3.0 | 3.0 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

****

**Fig 4.5**

**Interpretation:**

The above data set shows that 87 respondents who make up to 65.4% of the sample size are Employed. 42 respondents are Self-employed and make up to 31.6% and the rest 4 respondents are Students who make up to 3%.

**4.6 Descriptive Statistics of Demographics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **4.6 Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Age | 133 | 3 | 2 | 5 | 3.14 | .073 | .842 | .709 |
| Education | 133 | 2 | 1 | 3 | 2.24 | .039 | .446 | .199 |
| Gender | 133 | 1 | 1 | 2 | 1.04 | .017 | .191 | .036 |
| Income | 133 | 3 | 1 | 4 | 1.55 | .064 | .743 | .553 |
| Employment | 133 | 2 | 1 | 3 | 1.38 | .047 | .545 | .297 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Interpretation:**

The above data set of 133 respondents shows that most of the car owners in India are in between the age of 30-40 and 40-50 making up of 70.7% and the followed by the people who between 20-30 who make up to 21.8%. And the Educational background of most people is Under Graduation which adds up to 74.2% followed by Post Graduates who add up to 25%.

The income level of people between 5L – 10L are about 57.1% and people with income level between 10-15L are about 33.8% which make up the majority of the sample set.

The people who are Employed and Self-Employed are 87 and 42 which adds up to a total of 97% and the rest 3% being Students.

**Q1. Is Quality a key factor while purchasing a new Car?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 117 | 88.0 | 88.0 | 88.0 |
| Agree | 16 | 12.0 | 12.0 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q1.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Is Quality a key factor while purchasing a new Car? | 133 | 1 | 1 | 2 | 1.12 | .028 | .327 | .107 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q1.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 11.703 | 1 | 11.703 | 18.729 | .000 |
| Within Groups | 81.861 | 131 | .625 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .026 | 1 | .026 | .704 | .403 |
| Within Groups | 4.786 | 131 | .037 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 5.949 | 1 | 5.949 | 38.290 | .000 |
| Within Groups | 20.352 | 131 | .155 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | .043 | 1 | .043 | .078 | .780 |
| Within Groups | 72.889 | 131 | .556 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 3.466 | 1 | 3.466 | 12.707 | .001 |
| Within Groups | 35.737 | 131 | .273 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that all the people who have responded agree that quality is the most important factor for them while purchasing a car. 117 people Strongly Agree and 16 people Agree which adds up to 100%.

**Q2. Is Price a key factor while purchasing a new Car?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 115 | 86.5 | 86.5 | 86.5 |
| Agree | 18 | 13.5 | 13.5 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q2.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Is Price a key factor while purchasing a new Car? | 133 | 1 | 1 | 2 | 1.14 | .030 | .343 | .118 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q2.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 10.142 | 1 | 10.142 | 15.927 | .000 |
| Within Groups | 83.422 | 131 | .637 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .029 | 1 | .029 | .806 | .371 |
| Within Groups | 4.783 | 131 | .037 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 4.829 | 1 | 4.829 | 29.460 | .000 |
| Within Groups | 21.472 | 131 | .164 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | .001 | 1 | .001 | .002 | .967 |
| Within Groups | 72.931 | 131 | .557 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 4.355 | 1 | 4.355 | 16.372 | .000 |
| Within Groups | 34.848 | 131 | .266 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that 115 respondents strongly agree that price is a key factor while purchasing a car and 18 people agree with the same which make up to about 86.5% and 13.5% respectively.

**Q3. Is Service a key factor while purchasing a new Car?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 32 | 24.1 | 24.1 | 24.1 |
| Agree | 64 | 48.1 | 48.1 | 72.2 |
| Neutral | 1 | .8 | .8 | 72.9 |
| Disagree | 36 | 27.1 | 27.1 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q3.1 Descriptive Statistics**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Is Service a key factor while purchasing a new Car? | 133 | 3 | 1 | 4 | 2.31 | .097 | 1.116 | 1.245 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q3.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 5.274 | 3 | 1.758 | 2.569 | .057 |
| Within Groups | 88.290 | 129 | .684 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .288 | 3 | .096 | 2.735 | .046 |
| Within Groups | 4.524 | 129 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 7.136 | 3 | 2.379 | 16.011 | .000 |
| Within Groups | 19.165 | 129 | .149 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 6.741 | 3 | 2.247 | 4.379 | .006 |
| Within Groups | 66.191 | 129 | .513 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | .241 | 3 | .080 | .266 | .850 |
| Within Groups | 38.962 | 129 | .302 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that 32 and 64 respondents Strongly Agree and Agree that Service is a key factor for them while purchasing a car, followed by 36 people who don’t feel Service is a key factor for them while purchasing a car.

**Q4. Is Features a key factor while purchasing a new Car?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 25 | 18.8 | 18.8 | 18.8 |
| Agree | 68 | 51.1 | 51.1 | 69.9 |
| Neutral | 4 | 3.0 | 3.0 | 72.9 |
| Disagree | 35 | 26.3 | 26.3 | 99.2 |
| Strongly Disagree | 1 | .8 | .8 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q4.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Is Service a key factor while purchasing a new Car? | 133 | 3 | 1 | 4 | 2.31 | .097 | 1.116 | 1.245 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q4.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 8.372 | 4 | 2.093 | 3.145 | .017 |
| Within Groups | 85.192 | 128 | .666 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .309 | 4 | .077 | 2.197 | .073 |
| Within Groups | 4.503 | 128 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 11.569 | 4 | 2.892 | 25.131 | .000 |
| Within Groups | 14.731 | 128 | .115 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 13.191 | 4 | 3.298 | 7.066 | .000 |
| Within Groups | 59.741 | 128 | .467 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | .242 | 4 | .061 | .199 | .939 |
| Within Groups | 38.961 | 128 | .304 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that 25 and 68 respondents Strongly Agree and Agree that Features of a car is a key factor for them while purchasing a car, followed by 35 people who don’t feel Features is a key factor for them while purchasing a car.

**Q5. Do you prefer receiving information about new passenger car models and features through digital platforms, as opposed to traditional advertising methods?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 75 | 56.4 | 56.4 | 56.4 |
| Agree | 53 | 39.8 | 39.8 | 96.2 |
| Neutral | 5 | 3.8 | 3.8 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q5.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q5. Do you prefer receiving information about new passenger car models and features through digital platforms, as opposed to traditional advertising methods? | 133 | 2 | 1 | 3 | 1.47 | .050 | .572 | .327 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q5.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 3.783 | 2 | 1.891 | 2.739 | .068 |
| Within Groups | 89.781 | 130 | .691 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .284 | 2 | .142 | 4.073 | .019 |
| Within Groups | 4.528 | 130 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 1.023 | 2 | .511 | 2.630 | .076 |
| Within Groups | 25.278 | 130 | .194 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 11.038 | 2 | 5.519 | 11.592 | .000 |
| Within Groups | 61.894 | 130 | .476 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | .970 | 2 | .485 | 1.648 | .196 |
| Within Groups | 38.233 | 130 | .294 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that majority of the people i.e. 75 and 53 respondents Strongly Agree and Agree that they prefer digital media to receive information about new cars and new models over traditional medium.

**Q6. Do you find Videos on social media influential in shaping your perception of passenger car brands?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 22 | 16.5 | 16.5 | 16.5 |
| Agree | 84 | 63.2 | 63.2 | 79.7 |
| Neutral | 23 | 17.3 | 17.3 | 97.0 |
| Disagree | 4 | 3.0 | 3.0 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q6.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q6. Do you find Videos on social media influential in shaping your perception of passenger car brands? | 133 | 3 | 1 | 4 | 2.07 | .059 | .676 | .458 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q6.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 4.782 | 3 | 1.594 | 2.316 | .079 |
| Within Groups | 88.782 | 129 | .688 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .253 | 3 | .084 | 2.381 | .073 |
| Within Groups | 4.560 | 129 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 11.293 | 3 | 3.764 | 32.357 | .000 |
| Within Groups | 15.008 | 129 | .116 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 14.889 | 3 | 4.963 | 11.030 | .000 |
| Within Groups | 58.044 | 129 | .450 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 10.846 | 3 | 3.615 | 16.447 | .000 |
| Within Groups | 28.357 | 129 | .220 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that 106 people Strongly Agree and Agree that Videos on social media are influential in shaping their perception of passenger car brands which adds up to almost 80% of the respondents, And 23 respondents have responded with neutral, meaning the have a mixed opinion about it.

**Q7. Do you find Social Media posts influential in shaping your perception of passenger car brands?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 18 | 13.5 | 13.5 | 13.5 |
| Agree | 45 | 33.8 | 33.8 | 47.4 |
| Neutral | 25 | 18.8 | 18.8 | 66.2 |
| Disagree | 41 | 30.8 | 30.8 | 97.0 |
| Strongly Disagree | 4 | 3.0 | 3.0 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q7.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q7. Do you find Social Media posts influential in shaping your perception of passenger car brands? | 133 | 4 | 1 | 5 | 2.76 | .097 | 1.122 | 1.260 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q7.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 7.659 | 4 | 1.915 | 2.853 | .026 |
| Within Groups | 85.904 | 128 | .671 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .224 | 4 | .056 | 1.566 | .187 |
| Within Groups | 4.588 | 128 | .036 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 14.735 | 4 | 3.684 | 40.768 | .000 |
| Within Groups | 11.566 | 128 | .090 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 19.482 | 4 | 4.871 | 11.664 | .000 |
| Within Groups | 53.450 | 128 | .418 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 10.981 | 4 | 2.745 | 12.452 | .000 |
| Within Groups | 28.222 | 128 | .220 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that 47.7% people Strongly agree and agree that Social Media posts influential in shaping your perception of passenger car brands and 18.2% are Neutral with their opinion and the remaining 34.1% people Disagree/Strongly Disagree the same.

**Q8. Do you find Digital ads influential in shaping your perception of passenger car brands?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Agree | 25 | 18.8 | 18.8 | 18.8 |
| Neutral | 42 | 31.6 | 31.6 | 50.4 |
| Disagree | 24 | 18.0 | 18.0 | 68.4 |
| Strongly Disagree | 42 | 31.6 | 31.6 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q8.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q8. Do you find Digital ads influential in shaping your perception of passenger car brands? | 133 | 3 | 2 | 5 | 3.62 | .097 | 1.119 | 1.252 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q8.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 8.894 | 3 | 2.965 | 4.517 | .005 |
| Within Groups | 84.670 | 129 | .656 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .217 | 3 | .072 | 2.029 | .113 |
| Within Groups | 4.595 | 129 | .036 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 10.193 | 3 | 3.398 | 27.211 | .000 |
| Within Groups | 16.108 | 129 | .125 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 6.718 | 3 | 2.239 | 4.363 | .006 |
| Within Groups | 66.214 | 129 | .513 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 10.628 | 3 | 3.543 | 15.992 | .000 |
| Within Groups | 28.575 | 129 | .222 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that 24 and 42 respondents Disagree and Strongly Disagree that Digital ads influential in shaping your perception of passenger car brands, and 42 people are neutral with their opinion and the remaining 25 people

Agree that Digital ads are influential.

**Q9.  Do you find blog posts influential in shaping your perception of passenger car brands?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Agree | 23 | 17.3 | 17.3 | 17.3 |
| Neutral | 40 | 30.1 | 30.1 | 47.4 |
| Disagree | 26 | 19.5 | 19.5 | 66.9 |
| Strongly Disagree | 44 | 33.1 | 33.1 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q9.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q9. Do you find blog posts influential in shaping your perception of passenger car brands? | 133 | 3 | 2 | 5 | 3.68 | .096 | 1.110 | 1.233 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q9.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 9.461 | 3 | 3.154 | 4.837 | .003 |
| Within Groups | 84.103 | 129 | .652 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .214 | 3 | .071 | 2.003 | .117 |
| Within Groups | 4.598 | 129 | .036 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 11.294 | 3 | 3.765 | 32.362 | .000 |
| Within Groups | 15.007 | 129 | .116 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 5.282 | 3 | 1.761 | 3.358 | .021 |
| Within Groups | 67.650 | 129 | .524 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 9.916 | 3 | 3.305 | 14.559 | .000 |
| Within Groups | 29.287 | 129 | .227 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that 52.6% of respondents feel that blog posts are not influential in shaping their perception of passenger car brands, and 30.1% have a neutral opinion, and the remaining 17.3% people agree that blog posts are influential.

**Q10. How often do you engage with digital content such as posts and videos related to passenger car brands on social media?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Very Frequently | 21 | 15.8 | 15.8 | 15.8 |
| Frequently | 43 | 32.3 | 32.3 | 48.1 |
| Neutral | 5 | 3.8 | 3.8 | 51.9 |
| Rarely | 26 | 19.5 | 19.5 | 71.4 |
| Very Rarely | 38 | 28.6 | 28.6 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q10.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q10. How often do you engage with digital content such as posts and videos related to passenger car brands on social media? | 133 | 4 | 1 | 5 | 3.13 | .131 | 1.515 | 2.294 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q10.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 7.294 | 4 | 1.823 | 2.705 | .033 |
| Within Groups | 86.270 | 128 | .674 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .272 | 4 | .068 | 1.914 | .112 |
| Within Groups | 4.540 | 128 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 13.304 | 4 | 3.326 | 32.756 | .000 |
| Within Groups | 12.997 | 128 | .102 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 8.890 | 4 | 2.222 | 4.442 | .002 |
| Within Groups | 64.043 | 128 | .500 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 13.234 | 4 | 3.309 | 16.308 | .000 |
| Within Groups | 25.969 | 128 | .203 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 64 respondents either Very Frequently or Frequently engage with digital content of car brans on social media. And 5 respondents are neutral with their opinion and the rest 64 respondents have responded that they either rarely or very rarely engage with digital content on social media about cars.

**Q11. Do you follow passenger car brands on social media because you like the brand?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 19 | 14.3 | 14.3 | 14.3 |
| Agree | 42 | 31.6 | 31.6 | 45.9 |
| Neutral | 6 | 4.5 | 4.5 | 50.4 |
| Disagree | 28 | 21.1 | 21.1 | 71.4 |
| Strongly Disagree | 38 | 28.6 | 28.6 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q11.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q11. Do you follow passenger car brands on social media because you like the brand? | 133 | 4 | 1 | 5 | 3.18 | .129 | 1.492 | 2.225 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q11.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 9.239 | 4 | 2.310 | 3.506 | .009 |
| Within Groups | 84.325 | 128 | .659 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .269 | 4 | .067 | 1.893 | .116 |
| Within Groups | 4.543 | 128 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 13.238 | 4 | 3.310 | 32.430 | .000 |
| Within Groups | 13.063 | 128 | .102 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 10.324 | 4 | 2.581 | 5.277 | .001 |
| Within Groups | 62.608 | 128 | .489 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 11.975 | 4 | 2.994 | 14.074 | .000 |
| Within Groups | 27.228 | 128 | .213 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 61 respondents follow passenger car brands on social media because they like the brand and 6 respondents are neutral with their opinion and the remaining 66 do not follow any car brands on social media.

**Q12. Do you trust information provided by an official passenger car brand website ?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 19 | 14.3 | 14.3 | 14.3 |
| Agree | 8 | 6.0 | 6.0 | 20.3 |
| Neutral | 44 | 33.1 | 33.1 | 53.4 |
| Disagree | 24 | 18.0 | 18.0 | 71.4 |
| Strongly Disagree | 38 | 28.6 | 28.6 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q12.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q12. Do you trust information provided by an official passenger car brand website? | 133 | 4 | 1 | 5 | 3.41 | .116 | 1.343 | 1.804 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q12.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 9.374 | 4 | 2.344 | 3.563 | .009 |
| Within Groups | 84.190 | 128 | .658 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .256 | 4 | .064 | 1.797 | .133 |
| Within Groups | 4.556 | 128 | .036 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 13.990 | 4 | 3.498 | 36.366 | .000 |
| Within Groups | 12.311 | 128 | .096 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 16.790 | 4 | 4.197 | 9.570 | .000 |
| Within Groups | 56.142 | 128 | .439 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 13.125 | 4 | 3.281 | 16.106 | .000 |
| Within Groups | 26.078 | 128 | .204 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that only 27 people trust information provided by an official passenger car brand website and 44 respondents are neutral about it, And the remaining 62 respondents either Disagree or Strongly Disagree about the information  provided by an official passenger car brand website.

**Q13.  Does online reviews and ratings of passenger car brands influence your perception and decision-making process?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 62 | 46.6 | 46.6 | 46.6 |
| Agree | 62 | 46.6 | 46.6 | 93.2 |
| Neutral | 5 | 3.8 | 3.8 | 97.0 |
| Disagree | 4 | 3.0 | 3.0 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q13.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q13. Does online reviews and ratings of passenger car brands influence your perception and decision-making process? | 133 | 3 | 1 | 4 | 1.63 | .061 | .701 | .492 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q13.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 6.001 | 3 | 2.000 | 2.947 | .035 |
| Within Groups | 87.563 | 129 | .679 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .215 | 3 | .072 | 2.014 | .115 |
| Within Groups | 4.597 | 129 | .036 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 1.535 | 3 | .512 | 2.664 | .051 |
| Within Groups | 24.766 | 129 | .192 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 6.273 | 3 | 2.091 | 4.046 | .009 |
| Within Groups | 66.660 | 129 | .517 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 6.863 | 3 | 2.288 | 9.125 | .000 |
| Within Groups | 32.340 | 129 | .251 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that majority of the respondents i.e. 124 people Strongly Agree and Agree that online reviews and ratings of passenger car brands influence their perception and decision-making process. And a total of 9 respondents either have neutral or disagree with the same.

**Q14. Have you ever interacted with passenger car brands directly through their digital channels?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 4 | 3.0 | 3.0 | 3.0 |
| Agree | 23 | 17.3 | 17.3 | 20.3 |
| Neutral | 35 | 26.3 | 26.3 | 46.6 |
| Disagree | 29 | 21.8 | 21.8 | 68.4 |
| Strongly Disagree | 42 | 31.6 | 31.6 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q14.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q14. Have you ever interacted with passenger car brands directly through their digital channels? | 133 | 4 | 1 | 5 | 3.62 | .103 | 1.185 | 1.405 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q14.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 10.436 | 4 | 2.609 | 4.017 | .004 |
| Within Groups | 83.128 | 128 | .649 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .227 | 4 | .057 | 1.588 | .181 |
| Within Groups | 4.585 | 128 | .036 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 13.121 | 4 | 3.280 | 31.856 | .000 |
| Within Groups | 13.180 | 128 | .103 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 3.244 | 4 | .811 | 1.489 | .209 |
| Within Groups | 69.689 | 128 | .544 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 8.189 | 4 | 2.047 | 8.450 | .000 |
| Within Groups | 31.014 | 128 | .242 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 27 respondents have interacted with passenger car brands directly through their digital channels, and 35 people are neutral with their opinion, And the rest 71 people have responded that they have never interacted with passenger car brands directly through their digital channels.

**Q15. Does the digital marketing efforts and consistency of passenger car brands impact your overall view and perception towards their brand image and reputation?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 21 | 15.8 | 15.8 | 15.8 |
| Agree | 62 | 46.6 | 46.6 | 62.4 |
| Neutral | 27 | 20.3 | 20.3 | 82.7 |
| Disagree | 22 | 16.5 | 16.5 | 99.2 |
| Strongly Disagree | 1 | .8 | .8 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q15.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q15. Does the digital marketing efforts and consistency of passenger car brands impact your overall view and perception towards their brand image and reputation? | 133 | 4 | 1 | 5 | 2.40 | .084 | .969 | .938 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q15.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 18.409 | 4 | 4.602 | 7.838 | .000 |
| Within Groups | 75.155 | 128 | .587 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .107 | 4 | .027 | .729 | .574 |
| Within Groups | 4.705 | 128 | .037 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 12.690 | 4 | 3.172 | 29.833 | .000 |
| Within Groups | 13.611 | 128 | .106 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 19.365 | 4 | 4.841 | 11.568 | .000 |
| Within Groups | 53.567 | 128 | .418 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 9.550 | 4 | 2.387 | 10.306 | .000 |
| Within Groups | 29.653 | 128 | .232 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 83 people Agree that the digital marketing efforts and consistency of passenger car brands impact their overall view and perception towards their brand image and reputation. 27 respondents are neutral with their opinion and the rest 23 respondents don’t agree with the same.

**Q16. Does the information provided through digital marketing impact your perception of the value offered by different passenger car brands?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 22 | 16.5 | 16.5 | 16.5 |
| Agree | 26 | 19.5 | 19.5 | 36.1 |
| Neutral | 26 | 19.5 | 19.5 | 55.6 |
| Disagree | 23 | 17.3 | 17.3 | 72.9 |
| Strongly Disagree | 36 | 27.1 | 27.1 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q16.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q16. Does the information provided through digital marketing impact your perception of the value offered by different passenger car brands? | 133 | 4 | 1 | 5 | 3.19 | .125 | 1.447 | 2.093 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q16.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 18.280 | 4 | 4.570 | 7.770 | .000 |
| Within Groups | 75.284 | 128 | .588 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .295 | 4 | .074 | 2.089 | .086 |
| Within Groups | 4.517 | 128 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 13.481 | 4 | 3.370 | 33.652 | .000 |
| Within Groups | 12.820 | 128 | .100 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 20.765 | 4 | 5.191 | 12.738 | .000 |
| Within Groups | 52.167 | 128 | .408 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 10.812 | 4 | 2.703 | 12.186 | .000 |
| Within Groups | 28.391 | 128 | .222 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 48 people Agree that the information provided through digital marketing impact their perception of the value offered by different passenger car brands. 26 people are neutral with their opinion, and the rest 59 people have responded that they don’t get impacted.

**Q17. Does the presence of authentic content such as user-generated reviews, on digital platforms influence your trust in passenger car brands?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 46 | 34.6 | 34.6 | 34.6 |
| Agree | 61 | 45.9 | 45.9 | 80.5 |
| Neutral | 23 | 17.3 | 17.3 | 97.7 |
| Disagree | 3 | 2.3 | 2.3 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q17.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q17. Does the presence of authentic content such as user-generated reviews, on digital platforms influence your trust in passenger car brands? | 133 | 3 | 1 | 4 | 1.87 | .067 | .773 | .597 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q17.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 5.130 | 3 | 1.710 | 2.495 | .063 |
| Within Groups | 88.434 | 129 | .686 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .222 | 3 | .074 | 2.078 | .106 |
| Within Groups | 4.590 | 129 | .036 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 4.100 | 3 | 1.367 | 7.942 | .000 |
| Within Groups | 22.201 | 129 | .172 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 13.085 | 3 | 4.362 | 9.401 | .000 |
| Within Groups | 59.847 | 129 | .464 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 9.923 | 3 | 3.308 | 14.573 | .000 |
| Within Groups | 29.280 | 129 | .227 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 107 people Agree that the presence of authentic content such as user-generated reviews, on digital platforms influence their trust in passenger car brands. And 23 people are neutral with their opinion and the rest 3 respondents Disagree.

**Q18. After purchasing a passenger car, do you continue to engage with the brand's digital content?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 22 | 16.5 | 16.5 | 16.5 |
| Agree | 24 | 18.0 | 18.0 | 34.6 |
| Neutral | 23 | 17.3 | 17.3 | 51.9 |
| Disagree | 26 | 19.5 | 19.5 | 71.4 |
| Strongly Disagree | 38 | 28.6 | 28.6 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q18.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q18. After purchasing a passenger car, do you continue to engage with the brand's digital content? | 133 | 4 | 1 | 5 | 3.26 | .127 | 1.460 | 2.131 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q18.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 16.531 | 4 | 4.133 | 6.867 | .000 |
| Within Groups | 77.033 | 128 | .602 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .272 | 4 | .068 | 1.914 | .112 |
| Within Groups | 4.540 | 128 | .035 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 12.541 | 4 | 3.135 | 29.166 | .000 |
| Within Groups | 13.760 | 128 | .107 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 13.422 | 4 | 3.356 | 7.217 | .000 |
| Within Groups | 59.510 | 128 | .465 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 8.359 | 4 | 2.090 | 8.673 | .000 |
| Within Groups | 30.844 | 128 | .241 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 46 people Agree that, after purchasing a passenger car, they continue to engage with the brand's digital content. 23 people are neutral with their opinion and the rest 64 people say they don’t continue to engage with the brand's digital content after purchasing a car.

**Q19. Has exposure to effective digital marketing efforts led to increased loyalty to a specific passenger car brand?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Strongly Agree | 17 | 12.8 | 12.8 | 12.8 |
| Agree | 25 | 18.8 | 18.8 | 31.6 |
| Neutral | 50 | 37.6 | 37.6 | 69.2 |
| Disagree | 27 | 20.3 | 20.3 | 89.5 |
| Strongly Disagree | 14 | 10.5 | 10.5 | 100.0 |
| Total | 133 | 100.0 | 100.0 |  |

**Q19.1 Descriptive Statistics:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | |
|  | N | Range | Minimum | Maximum | Mean | | Std. Deviation | Variance |
| Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic |
| Q19. Has exposure to effective digital marketing efforts led to increased loyalty to a specific passenger car brand? | 133 | 4 | 1 | 5 | 2.97 | .100 | 1.154 | 1.332 |
| Valid N (list wise) | 133 |  |  |  |  |  |  |  |

**Q19.2 One-Way Anova Test:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVA** | | | | | | |
|  | | Sum of Squares | df | Mean Square | F | Sig. |
| Age | Between Groups | 20.219 | 4 | 5.055 | 8.821 | .000 |
| Within Groups | 73.345 | 128 | .573 |  |  |
| Total | 93.564 | 132 |  |  |  |
| Gender | Between Groups | .975 | 4 | .244 | 8.130 | .000 |
| Within Groups | 3.837 | 128 | .030 |  |  |
| Total | 4.812 | 132 |  |  |  |
| Education | Between Groups | 9.468 | 4 | 2.367 | 17.998 | .000 |
| Within Groups | 16.833 | 128 | .132 |  |  |
| Total | 26.301 | 132 |  |  |  |
| Income | Between Groups | 15.235 | 4 | 3.809 | 8.450 | .000 |
| Within Groups | 57.697 | 128 | .451 |  |  |
| Total | 72.932 | 132 |  |  |  |
| Employment | Between Groups | 12.121 | 4 | 3.030 | 14.322 | .000 |
| Within Groups | 27.082 | 128 | .212 |  |  |
| Total | 39.203 | 132 |  |  |  |

**Interpretation:**

The above data set shows that a total of 42 people Agree that, exposure to effective digital marketing efforts led to increased loyalty to a specific passenger car brand. Majority of the people are neutral about it i.e. 37.6%. And the rest 30.8% Disagree/Strongly Disagree with the same.

**Chapter 5 – Findings & Conclusion:**

**Findings:**

* The data collected for this research shows that people who own cars are typically a little older in age, ranging between 30-50, who have relatively higher income and financially stable.
* Majority of people answered that Quality and Price are key factors they look out for while purchasing a new car.
* Though Service and Features are necessary for them, they are not the highest priority.
* Most people answered that they prefer receiving information about new passenger car models and features through digital platforms, as opposed to traditional advertising methods.
* The Video content, Social Media posts, have a significant impact on the customers in engaging with the brand’s content and making purchase decisions.
* The majority have people have responded that blog posts and digital ads do not have much influence over shaping their perception.
* The majority of people have responded they quite frequently engage with the brands content on social media platforms.
* A decent size of the sample size say that they follow car brands on social media platforms but very less people have directly interacted with brands on Social Media.
* The online reviews and ratings, presence of authentic content such as user-generated reviews, on digital platforms influence the customers trust in passenger car brands.
* The research shows that information provided through digital marketing impacts customer’s perception of the value offered by different passenger car brands.
* The research shows that customer’s exposure to effective digital marketing efforts and consistency has led to increased loyalty to a specific passenger car brand.

**Suggestions:**

After analyzing the data gathered from the respondents who actually own a car, we can suggest to Car brands that, the people today prefer digital medium over traditional medium for knowing the information about the latest cars and models that have launched, and most respondents have said that they actually engage with the brands content such as videos very frequently on social media platforms. Brands can leverage this attention to tell more stories about their cars, experiences of people with their car and so on to build more trust and get attention of more customers.

The presence of online reviews, rating and authentic content from users on digital platforms has significant influence on customer’s perception towards the car brand and impact their purchase decisions. So, it is necessary for the brands to launch high quality cars and do not over promise or mislead customers with their marketing strategies. Doing so may lead to negative reviews over social media and may spoil their brand image.

**Conclusion:**

In the ever-evolving landscape of the Indian passenger car industry, the role of digital marketing in brand building has emerged as a critical factor for success. This research project sought to investigate the effectiveness of brand building through digital marketing strategies within the context of Indian passenger cars. Through a comprehensive analysis of digital marketing efforts and their impact, several key findings and insights have been uncovered.

Firstly, it is evident that Indian passenger car manufacturers have recognized the significance of digital marketing in establishing and strengthening their brand identities. The adoption of diverse digital channels such as social media and content marketing campaigns has become commonplace, reflecting a dynamic response to changing consumer behaviors and preferences.

Secondly, digital marketing has proven to be a potent tool for enhancing brand awareness and recognition among consumers in the Indian passenger car market. The ability to engage with target audiences in real-time, tailor messaging, and provide interactive content has contributed significantly to improved brand visibility.

Furthermore, this study found that specific digital marketing channels have varying degrees of effectiveness in the context of brand building. Social media platforms have emerged as powerful tools for fostering consumer engagement and creating brand loyalty. Content marketing, through the creation of informative and engaging content, has also played a pivotal role in shaping brand perceptions.

In conclusion, this research project underscores the pivotal role of digital marketing in shaping brand identities within the Indian passenger car industry. As the digital ecosystem continues to evolve, it is imperative for manufacturers to remain agile and innovative in their digital marketing strategies. The insights and recommendations provided in this study aim to guide Indian passenger car companies in their pursuit of effective brand building through digital means, ultimately contributing to their long-term success in a dynamic and competitive marketplace.

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**Questionnaires:**

1. Age

* < 20
* 20-30
* 30-40
* 40-50
* 50>

1. Gender

* Male
* Female
* Others

1. Educational Qualification

* SSC
* Under Graduate
* Post-Graduate
* Occupation

1. Annual Income

* 5L - 10L
* 10L - 15L
* 15L - 20L
* 20L or above

1. What is your current employment status?

* Full-time employment
* Self-employed
* Student

1. Is Quality a key factor while purchasing a new Car?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Is Price a key factor while purchasing a new Car?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Is Service a key factor while purchasing a new Car?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Is Features a key factor while purchasing a new Car?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Do you prefer receiving information about new passenger car models and features through digital platforms, as opposed to traditional advertising methods?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Do you find Videos on social media influential in shaping your perception of passenger car brands?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Do you find Social Media posts influential in shaping your perception of passenger car brands?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Do you find Digital ads influential in shaping your perception of passenger car brands?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Do you find blog posts influential in shaping your perception of passenger car brands?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. How often do you engage with digital content such as posts and videos related to passenger car brands on social media?

* Very frequently
* Frequently
* Neutral
* Rarely
* Very Rarely

1. Do you follow passenger car brands on social media because you like the brand?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Do you trust information provided by an official passenger car brand website ?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Does online reviews and ratings of passenger car brands influence your perception and decision-making process?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Have you ever interacted with passenger car brands directly through their digital channels?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Does the digital marketing efforts and consistency of passenger car brands impact your overall view and perception towards their brand image and reputation?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Does the information provided through digital marketing impact your perception of the value offered by different passenger car brands?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. Does the presence of authentic content such as user-generated reviews, on digital platforms influence your trust in passenger car brands?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. After purchasing a passenger car, do you continue to engage with the brand's digital content?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly disagree

1. Has exposure to effective digital marketing efforts led to increased loyalty to a specific passenger car brand?

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly disagree