CHAPTER 1

CONCEPTUAL FRAMEWORK OF DIGITAL MARKETING COMMUNICATION

The present chapter deals with the introduction of the study whereby it explains the impact of digital technologies on consumers, concept and characteristics of digital marketing communication and contemporary digital channels of communication. The chapter also gives the details of digital statistics of India and overview of Indian passenger car market covering its brief history and market share of major players. The chapter also explains the digital marketing trends in Indian passenger car market. The chapter briefly describes the purpose, significance, scope and organization of the study.

1.1 IMPACT OF DIGITAL TECHNOLOGIES

Unremitting technological changes are significantly altering the behaviour of the consumers across the globe. Pervasive, inexpensive, compatible, easy and advanced technology has urged customers to become smarter, informed, connected, updated, and empowered (Miller, Michalski and Stevens, 1998; Prahalad and Ramaswamy, 2004a). Consumers have become 'prosumers' whereby consumers are not only at the receiving end but are also getting actively involved in co-creating, customizing and passionately promoting the marketing content in socially connected era (Bollier, 2007; Gerhardt, 2008). Marketers have also understood and appreciated the change brought by technology that has been registering its stark presence among the consumers. This change is affecting the lives of both the marketers and consumers in concrete ways. The greatest example of change is the 'internet' that has significantly altered the ways of communication, sharing and finding information and doing business. The tremendous growth of the internet and particularly the 'World Wide Web' (WWW) made consumers and firms participating in a global online marketplace which eventually urged marketers to try and deal with the innovative ways of marketing in computer-mediated environments (Kothari and Saxena, 2004; Ricciuti, 1995). The steady and swift integration of internet with myriad devices and proliferation of digital technologies in recent times has further fuelled the change (Brinker, 2012). This interactive medium of today has crossed the borders of a conventional computer's screen and has embraced many digital devices namely mobile phones, smart phones, tablets, digital outdoors and digital TV (Dahiya, 2014). This revolution in digital technologies has urged companies to restructure the marketing practices, especially in communication to engage successfully with past, present and potential customers

(Dahiya, 2015a; Gay, Charlesworth and Esen, 2007). Market players have not been left with the choice of denial to change. They have to change by practically adjusting their behaviour and operations; else they will be the victim of 'Digital Darwinism' (Schwartz, 2002; Wertime and Fenwick, 2008).

Digital technologies, particularly the internet, has transformed the every aspect of business namely the business communication, branding, product management, supply chain management, buying and selling and customer relationship management to name a few (Hudson, Roth and Madden, 2012). Technology's usage in business has accounted for reducing the numerous business costs along with offering competitive advantage (Edelman and Heller, 2015). Companies have been able to leverage the power of digital technologies to obtain accurate customers' input that has led to improvement in overall product development capabilities of the firm. Digital media provide a broad platform to acquire new customers and engaging with them meaningfully that helps spreading awareness about brands, building brand image and positioning the brand in target customers' mind (Holliman and Rowley, 2014). Customers can be targeted profitably due to resultant accurate customer profiling over digital media. Better customer relations can be maintained with the help of latest technological tools which unravel the specific needs of the customers to the marketers. The vital information about target customers obtained through digital channels, leads to valued customer engagement and augmented customer experience resulting in sustainable competitive advantage (Adobe, 2014).

1.2 DIGITAL MARKETING: THE CONCEPT

Digital marketing as a concept is used differently by different people. Many times it is used synonymously with 'internet or web marketing', 'e-marketing', 'e-commerce' and 'e-business'. Although, these terms are inter-related, yet there lies a difference among all the terms (Rowan, 2002). Internet marketing refers to the promotion of goods and services over internet requiring a real time live internet connection (Hanson and Kalyanam, 2007). E-business is a broader term that deals with application of technology in business's internal processes and transactions with third party. It involves e-commerce which represents its commerce side and e-marketing which includes its marketing side. E-marketing also known as 'electronic marketing' makes use of internet and digital technologies and involves the promotion of goods or services through electronic methods or media (Hoge, 1993). Rowan (2002) defined e-marketing as practice of using information technology for completing the marketing process that involves creation, communication and delivery of value to customers along with managing customer relationships (Lamb, Hair and McDaniel, 2001). E-commerce which reflects the commercial side of the business refers to buying and selling using the internet and involves the financial transactions using electronic media.

The term 'digital' can be defined as a data transmission technology which is finite and non-variable in nature (Kaufman and Horton, 2014). Digital is expressed in contrast to 'analog' which is a continuous data transmission technology. A marketing action becomes digital if relies over a digital medium to execute a marketing function

(Deighton and Kornfeld, 2009; Yasmin, Tasneem and Fatema, 2015). Kierzkowski McQuade, Waitman and Zeisser (1996) explain digital marketing as promotion of products and services via one or more form of digital or electronic media. Techopedia (n.d.) defines digital marketing as disposition of various promotional practices and methods to access customers through various digital technologies. Bird (2007) defines digital marketing as a communication activity conducted over media using digital transmission that establishes a direct relationship between a company and its customers or prospects as an individual. The term medium used here refers to the channels, instruments, applications, manners and devices which for their functioning use digital codes (Rowan, 2002). Digital media include content based platform like 'websites', 'social networking sites', 'online communities', 'search engines' etc. using primarily the internet technology and devices such as 'mobile phones', 'digital TV', 'digital outdoors' using both internet and mobile technology.

Digital marketing differentiates itself from the internet marketing as digital marketing not only includes the channels that require real time internet connection, but also includes digital outdoors, digital TVs, SMS (Short Message Service), billboards, mobile apps, MMS (Multimedia Message Service), call-back and on-hold mobile ring tones, e–books and games with a digital platform which can run offline too (Scharl, Dickinger and Murphy, 2005; Pandey and Shukla, 2010; Gayatri and Rekha, 2014). It uses digital devices, channels and platforms irrespective of their online or offline nature. Moreover emergence of new age concepts like wearable technology and augmented reality is pushing the boundaries of digital marketing beyond internet (Merisavo et al. 2008; Yasmin et al. 2015). So, it can be said that internet marketing is a subset of digital marketing.

1.2.1 Internet: The Core of Digital Marketing

Internet remains at the core of digital marketing due to its easy integration and compatibility with various digital devices like mobile phones, tablets, watches, TVs and many more (Smith, 2011). Internet, probably the most important invention of 20th century, has changed the scope of marketing. It has emerged as a medium serving multi-channel function of marketing, sales, distribution and relationship building. Now products are positioned, marketed, distributed and purchased over internet. Internet has also altered the traditional marketing mix strategy. It enables the marketer to sell more variety of mass customized products. Internet facilitates the easy price comparison among available products for the customers. Internet has added a new channel of distribution which is convenient, fast and easy. Promotion has experienced the paradigm shift whereby conversations have taken place of commercial messages and customers have become story tellers. Marketers are now using many marketing tactics to implement the digital marketing strategy like SEO* (Search Engine Optimization), SEM* (Search Engine Marketing), affiliate marketing* and PPC* (Pay-per-click) and others.

Internet refers to an interconnected network of computers connected globally through dedicated servers and routers (Whittaker, 2002). The computers in this global

* See Glossary given in the end for details.

network hold files known as web pages that can be accessed by the other interconnected computers (Tanenbaum, 1996). 'Intranet', 'Extranet' and 'Web' are three main types of network that form internet. Intranet runs internally in an organization using hypter text markup language (HTML) and browsers. Extranet is comprised of two or more proprietary networks which are connected with the purpose of sharing information. Web supports a graphic user interface for hypertext navigation with a browser (Beal, 2010). One can trace back the underpinning of internet back to1960's when two of the MIT's researchers namely J.C.R. Licklider in 1960 and 1968 and Leonard Kleinrock in 1961 wrote about galactic networks and packet switching theory. In 1972, first public demonstration of Advanced Research Project Agency Network (ARPANET), the precursor of today's internet and electronic mail was made. By 1985, internet was already well established as a technology supporting a broad community of researchers and developers. Till 90's internet was not open for business (Leiner et al. 2009). It was Tim Berners- Lee's development of World Wide Web (WWW) in the year 1991 that fuelled the internet revolution of today. In the year 1993, internet was fully opened to commercial traffic.

'Mosaic', the first web browser was released in 1993 which was followed by 'Netscape Navigator' browser released in mid-1994 (Ratliff and Rubinfeld, 2010). 'WebCrawler', first search engine service was launched in the year 1994. This was rapidly followed by a proliferation of search engines, such as 'Lycos', 'Magellan', 'Excite', 'Infoseek', 'Inktomi', 'AltaVista' and 'Yahoo'. 'Google', incorporated in the year 1998 became the world's leading search engine. Slowly internet became the main tool for searching information and technological advancements like wireless connection and digital data transmission technology paved the way for digitalization. Digital marketing was then related to wireless connection (Merisavo et al. 2007).

There is no consensus on when advertising on the internet began. Tim O'Reilly, founder of the web portal Global Network Navigator (GNN), states that the first advertising appeared in the year 1993 on GNN (O'reilly, 2007). Some others mention 'HotWired' site on which banner ad sold to the company called AT&T was displayed in the year 1994 (Medoff, 2000; Evans, 2009). Google launched its 'AdWords' service in October, 2000 that placed ads on the search results pages on 'google.com'. By March 2003, Google had over 100,000 advertisers who bought search ads through the 'AdWords' program. Google by the year 2003 was serving 200 million searches per day on all of its sites worldwide (Levy, 2011).

Internet also evolved overtime and allowed people to generate and share content with others with web 2.0* technology. It offered features like interactivity, customization, connectivity and personalization that altered consumer behaviour also. Media proliferated further with new services, network and devices that exerted profound effects on consumers and marketers and digital channels became the most important medium of marketing. Now, consumers are using internet for different reasons ranging from socializing, downloading, uploading, reading, searching, comparing, buying and selling to giving feedback. Internet is emerging as a primary

* See Glossary given in the end for details.

destination for searching information. Most of the customers are starting their decision making journey with internet.

VSNL in 1995 launched public internet services in India. It was followed by major newspapers like 'Indian Express', 'Hindustan Times' and 'Times of India' set up their websites in 1996. ICICI opened first online banking site in the year 1997. Private internet service providers were allowed to operate in the country and 'Sify' became the first national internet service provider. Year 1999 was marked as 'dot com' boom year when 'sify.com' bought 'India world' for 499 crores and listed on NASDAQ, large no. of dot.com companies were formed, number of internet kiosks* were opened and satellite international gateways were established for Indian internet service providers. Parliament passed Information Technology Act in the year 2000. In last 15 years, Indian internet industry has seen splendid growth and one can see the application of internet in every sector and category like railways, stock market, shopping, banking, gaming, news, aviation, education, entertainment, tour, travel and many others. Emergence of social networking sites and internet compatible devices has also significantly affected internet's adoption and popularity in India (Rao and Manzar, 2013).

1.3 DIGITAL MARKETING COMMUNICATION

Marketing communication can be defined as an exchange process dealing with ideas, thoughts and information between two parties i.e. the marketer and consumers with the aim of achieving commonality (Smith and Taylor, 2004). Marketing communication is an activity aimed at conveying information like promoting a product, new product launch and community initiatives that a marketer wishes to share with public or customers (Kotler and Keller, 2012). Communication process is an organized and systemic activity in which message travels from the sender to the receiver(s) via some media or channel (Steinberg, 2007). A business must choose and invest in the most suitable channel keeping in mind the cost, benefits and communication flows. Today, with the expansion and universal acceptance of information communication technology, the most commonly used channels are digital relying heavily on internet and mobile network services and communication flows are digital packages including data, text, sound, images or combination of these (Corniani, 2006).

Digitalization of communication channels has enabled corporate to build both the private and public channel of communication. Private channels have high development cost whereas public communication channels have very low development cost. Corporate are increasingly using the public channels of digital communication which are not only less costly to set up and maintain but are also becoming very popular among the masses. These channels have the inherent capacity to profile target audience, track the activities of an individual, personalize, customize and generate feedback (Salehi, Mirzaei, Aghaei, and Abyari, 2012.). Digital technologies enable marketers personalizing the customer experience that ultimately leads towards an active interest of the customer. Active interest by the customer in digital communication represents a

* See Glossary given in the end for details.

shift towards pull communication* whereby target audience actively seeks the content or information rather than being passively subjected to the marketing communication.

The Digital Marketing Institute, Dublin, Ireland explains digital marketing communication as an integrated, targeted and measurable communication with the customers by using digital technologies which in turn helps marketer to acquire new customers and retaining existing customers along with nurturing long-term and fruitful business relations with them. In simple words, digital marketing communication refers to promotion aimed at individual customer about the goods and services offered by a marketer over digital channels of communications (Ryan, 2014). Digital channels include computers, mobile phones, digital outdoors and digital TVs to name the most popular. Digital marketing communication refers to the interactive, targeted, individual and measurable communication about the products of the marketer with target audience made over digital media (Merisavo et al. 2007). Digital marketing communication keeping online marketing at its core essentially performs the function similar to its conventional colleague i.e. traditional communication. It appeals customers, apprises them about the new updates, influences their decisions and upholds their satisfaction as its supreme objective; but its ability to customize and personalize the communication as per target customers' needs gives it an upper edge over traditional media (Hawks, 2015).

Marketing communication in digital environment can be made by many ways. A marketer can use search engine and apply SEO and SEM to inform target audience about its products and services. Internet marketing especially the e-mails, banner advertising, pay-per click and e-newsletters can also be employed by the marketer to communicate with the potential consumers. Manufacturer's website that furnishes vital information about the company, brand, products and services offered, can act as vital source of information for the consumers. Social media especially the social networking sites and video sharing sites facilitate the meaningful relationship with the customers (Solomon, Marshall and Stuart, 2012). Digital TV promotes the important information in the manner desired by the customers and provides the additional information if desired by the target customers. Strategically placed digital outdoors with interactive features like touch-screen and QR codes, enable the marketer to target the potential customers. No one can underscore the importance of mobile phones that remain closest to target audience all the time and inform marketers about the customer's tastes and preferences. Marketers also inform the target customers via SMS, MMS, VAS (Value Added Services), mobile friendly sites, being the most popular mobile marketing options. New age digital channels coupled with traditional channels produce exceptional results for marketers.

1.3.1 Characteristics of Digital Marketing Communication

Digital communication has the characteristics of being informative, interactive, responsive, compatible, measurable, quick, cost effective, versatile and customized (Merisavo et al. 2007). Digital marketing facilitates communication at a faster pace and reaches more number of people than traditional marketing communication (Smith,

* See Glossary given in the end for details.

2011). Digital marketing communication banks heavily upon data storage* and data mining* to function effectively. Data storage and data mining unveils the most profitable customer segment, product and territory, potential customers, opportunities for cross and up-selling*, most effective promotional media, most appropriate pricing policy and most desirable distribution channel for a marketer.

Digital marketing offers huge quantity of information to consumers which allow consumers instantly accessing the unimaginable information sources. Digital marketing communication is also interactive (Deighton, 1996). Interactivity deals with two way communication between marketers and consumers. Digital communication aims at establishing a dialogue which enables marketers to effectively respond to the queries of individual customer by knowing their requirements. Unlike traditional marketing, digital communication enables individual targeting also whereby individual customer can be reached via his/her preferred channel of choice with a tailored message.

Measurability of the digital medium allows marketer to track the important parameters related to consumer behaviour which deals with the keywords used for searching information, type of digital channel used to obtain information, time spent on particular website, frequency of visit, sharing of digital content, amount and time of purchase, details of conversion, demographic details and others (Ryan and Jones, 2012). The tracking is made possible by use of many analytical tools available in the market with 'Google Analytics' being the most popular.

Digital marketing communication is very cost effective in comparison to traditional marketing. Digital communication can reach more number of people than the traditional marketing communication at a very reasonable cost. Digital marketing techniques which include content marketing, MMS, SMS, search engine optimization, search engine marketing, social media marketing and channels like websites, online forums, e-mails and others are not very costly to create and maintain. Moreover, advertising over digital platforms are usually charged as per pay per click method which is also more cost effective than traditional commission method.

Digital communication also benefits the marketer many folds apart from being cost effective. It enables the enormous amount of data collection for the marketer as every individual action like click, stop, listing or interaction over digital channels can be tracked. Media effectiveness can also be easily measured over digital channels. Customer profiling can be easily done over digital channels which leads to long-term valued relationship with the customer (Ryan, 2014).

Digital marketing communication empowers customers by allowing customers' participation. Customers can connect with others sharing similar interests by accessing the link or communities created by them, leaving behind the barriers of time and space. Digital communication offers customers an environment in which they can initiate the conversation with the brand and pull the content of their choice. Digital mediated communications enable the marketers to cultivate intimacy with the customers and foster the strong customer relationship management. Marketers can identify their customers before they make the purchase, thereby making them addressable.

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* See Glossary given in the end for details.

1.4 TRADITIONAL MARKETING VS. DIGITAL MARKETING

Digital marketing communication has many unique characteristics which give digital communication an edge over traditional communication and make it a preferred choice for many. Consumers in digital environment can have anytime access to huge information base which was not possible in case of traditional communication due to its outbound nature. Traditional marketing offers limited information and low consumer engagement whereas digital marketing offers immense information to the consumer that a consumer can copy and save for future also. Traditional marketing offers limited or no interaction with the consumers except personal selling. Certain other techniques like coupons, direct mails and catalogue provide limited interactivity, that too after a fixed time period. On the other hand, digital marketing communication facilitates individual interaction anytime anywhere. Consumer might initiate the interaction process and can also participate in various activities initiated by the marketers. Consumers can also interact with other consumers and seek their advice, feedback and opinion for the particular product or service. They can be a part of numerous online communities based on their interest. Traditionally consumers used to contact family, relatives and friends for advice or banked upon word-of-mouth product recommendations before making a purchase decision. Now consumers search online, read online reviews, compare features and prices on websites, and discuss options via social networking sites.

Traditional marketing mix has also undergone significant change in digital environments. Product, the core offering of the marketer, has become an experience now. Consumers talk about various products/ brands of marketers, fetch the details from various digital sources and share with others through social media (Charan, 2011). Price has become an exchange which varies according to time of the day, location and loyalty to name a few. Restrictions of place have been removed and consumers can search, compare, evaluate and buy products irrespective of their physical location. Promotion in digital environment has probably seen the biggest shift in digital world as almost every marketer irrespective of size, type and territory is making use of digital channels to communicate with its target customers. Consumers have become co-partners with marketers in shaping and spreading the marketing message. Consumers have acknowledged digital as a medium offering timely, quick and relevant marketing information (Urban, 2004).

1.5 DIGITAL MARKETING CHANNELS

Wertime and Fenwick (2011) in their study listed various modern digital marketing channels used by the marketers namely the websites, social networking sites, YouTube, online communities, e-mails, mobile phones, digital TV and digital outdoors. However broadly classifying digital channels into content based platforms and digital devices can further simplify the understanding about digital marketing channels. Content based platforms include websites, social networking sites, online communities, e-mails and others. Digital devices include computers mobile phones, digital TV, digital outdoor and others. Fig. 1.1 depicts the major digital channels of contemporary era.

Figure 1.1: Digital Marketing Channels

1.5.1 Content Based Platforms

Content based platforms include websites, social networking sites, online communities and e-mails. The section given below gives the details of content based digital platforms:

a) Website

A company's website is a significant communication tool between a marketer and its customers and lies at the heart of digital marketing (Stokes, 2013). Design and information content of a website positively affects the customer satisfaction. Website is normally the first among the digital channels that potential customers use to explore the information about the marketer. A consumer may explore the website for seeking information only or may use this platform for buying products.

First website was developed in year 1991. This number rose to 200 million by the year 2010 which crossed milestone of 1 billion in the year 2014 (Interlivestats.com, n.d.). Website can be defined as group of web pages joined by hyperlinks containing the information about person, organization, educational institution, government, subject to name a few. Each website has a unique address that can be reached via an internet connection. Address of a website is known as domain name which is provided by domain name service providers. The starting page of a website is known as home page. Number of websites may be supported by a single server and a single website may reside over multiple servers.

Websites can be classified into blogs, brand building sites, corporate websites, e-commerce site, government site, media sharing site, news site, search engine site, social networking site and webmail. Blogs or web logs are similar to a discussion room where users can share their experiences and ideas. Brand building websites are mainly developed for low value, high volume fast moving consumer goods (FMCG) sector to convey the relevant brand image without the intension to sell. Corporate website offers the information about a company's products and services in the public domain. E-commerce sites facilitate the buying and selling of goods and services over electronic platforms. Government sites are managed by the state or national government and inform residents and foreigners about the general information of the country. Media sharing sites promote sharing of videos, pictures and music with other users. News sites facilitate the dissemination of information related to politics, business, international relationships, sports, films and many others areas, to the general public. Search engine sites lead the users to find information in response to a query. Social networking sites expedite the networking with friends, peers, colleagues and other people sharing the similar interests where users can make friends, share pictures, videos, audios and play games with other people in their networks. Webmail provides users an access to the email services.

Marketers are using Search Engine Optimization (SEO) and Search Engine Marketing (SEM) that enable the potential customers to access the website through search engines. SEO is the organic and free way to earn traffic and improve visibility for the marketers over search engines. SEM generally includes short text based advertisements commonly labeled as sponsored links or sponsored results appearing either at the top or at right side of result pages. 'Google Adwords' from the stable of Google is the most used search engine marketing service followed by 'Yahoo! Search Marketing' by Yahoo. Apart from SEO and SEM, banner or display advertising offers marketers the opportunity to market their products and services in various formats like flash, audio, video and images positioned over a website. Marketer can also rely upon online advertising campaigns, social media channels, display advertising, email marketing, affiliate marketing and subscription to blogs, newsletters, and games to inform the target customers. A website can be made more sellable by providing links to shopping carts, clear call to action, cross selling opportunities and valuable and specific information about products and services. Free subscription to newsletters, testimonials of the satisfied customers and feedback page, could also be used to serve the customers better that not only build the trust of the target audience, but also makes the website an attractive digital channel. Study conducted by Negi, Saklani, Badoni and Jasola (2002) concluded that customization, availability of wide variety of products and facility of online payment account for the satisfied customers' experience.

b) Social Networking Sites

Social networking sites have emerged as one of the most powerful marketing channels for marketers across the globe. Social networking sites have gained immense popularity among the masses especially in last decade (Lee, 2013). Social networking sites are based on social media platforms that include online technologies, practices and communities used by people to create content in the form of text, audio, video etc.

and share feelings, knowledge, opinion and experiences with each other (Matthews, 2010). Examples of popular social media sites include photo and video sharing sites, blogging and micro-blogging sites, social networking sites, online gaming sites, 'wikis', instant messaging and chatting sites and video sharing sites.

Social networking sites are the web based services that permit users to create a public or semi-public profile and interact with other users on the website (Boyd and Ellison, 2010). Social networking sites are the websites that connect millions of users all over the world with similar interests using social media (Ioanăs and Stoica, 2014). 'SixDegrees.com' launched in 1997 was the first social networking site which was quickly followed by 'Live Journal', 'Asian Avenue', 'Black Planet' and 'Lunar Storm' in a short span of three years. 'Facebook' is the most used 'social networking site' across the globe having maximum number of subscribers. Apart from Facebook', 'Twitter', 'LinkedIn', 'Google +', 'Instagram', 'Myspace', 'Snapchat' are other popular social networking sites in India.

Social media has transformed the communication process between marketers and consumers (Charan, 2011). Marketers are using the social networking sites due to inherent capabilities of these sites to interact, engage and building intimate customer relationships (Hanna, Rohm and Crittenden, 2011). Moreover timely and cost effective access to customers is important motivator for which marketers are increasingly relying upon social networking sites.

'YouTube' has emerged as one of the most used video sharing social networking site in recent times. The section given below explains about the video sharing site 'YouTube'.

i) YouTube: A Video Sharing Site

'YouTube' is one of the most prevalent video sharing social networking sites where users can upload, share and watch videos (Cha, Kwak, Rodriguez, Ahn and Moon, 2007; Burgess and Green, 2013). Vast majority of the content over this platform is uploaded by the individuals whereas many of the organizations are considering it as a useful communication medium. YouTube is the global leader in the video streaming market, with over a billion videos viewed every day. YouTube went public in December 2005 and in a short time period, has experienced an astounding level of growth. YouTube provides users an opportunity to upload and share videos with others. A recent study conducted by Google stated that 91% of video ads in India were seen over YouTube using desktops, mobiles phones and tablets (Exchange4media, 2016).

Videos shared over this interactive and interesting platform can be advertisements, music videos, movies, live shows, presentations and many others. Video can be uploaded by any person after creating the account over YouTube. The profile page created over YouTube is known as channel. Marketers wisely create their channels and promote their channels over the internet. 55% of marketers in B2C market use YouTube prominently as a marketing strategy (Chomiak, 2016). Compatibility of the YouTube with devices, video formats and operating systems along with its simple

operation are the factors responsible for its popularity among the consumers and marketers. Marketers are embedding their website links in their YouTube channels along with integrating it with social networking sites. Marketers are not only creating the professional advertisements, testimonials and demonstration videos but are also encouraging their customers to share their videos using company's products. YouTube provides marketers an opportunity to connect with its customers directly. Marketers are providing tips, buying help and comparison to the customers that ultimately help customers taking an informed decision (Aggarwal, 2016).

People around the world are consuming video content as they no longer demand a static advertisement, but demand an engaging, creative and interactive piece of communication. Gordon, Miller and Collins (2015) claimed in its study that more than a billion users visit YouTube every month. Over 3 billion videos are watched every day on YouTube whereas 100 hours of videos are uploaded every minute. There are many benefits of being on 'YouTube' like it enables video sharing as 52% of viewers falling in age groups of 18-35 years share videos with others. YouTube also promotes keyword based targeting, audience and community engagement by obtaining users' comments and ratings and enabling video sharing with others. More than half (50%) of the videos over YouTube are commented upon by the customers (McCue, 2011).

c) Online Communities

Online communities also known as 'message boards' or 'internet forums' refer to web-enabled and supported discussion sites where-by users can converse with one another in the form of posted messages (Armstrong and Hagel, 2000).The members primarily interact with each other via internet. Customers have the freedom to choose and become a member of online communities. Generally members in online communities interact via social networking sites. However, they also share their opinion in specifically crafted forums, discussion boards, chat rooms, blogs and comment sections of news sites. Online communities can be formed by the enthusiast customers, marketers or third party. Consumers exhibit lot of faith in the online communities as members appreciate the experience of other community members. Online communities' provide a convenient platform for like minded people sharing common interest (Chen, Wu and Yoon, 2004). Members of the community can interact with each other via instant messaging, chat rooms, forums, e-mails, social networking sites and discussion boards.

Online communities can be free or owned depending upon the control over the content. Free communities are built using existing free social networking sites like 'Twitter', 'Instagram', 'Facebook', 'Snapchat', 'Google +' and many more. Free online communities don't offer greater control over the content to the marketer. Moreover, built-in membership of the existing social networking sites doesn't necessarily mean the common interest held by the community. Owned communities also known as 'forums' are generally owned by the marketer wherein stricter control over content can be exercised by the marketer. Online communities especially the owned communities can be really productive for marketer in maintaining strong relationship with its customers (Lefever, 2003). Owned communities have also been instrumental in making

word of mouth campaign successful with the help of strong customers' analytics (Chowdhury, 2016).

d) Emails

Emails were probably the first real manifestations of internet. Emails have been an important digital marketing channel for marketers to engage with the customers. Email refers to a message distributed electronically from one computer user to others over communication networks. However new digital devices like smartphones, tablets, digital TV also have the capability of sending these messages due to their technological capabilities. Initially emails mainly contained text based messages, but now audio video and graphic files can also be sent easily via e-mails. Emails can be sent to an individual or group of individuals. 'Mailchimp' is one such company that sends a billion mails every day (Finley, 2016). Simple Mail Transfer Protocol (SMTP), an internet protocol, is used for sending the emails over internet along with 'post office protocol' for receiving emails (Techtarget, 2007).

Email acts as a great marketing tool for marketers for obvious reasons of precise targeting, easiness and cost effectiveness (MacDonald, 2016). Moreover, key metrics like open, conversion, delivery rates and clicks are easy to measure with the help of special tracking software available in the market like 'Google Analytics URL builder' (Chaffey, 2016). A well-crafted email highlighting the unfulfilled needs and presenting the product as a solution to these unfulfilled needs; can emerge as a wonderful marketing strategy. A study conducted by Direct Marketing Association in the year 2012 purported that consumers had confidence in emails and opted to receive the emails containing information from marketers. One fourth of the customers found marketing emails as informative and interesting. Marketers in the study also agreed that clicked, opened and conversion rates of emails increased over past few years (Kaplan, 2013). However, increasing emphasis on emails by the marketer in recent years has also offended the customers as either they don't pay attention to the e-mails or e-mails going to spam. A study conducted by the firm Experian Marketing Services (EMS) discovered that about 10% Indian consumers open the email marketing messages sent to them (Bhattacharya, 2015). Indian consumers registered 6% click to open rates for emails (eMarketer, 2015c).

1.5.2 Digital Devices

Digital devices include computers, mobile phones, digital outdoors and digital TV. The section given below gives the details of digital devices:

a) Computers

Computer is a device capable of storing, retrieving and processing data. Computer accepts instructions in the form of digitalized data and produces the output as per set of instructions or programs (Techtarget, 2005). Computers can come in various shapes and sizes including laptops, desktops, tablets, smartphones, gaming consoles, wearable devices and smart TV etc. to name a few. A user can perform number of

activities ranging from typing documents, making presentations and spreadsheets and creating and watching videos, playing games, browsing the internet, buying and selling products, making payments and many more (GCF Global, n.d.). Integration of computer with numerous internet enabled screens like watches, TVs and mobile phones; has made it one of the most used digital channels. Marketers make use of content based digital platforms mentioned previously namely websites, social networking sites, online communities and e-mails to market their products, which are accessed by the consumers using computer screens.

b) Mobile Phones

Penetration of Mobile Phones started exploding in mid-90s in developed countries. Initially feature phones made use of Short Messaging Services (SMS) and were successful in communicating the marketers' messages to the target audience. Emergence of smartphones having the capabilities of advanced mobile operating system combined with other features of hand-held devices revolutionized the digital communication process. Smartphone market has seen significant growth since the year 1994 wherein 'IBM Simon' was launched (Ai et al. 2008) which was equivalent to a smartphone, but was not officially called a smartphone. 'Phone Writer Communicator' of 'AT&T' company was officially called the first smartphone (Sager, 2012). All smartphones were working on 'symbian' platforms offered by 'Psion Corporation' till the year 2007 when 'Apple' launched 'iPhone'. HTC in 2008 released 'HTC Dream' built upon android operating system. 'Android' gained immense popularity after 2010 and now dominates the mobile operating system market. Most of the modern day smartphones can access internet, have touch screen user interface, LCD or LED screens, play music, take pictures, receive and send e-mails, connect socially and run third party apps.

Mobile phones have been accepted as an important communication tools in times where mass marketing is hardly been noticed and created a kind of 'third revolution' after the industrial and agricultural revolution (Singh, 2014). Interactivity, measurability, localization and ubiquity of mobile phones are responsible for its acceptance as modern day marketing tool among the customers (Barwise and Strong, 2002; Hjorth & Goggin, 2009; Manzoor, 2010). Interactivity facilitates the bi-directional communication, instant reply and building direct dialogue between marketer and customer. Marketers are using mobile phones as communication channel because of its measurable nature as with the help of Subscriber Identity Module (SIM)*, it becomes easy to identify and contact with the potential customers. Global Positioning System (GPS)* helps operators to utilize the current location of the customers for informing them about relevant information thereby triggering impulse purchases*. Customers can also actively demand the specific information by using GPS service. This has led to creation of location based services by marketers that help customers to pick the best service available. The most important feature of a mobile phone which makes it as most desired digital tool of today is its ubiquity which deals with possession of mobile phones every time and everywhere. It enables a marketer to contact its potential customer at any place

* See Glossary given in the end for details.

and time (Hongcharu and Eiamkanchanalai, 2009). Mobile advertising, apps, wallets*, entertainment, internet, discount coupons*, location-based mobile services*, and mobile banking* are few of the mobile based marketing promotional activities successfully used by the marketers.

c) Digital TV

Digital television (DTV) makes use of digital methods for transmission of signals which results in superior image and audio quality and more number of channels for the viewers which in turn ensure the enhanced viewing experience. Digital TV is composed of two way cable TV system that allows the viewers to issue instructions and give feedback information via setup box; an electronic device. Digital TV services can be of many types namely the 'Digital Terrestrial' (digital signals transmitted by arterial), 'Digital Satellite TV' (digital signals transmitted by satellite and received by dish), 'Digital Cable TV' (high speed fibre optic cable), 'Telephone Line Digital TV' (via telephone lines) and 'Internet Protocol Television' (broadband connection). India has 61% TV penetration ratio with about 17 crores (168 million) households owning TV sets (FICCI-KPMG, 2015). India had 10.4 crores cable and satellite TV subscribers in the year 2015 whereas number of analogue subscribers stood at 5.5 crores (55 million). However with the government's efforts for cable TV digitization, analogue subscribers are expected to be further reduced to around 50 lacs (5 million) by the end of the year 2018. There would be around 17.5 crores (175 million) digital TV subscribers either via digital cable or by DTH* (Direct to Home) by the year 2018 (FICCI-KPMG, 2015).

Digital TV also known as 'interactive TV' offers numerous benefits to its users over its analogue counter-part. The biggest advantage is its interactivity. Digital TV is interactive that establishes a dialogue with its viewers (Rouse, 2009). Digital TV allows its users to access the desired information by entering menus. Users can also listen to radio channels over their TV and even demand the archived programs using on-demand services. Remote no longer remains the only device to access TV, the function is spotlessly performed by other devices like mobiles phones, tablets, and gaming consoles because of web connectivity. Viewers can respond to marketing offers promptly with the click of the remote, and marketers can direct viewers to other digital devices namely mobiles phones, tablets, desktop for further engagement. The enhanced interactivity has transformed a passive channel TV into a participatory consumer experience which results in engaged and valued relationship with brands (Poggi, 2012).

Compatibility with computers and the internet is another benefit of digital TV due to which it is emerging as an important digital channel of modern times (Rouse, 2009). DTV enables its users to access internet through their television sets. Integration of Digital TV with internet makes the marketing efforts of marketers addressable which results in precise targeting and measurability; the unique features of digital marketing (Nelson, 2013). Setup boxes are now also making the access to e-mails and e-commerce sites possible for its viewers via internet.

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* See Glossary given in the end for details.

d) Digital Outdoors

Digital outdoors are rising in popularity as a marketing channel. Digital outdoors are the contemporary digital channels comprising of dynamic billboards and digital screens placed at strategic locations like restaurants, shopping malls, kiosks, bus stands, airports and railway stations etc. Initially, digital outdoors were confined to dynamic billboards with entertaining content that attracted passerby's attention. Digital outdoors were used widely by the marketers due to their cost effective nature and improved retentions of customers. In 2011, a study concerning digital outdoors claimed that increased usage of smartphones motivated mobile consumers to look for interactive digital outdoors (Fera, 2012). Technological advancements made the digital outdoors interactive whereby users have the opportunity to interact with the digital screens are placed at carefully deliberated locations.

Digital outdoor enables marketers taking quick action whereby new and innovative content can be shared across all the strategic locations using the same. Moreover with the tracking capability marketer can track how many people have seen the advertisement. Marketers can proactively plan their strategy as they can quickly modify the content of its marketing communication with the help of required information. Digital outdoors have now also become interactive whereby consumers interact with the marketing communication either through clickable links available on the screen, games or augmented reality*. Now, marketers are tracking the consumers while being exposed to digital outdoors with the help of Wi-Fi, Bluetooth or facial recognition technology (Jeremy, 2014). Using Wi-Fi and Bluetooth, marketers make excellent use of location based marketing and send the most relevant message to the customers when they are nearest to place of buying. Facial recognition technology not only traces the consumer's facial expressions, but also the age bracket and gender. Marketers are integrating digital outdoors with social media whereby photos and videos of social media campaigns are distributed across the entire digital outdoors. Digital outdoors coupled with traceability and interactivity enable marketers to draft a precise profiling of the customers which ultimately leads towards the efficient customer targeting (Evans, 2009).

1.6 DIGITAL STATISTICS OF INDIA

Digital landscape is changing in India. India has all the potential to be a world leader in digital communication. More and more people by every passing year are joining the internet both from urban and rural fronts. Growing internet users' base, increased possession of digital devices, falling prices of digital devices and data plans, increased connectivity, improved internet compatibility of various digital devices, felt need for internet and increased awareness, are leading the digital revolution in India which have not only put the digital industry in the fastest growing business league, but are also impacting the consumer behaviour.

Indian internet user base reached 40 crores (400 million) in the year December, 2015 as per the apex body, 'Internet and Mobile Association of India' (Sharma, 2015). India now stands at number two just after 'China' in terms of number of internet users.

* See Glossary given in the end for details.

The rate at which new internet users are adding to the existing pool was also the fastest for India. There were 15.6 crores (156 million) internet users in the year 2012 which reached to 30 crores (300 million) in the year 2014. Another 10 crores (100 million) users were added in just one year and number reached to 40 crores in the year 2015 as per 'Department of Electronics and Information Technology India' (DeitY India, 2015). The number is further expected to cross 50 crores (500 million) mark by the end of year 2016 (PTI, 2015). Fig. 1.2 is depicting the no. of internet users in India since the year 1998 till 2015. The sharp growth can be attributed to decreased prices of internet enabled smartphones. People from rural India are contributing the most towards the increased internet user base; whereby they are accessing internet through their smartphones (DeitY India, 2015).

(Source: IAMAI and Deity India, 2015)

Figure 1.2: Number of Internet Users in India

Fig. 1.3 gives the growth of internet users in percentage (%) terms for last 15 years. It can be seen from the figure that year 2002 saw the maximum growth rate of 137% due to dot com boom in early 2000s. For last five years, 30% average growth has been seen in no. of internet users in India.

(Source: IAMAI and Deity, India, 2015)

Figure 1.3: Growth of Internet Users for last 15 Years

Mobile subscription in India crossed 1 billion (1000 million) mark in 2016 as per Telecom Regulatory Authority of India (TRAI, 2016). Affordable devices and reduced call tariffs have accounted for increased mobile subscribers' base in India. Fig. 1.4 represents the growth of 'mobile subscribers' (in million) in India for past 15 years.

(Source: TRAI, 2016)

Figure 1.4: Number of Mobile Subscribers in India

There were 638 million mobile phone (device) users in the year 2015 (Statista, 2016), which is further expected to rise to 900 million by the year 2019 (Cisco, 2015). However smartphones constitute a small portion of total mobile phones. There were 123 million smartphones in the year 2014 which rose to 167 million in the year 2015 (Cisco, 2015 and Statista, 2016). Gartner India (2016) predicts a big chunk of mobile subscribers converting to smartphones users in near future. This number is further expected to reach 204 million by the end of 2016 (eMarketer, 2016a). Fig. 1.5 represents the growth in number of mobile devices (feature phones, smartphones, and tablets) users since the year 2013.

(Source: Cisco, 2015, Statista, 2016 and Gartner India, 2016)

Figure 1.5: Growth of Mobile Devices in India

Social networking sites in India are very popular among urban and rural users. There were around 63 million social networking sites users in the year 2012 which rose to 120 million by the year 2014 (Statista, 2016).The number further increased to 145 million by the year 2015. There were 118 million urban users whereas 27 million users were from rural area (IAMAI and IMRB, 2015). Statista (2016) predicts the number of social media users in India to be around 224 million by the year 2018. Fig. 1.6 depicts the number of social networking sites users in India (in million).

(Source: IAMAI & IMRB, 2015 and Statista, 2016)

Figure 1.6: Social Networking Sites Users in India

'Facebook' is the most popular social networking site in India having 161 million Facebook users (Malviya, 2016).The number was further expected to be around 21 crores by the year 2018 (Statista, 2016). India is the second largest market for Facebook after USA.

Marketers were also investing heavily across the digital platforms and integrating their promotional campaigns across various digital platforms and devices. Fig. 1.7 represents the spending (in crores) over digital and mobile platforms.

(Source: eMarketer, 2015a)

Figure 1.7: Spending over Digital and Mobile Platforms

3466 crores were spent over digital platforms in the year 2013 which rose to 5723 crores by the year 2015. Spend on digital advertisement is expected to be around 10822 crores by the year 2018. Digital ad spending included display and banner advertising, search engine optimization, search engine marketing and spend on social networking sites and YouTube. Mobile advertisements included spend on display advertisement, SMS and MMS.

Share of digital advertisement to total advertising spend is increasing by every passing year. Digital ads formed 10% of total advertising spend in the year 2013 which further rose to 14% in the year 2015. This proportion of digital advertising to total advertising spend is expected to be 22.4% by the end of year 2018. Fig. 1.8 depicts the details of digital ad spending to traditional ad spending.

(Source: eMarketer, 2015a)

Figure 1.8: Share of Digital Ad Spending to Traditional Ad Spending

Among all the digital channels, mobile phone has emerged as a channel having maximum share of digital media spending. Mobile phones contributed towards 19% of total digital media spending in the year 2015 which is expected to be more than 50% in the year 2018.

Consumers are also becoming part of digital revolution whereby they are actively participating in searching, comparing and purchasing over digital platforms. Despite the lower internet penetration, 8.2 crores people bought products through digital channels in year 2015(eMarketer, 2016a). Improvement in delivery infrastructure and payment process coupled with rise in mobile internet has fuelled the e-commerce business growth in India. E-commerce market in India was pegged at 107600 crores in the year 2015 registering a growth of 300% since the year 2010 when e-commerce market was valued at 18,000 cores. This growth story is expected to continue as e-commerce market is expected to be valued between 3, 36,250 Crores to 4, 70,750 Crores by the year 2020. Digital revolution in India is not limited to metropolitan cities or urban areas; but Tier-II and Tier III cities are also showing the increased demand for e-commerce. Highest demand for e-tailers has been observed from 4,000-5,000 Tier II and Tier III towns and cities in India which accounts for about 50% of revenue for the most e-tailers (Deloitte, 2015).

1.7 INDIAN PASSENGER CAR MARKET: AN OVERVIEW

Indian Passenger Car Market has seen a humble growth from a stage where 'Ambassador' built upon 'Morris Oxford III' and 'Premier Auto' in early 1950's ruled the Indian market for about 35 years to the current era where more than 30 global companies give stiff competition to each other by offering number of variants to the customers to choose from. To better understand the Indian passenger car market, Indian car market history can be divided into four important time zones namely Pre 1980's, 1980 to 1995 and 1996 to 2005 and 2005 onwards.

Before 1980's Indian car market was dominated by few players operating in a closed market 'License Raj' system offering limited number of the vehicles to serve the customers' needs. 'Ambassador' also known as 'Amby' along with 'Premier', was the most preferred option of Indian customers till early 1980's. Maruti's inception in early 80's by Government of India in association with 'Suzuki' of Japanese origin turned out to be milestone in Indian passenger car market. 'Standard Motor', 'Sipani' along with 'Maruti', 'Hindustan Motors' and 'Premier' were the major players in Indian passenger car market.

Opening of Indian market for foreign players in early 90's made the entry of global majors like 'Opel', 'Ford Motors', 'Honda' etc. easy in India. This period also saw 'de-licensing' of Indian car market which further allowed global giants setting up their assembly lines in India. After 1995, Indian automobile market saw global leaders like, 'Hyundai', 'Daewoo', 'Toyota', 'Mitsubishi', 'Skoda' and many more entering in India. 'Hyundai', the 'Korean' major entered in India and gave tough competition to market leader, 'Maruti Suzuki'. Indian automobile market saw a transformation after the year 2005. Indian passenger car market grew very rapidly and India projected itself as a manufacturing hub. Other global major brands like 'Volkswagen', 'Audi', 'BMW', 'Renault', 'Nissan' and 'Datsun' strengthened their foothold in India.

Indian passenger car market is the fifth largest market in the world. However density of cars remains very low in India. Only 6 people per 1000 people in India owned cars in the year 2000 which further rose to about 10 people per 1000 in the year 2008 and 20 people per 1000 people in the year 2016. This number was further was expected to increase by 775% as per a survey conducted by International Energy Agency which would lead towards 175 cars per 1000 people by the year 2040 (Car and Bike Team, 2016b). Considering the car density in metropolitan studies, 'Mumbai' had the highest density of cars where 430 cars per kilometer occupied 85% of the total road space, followed by 'Kolkata' having 308 cars/kilometer. 'Pune' stood third among the metropolitan cities having maximum density of cars per kilometer with 248 cars followed by 'Delhi' which stood at fourth place with 93 cars/kilometer. However, Delhi had 27.9 lakhs individual passenger cars, which was highest among all the metropolitan cities (Car and Bike Team, 2016a).

Car forms the 14% of domestic passenger vehicle industry. Indian passenger car market is expected to be third largest by the end of the year 2018. 'Maruti Suzuki' is the market leader in Indian passenger car market segment having 47% market share, followed by 'Hyundai Motor India' having 17% of market share and 'Mahindra India'

having 7.5% market share (Sengupta, 2016). Fig. 1.9 gives the market share of major car market players in India.

(Source: SIAM India, 2016)

Figure 1.9: Market Share of Major Car Market Players in India

Indian Passenger Vehicle market (including Car and Utility Vehicles) has seen a splendid growth in last decade especially since the year 2010. About 29, 82,772 vehicles were produced in the year 2010-11 which rose to 34, 13,859 units in year 2015-16 registering a growth of about 14.4%. Sales of passenger vehicles also experienced a growth rate of 11.5% for last five years. Exports of passenger vehicles have also seen a steep surge with a growth rate of 47% in last five years. However, years 2013-14 and 2014-15 saw some downtrend in sales and production of the vehicle due to economic downturn worldwide. Fig. 1.10 represents the data of Indian passenger vehicle market since the year 2010 in terms of production, sales and exports (SIAM, 2016).

As per statistics disclosed by Society of Indian Automobile Manufacturers (SIAM) India, Indian passenger vehicle market (including cars and utility vehicles) grew by 7.24% in the financial year 2015-16 with a sale of 2.79 million vehicles. Car sales (not including utility vehicles) grew by 7.87% in the financial year 2015-16 over last year and a total of 2.02 million vehicles were sold in India. SIAM India expected car sector to grow by 6-8% by the year ending 2016-2017 (SIAM, 2016). According to 'Auto Mission Plan 2016-26' of Indian government, sales of passenger vehicle would increase three folds by the year 2026 with 5.8% annual growth of Indian economy. 'Auto Mission Plan' also states that a 7.8% annual growth of Indian economy would increase the sales of passenger vehicle to around 13 million units by the year 2026 which would also make 'India', the second largest automobile market of the world (Raj, 2016).

(Source: SIAM, 2016)

Figure 1.10: Growth of Indian Passenger Vehicle Market

Indian passenger car market is dominated by the compact cars*, accounting for about 75% of the share whereas luxury cars* make only 1% of the total pie. The luxury segment is further expected to grow at an annual rate of 15% till the year 2018 (Sector Study, 2016). 'Maharashtra' and 'Gujarat' had been the largest contributing states in sales of passenger car market. Utility vehicle* was the most preferred type of cars sold in west India. North Indian states like 'Delhi', 'Punjab', 'Haryana', and 'Uttar Pradesh' mostly preferred compact cars (Chauhan, 2013).

As per SIAM India and Organisation Internationale des Constructeurs d' Automobiles (OICA) France, Indian passenger car market in terms of no. of units sold, grew at a rate of 7.64 % in the year 2015 (January to December) which was highest in the world. Indian car market has outpaced the other leading markets of the world like 'China' (5.9% growth rate), 'UK' (6.2% growth rate), 'France' (6.2% growth rate) and 'Germany' (5.4% growth rate) to gain the number one slot (Raj, 2016).

1.8 DIGITAL MARKETING TRENDS IN INDIAN PASSENGER CAR MARKET

Digital marketing has affected each and every industry irrespective of its nature, size, type and category. Hence Indian Car market is no exception in which digital's 'Midas' touch is affecting both the customers and marketers (Maklan, Knox and Watson, 2001). Harikishan (2015) reviewed the existing literature and opined that digital marketing communication has different objectives for different categories of products. For an expensive and high involvement product like car; the objective is to build brand value and creating long-term engaging relationships with the brand. Almost every Indian car manufacturer is there on the most popular 'blogs' sites for automobiles namely 'autoblog.com', 'cartrade.com', 'bestsellingcarsblog.com', 'topgear.com' and 'blog.caranddriver.com'. Apart from the official 'blogs', there were some other popular blogs like 'motoroctane.com', 'indiandrives.com', 'indiacarnews.com', 'ondrive.com',

* See Glossary given in the end for details.

'burnyourfuel.com', 'indianautosblog.com' and 'carblogindia.com' providing relevant information to the customers. 'Blablacar' is one of the largest online communities of car buyers having more than 22 million members of 22 countries. 'Team-BHP.com' is another popular online community formed by more than a million car owners and enthusiasts giving unbiased and authentic reviews, information, opinion and analysis.

Indian passenger car market has been one of the top digital spenders since the year 2009 wherein automobile sector became the top digital spender surpassing telecom and banking, financial services and insurance (BFSI) (Mehra, 2012). In year 2010, 10% of total advertising budget was spent on digital platforms by Indian passenger car market payers (Khan and Jacob, 2010) which rose to 14% by the year 2013 (IAMAI and IMRB Report, 2013). A study conducted by 'Socintel360' reported that Indian automotive industry was ranked number one for social media spending from the year 2009-13 with 114% growth rate. The social media advertising spend was further expected to increase by 41% during 2014-2018. The growth in social media spend was highest for India among the markets like 'Italy', 'Russia', 'Brazil' and 'France' (Anvesh, 2016). Automobile sector contributed the most towards digital ad spending in India in the year 2015 just after FMCG (Ramnath, 2016). Automobile sector spent 16% of its total advertising budget amounting to Rs. 724 crores towards digital platforms in the year 2016 (Kantar IMRB and IAMAI, 2016). This section gives a brief description of the digital marketing communication practices adopted by India's top car manufacturers in last decade.

1. Maruti Suzuki India Limited: 'Maruti India' has been an active player over digital media for about a decade with an interactive website, social networking pages, brand specific communities, dedicated sub-brands websites, 'blogs', 'YouTube' channel and many more (Afaqs, 2013). Company sold about 2-3% of its cars owing to its digital promotional efforts in the year 2003 which further rose to 17-18% in the year 2008. 'Maruti' spent about 10% of its advertising budget on digital media in 2009 and 2010 and increased it by 15% in the year 2012 (Dubey, 2012). 'A-Star', the company's compact car in the year 2008 received more than 2.5 lakhs online hits and over 4000 cars were sold on the basis of customers' interface on internet (Hodges, 2015). Another car brand 'Ritz' launched in the year 2009 made use of social media through their 'Live the Moment' campaign on Facebook, Twitter and micro-site to celebrate the post purchase of the vehicle. Customers were supposed to tell the best moment of their lives and entitled for exciting gifts including free 'Maruti Ritz' car if their moment selected by the jury. The interactive digital campaign resulted in more than 2 million visits on the microsite, addition of 1 lac fans on 'Facebook' Page, 50, 000 unique entries and around 2 lakhs votes for the contestants (Kumar and Singh, 2013).

'NEXA', the premium sales channel of Maruti launched in year 2015 is claimed to provide unique digital experience to the customers. NEXA provides digitally and technologically advanced buying experience to its customers. Paper less work culture has been emphasized in the NEXA's showrooms and delightful virtual experience is given to the customers. The company has also launched a mobile app called 'NEXA Owner's App' that details the service and accessory purchase history, keeps a record of booking service requests, provides timely events' updates, provides music of the choice and offers emergency support to the consumer (Maruti Suzuki India, 2015). 'Baleno', the premium

hatchback of the company was launched with an innovative mobile marketing campaign in the year 2015. The display mobile advertisement for 'Baleno' overrode the shake feature of mobile phone by appearing again on the screen thereby illustrating the 'defiant' nature of the vehicle. The campaign appeared on the mobile app of 'Economic Times', 'Gaana.com', 'Daily Hunt', 'India Times' and 'NDTV'. The initiative met with great success which fuelled the successful launch of the vehicle. The company also made excellent use of auto redirect technique using banner ads which connected users to the Baleno's page within 5 seconds on Nexa's website. The campaign received instant views and a CTR (Click through rate) of 3.5 (Adage India, 2016).

2. Hyundai Motor India Limited: 'Hyundai', the second largest car manufacturer is also very active on digital media. The company created its Facebook page in the year 2011 and provided its customers the relevant information under three important heads namely informative, promotional and customer engagement. Hyundai had more than 5.5 million fans on Facebook and more than 17 million video views on 'YouTube' channel (Hyundai Motor India, 2015). Recently manufacturer has launched a video song titled, 'Drive Mein Junoon' using 118 sounds by i20 car sung by famous singer 'Arijit Singh'. The video was launched on YouTube, Facebook, Instagram and Twitter etc. (Campaign India, 2016). Hyundai did a live screening for the launch of its latest compact SUV 'Creta' whereby links were shared across all social media platforms. A Twitter contest was also launched resulting in more than 15000 tweets within four hours (Sud, 2016).

3. Tata Motors: 'Tata Motors' engages with its customers over major social channels namely Facebook, Twitter and YouTube etc. Tata Motors' mini car 'Nano' also received over 30 million hits since its launch to the closure of the booking on its dedicated website for 'Nano'. In year 2008, 4000 customers booked 'Nano' online (Hodges, 2015). Nano's facebook page was also very popular among the fans. There is also a club called "S.O.U.L" (Safari Owners United League), a club for 'Safari' Owners, is active over social media. There are several road-trips planned in a year for existing Safari buyers, where they get to meet and interact with like-minded car buyers (Hirani, Guru and Singh, 2015). 'Bolt', the new hatchback of Tata was promoted using '#GetSetBolt' campaign on Twitter by banking upon the popularity of important influencers (Naidu, 2015c). Tata for its compact hatchback 'Tiago' which was earlier named as 'Zica', launched 'Fantastico Name Hunt' over 'social networking sites' like Facebook and Twitter and blog site 'BlogAdda' (Naidu, 2015a). Participants could also send their entries to the contest via SMS and 'WhatsApp'. The contest resulted in more than 37,000 names suggested for the brand and 48 million customer engagements (Naidu, 2015b).

4. Mahindra and Mahindra (M&M): 'Mahindra' used digital media in designing its pricing strategy in the year 2011 whereby it organized an inventive 'Guess the Price' participatory contest ten days before the launch of its 'XUV 500'. The innovative campaign witnessed an awesome reaction whereby it receieved1.15 lakh entries (Anand and Chaudhary, 2012). Mahindra and Mahindra (M&M) was the first car manufacturer in India that offered its new generation 'Scorpio' for bookings on e-commerce portal 'Snapdeal' in September 2014. The company received 100 online booking via portal and 3 million customers' visits. In 2016, Mahindra launched its compact SUV 'KUV 100' on

e-commerce giant's portal 'Flipkart' along with two other online platforms namely 'M2All' and 'CarAndBike.com'. Company's association with Flipkart for online booking of the vehicle aimed to target young potential customers whereas with 'CarAndBike.com'; the company wished to engage and tap customers who visited online auto portals before selecting the car brand (Das, 2016). The company also created a dubsmash video with Bollywood actor 'Varun Dhawan' and group head 'Anand Mahindra' and shared over social media. It also asked the customers to upload the dubsmash videos after seeing the first look of 'KUV 100' which resulted in over 7 lacs views (Mishra, 2016).

5. Honda India: 'Honda India' is using digital technologies to effectively segment its customers and targeting customers with interest in blogging and other web activities (Puthran, 2014). Internet played an important role in sales of 'Honda' vehicles as about 5% of 'Honda' cars were sold through internet initiatives in the year 2008. 'Honda City' the flagship brand of the company regained its leadership position in mid-segment sedan by heavily banking upon the digital interface (Hodges, 2015).

6. Ford: 'Ford India' keeps 15-20% of their total ads spend for digital front (Hasan, 2015). Ford normally designs digital contests for its customers who not only review the car but also upload their videos online (Kumar, 2012). The company spends about 20% of total advertising budget on digital marketing. Ford turned to social media for its compact SUV 'Ecosport' with the campaign 'Urban Discoveries' which asked the participants to locate the uncommon places driving in marketed vehicle (Wheels Unplugged, 2013). 'What Drives You campaign' was launched for 'Figo Aspire' in 2015 wherein participants were asked to share their motivations in life on website www.whatdrivesyou.in (Awasthi, 2015). Ford India was also an active player on social networking site 'Pinterest' and hashtag '#happydriving' was one of the most popular hashtags.

7. Renault: 'Renault India' in 2015 for launching its new vehicle called 'Lodgy' used blogger programs including top forty bloggers of India. These bloggers experienced the new car in 'Goa' and shared their experience with blogs. Company also used video stories that displayed how the vehicle changed the owners' lives. (Naidu, 2015b) Company also partnered with 'Paytm wallet' for booking its compact car 'Kwid' in Delhi and NCR (Indiaretailing Bureau, 2016). Company's famous sub-brand Duster has an online community of duster owners known as GOD (Gang of Duster).

8. Volkswagen India: 'Volkswagen India' utilized the supremacy of digital media in generating awareness for the brand with the help of display ads and social media (Gupta, 2015). In 2011, the brand took creative digital initiative "Planet Volkswagen" that informed target audience not only about the products but also the ideas, philosophies and values that brand cherished (afaqs, 2011). The portal showcased five digital properties namely 'Volkswagen Corporate', 'Think Blue', 'Text Drive', 'Volkswagen Play', and 'Volkswagen Junior'. Volkswagen India also launched digital media campaign called "#AnythingforJetta" in 2011(Gupta, 2015). Volkswagen India through its 'LinkedIn' page made use of recommendations advertisements whereby potential customers received brand's recommendations from company's official LinkedIn page. The recommendations advertisement strategy resulted in over 3000

recommendations in a month and over 10 lacs updates about Volkswagen cars. The company also tracked its customers over social networking channels and informed them about various offers timely by forwarding digital content in the form of audio, video and text to their followers over social media (Digital Vidya, 2015). Volkswagen also used mobile phones to tap the 2.5-lakh strong customer base in India for its premium sedans 'Passat' and 'Jetta' (Hodges, 2015). The company regularly sent customized e-mails and newsletters to its prospective customers. The company also integrated the digital technologies with the traditional media and launched talking and shivering newspaper campaigns to inform their customers about their brand (Harikishan, 2015). Bagga and Gupta (2014) in their study concerning internet practices by Indian automobile players claimed that Volkswagen has done really well in Indian market by efficiently leveraging the unique capabilities of internet and social media.

1.9 CONSUMER BUYING DECISION PROCESS: THE CONCEPT

Consumer buying decision process refers to the sequence of activities which converts a prospect* to the customer and leads an existing customer to the re-purchase of goods and services (Schiffman, Kanuk and Kumar, 2012). Kollat, Engel and Blackwell (1970) gave a comprehensive model of consumer behavior comprising of five stages popularly known as 'EKB Model' given in Fig. 1.11.

1. Need Recognition: This is the first step of consumer decision making process which makes the customer aware about the difference between actual and desired stage (Hawkins, Best, Coney and Mookerjee, 2008). The need can be triggered by the internal or external stimuli. External stimuli comes from various information sources of today namely website, mobile phones, YouTube, digital TV, digital outdoors to name a few coupled with traditional sources which might trigger the thoughts of making a purchase.

2. Search for Information: Once the customer acknowledges the need, the next step is to look for the information about available options that could satisfy the identified needs. External and internal memory sources are used for getting the information. Internal sources bank upon the customers' experience and memory. External sources constitute the information got from friends, peers, marketers and commercial sources (Schiffman et al. 2012).

3. Evaluation of Alternatives: After collecting the information, consumer evaluates the alternatives on the basis of certain criteria that consumer thinks important like price, quality, features, experience of others' and ratings of other users to name a few. Consumer forms certain beliefs about the alternatives that guide his/her attitude, purchase intentions and final purchase (Sternthal and Craig, 1982). Schwenk (1984) stated that consumers look for simplifying the evaluation process for the complex decisions.

* See Glossary given in the end for details.

(Source: Adopted from Kollat, Engel and Blackwell Model, 1970)

Figure 1.11: Consumer Buying Decision Process

4. Selection and Purchase: Favorable evaluation of a brand forms preference for the brand that a consumer might ultimately buy. Attitude of others and unexpected situational factors might intervene between purchase intentions and final purchase (Kotler and Keller, 2012). Favorable attitude of others and absence of unexpected situation would normally lead to the purchase of the product.

5. Post Purchase Behaviour: After purchasing a particular product, a customer might feel satisfied or dissatisfied. If satisfied, consumer may recommend others the brand and might spread negative word of mouth if dissatisfied (Brown, Barry, Dacin and Gunst, 2005).

1.10 BACKGROUND OF THE STUDY

Digital technologies have had the most significant impact on business communication process. These modern technologies have reshaped the marketing communication landscape with its exceptional competencies viz. interactivity, customization, measurability, accessibility, customer engagement and handling huge informative bases (Edelman and Heller, 2015). Marketers are banking upon digital marketing communication as it permits marketers to deliver real-time, personalized services and content, and deals with an individual customer rather than aiming at masses (Kierzkowski et al. 1996). Innumerable internet enabled digital devices like desktops, mobiles phones, digital TV, digital outdoors and digital watches along with interactive platforms like websites, e-mails and social media offer themselves

as a cost effective substitute for traditional marketing in every industry irrespective of its size, nature, location and type. So, it makes sense for marketers to focus on technology that more and more people are embracing like never before. Moreover, digital channels have improved the firm's communication practices by converting the discrete pieces of information into precisely formulated relevant and attractive content which is more collaborative and measurable.

Customers in digital environments have become empowered and demanding (Ernst & Young, 2012; Lovett, 2013) as digital media offer them superior networking with peers and friends, more choices, unbelievable access to information, superior experience and control over decision making process which leads to value creation for a customers in the form of enlightenment, entertainment and utility. Consumers in digital realm are taking informed decisions by evaluating the marketers' offerings on vital parameters like price, features and customization and ultimately fetching a value deal (Prahalad and Ramaswamy, 2004b). Consumers' possession of digital devices is on rise and they are comfortable using digital information for various purposes ranging from searching, navigation, comparing, networking, buying and selling to expressing themselves.

Many studies aimed to establish a link between demographics and digital communication channels usage (Kierzkowski et al. 1996; Cotte et al. 2006; Jayawardhena et al. 2007). The studies identified that young educated customers having different motivations like comfort, shopping, information, finding lowest price and general exploration made the maximum usage of digital channels. A concrete opinion could not be made on the basis of available studies regarding the association between use of digital channels and demographic variables like income, gender occupation and place of living.

Academicians and marketers are very deeply observing and studying the effects of digital especially the online marketing communication on consumer behaviour for last about two decades and there is almost consensus that digital technologies are influencing the consumer buying decision process across product categories. Digital marketing is influencing the entire consumer buying decision journey right from need recognition to post-purchase stage. Consumers are also getting accustomed to the digital technologies and are making efficient use of it before making a purchase decision. Consumers solicit information from various digital sources, search online, check the manufacturer's or supplier's website, give weightage to others' opinions and recommendations, read the reviews of the other customers, seek the expert advice, support and advocate their preferred brand over digital platforms and express their satisfaction or dissatisfaction online.

Indian car marketers are enthusiastically accepting and experimenting with the dynamic and innovative digital communication strategies and practices. Spend on digital media by marketers is registering an increase with each passing year (Digital Strategy Consulting, 2013). In year 2013, 13% of total advertisement's budget was spent through digital media. Display advertising in automobile sector was doubled in year 2013(Sen, 2013). Automobile sector has been one of the largest producers of the online conversations and one of the top digital spenders since the year 2009 (Infosys View Point 2011; Google, 2012; Nielsen India, 2012; KPMG Study, 2013). Digital

marketing practices by Indian car marketers embrace the deployment of digital technologies that includes leveraging the power of search engines and continuously expanding social media and networks, individually targeted marketing and promotion, lead generation through carefully designed landing page*, micro sites and other strategies like participatory games, apps and contests. 'Volkswagen India' has the maximum followers followed by 'Nissan' and 'Hyundai Motor India' on the most prominent social networking site Facebook followed by micro-blogging site Twitter (ET Auto, 2015).

There are few industry reports by marketing research firms over the years (Google, 2012; Infosys View Point 2011, Capgemini, 2013; Accenture Global Automotive Report, 2015, J.D. Power Report, 2015, Nielsen, 2014a) that state that buying a car for customers is no longer a 'unidirectional' process. Today's digital consumers come to know about new products at a faster rate than before, they continuously 'compare and evaluate' the brands and make informed decisions. Digital channels 'dominate' the purchasing journey of the customers worldwide. During their purchasing journey, customers increasingly rely on digital channels, e.g., checking brands' websites, reading reviews, visiting social networking sites and community forums in the consideration phase. Internet has become one of the top information sources for taking automotive buying decisions. Consumers are increasingly following the ROPO (Research Online, Purchase Offline) method in car buying.

The effect of digital marketing communication along with usage intentions on product categories like books (Chen, 2008), music (Bhattacharjee, Gopal, and Sanders, 2003; Dhar and Cheng, 2009; Molteni and Ordanini, 2003), fashion accessories (Dauriz, Remy, & Sandri, 2014), clothing (Khare, Parveen and Mishra, 2012; Dahiya, 2012), banking and services (Shih and Fang, 2004; Kesharwani, and Singh, 2012; Sakkthivel, 2006; Sakkthivel, 2009; Ahmed and Ward, 2016), online gaming (Lee, 2009; Lee and Tsai, 2010), internet and social networking sites usage (Fusilier and Durlabhji, 2005; Leng, Lada, Muhammad, Ibrahim and Amboala, 2011), green marketing (Manaktola and Jauhari, 2007), online trading (Gopi and Ramayah, 2007), personal health (Parmar and Keyson, 2008; Paisley and Sparks, 1998), road safety (Quine, Rutter, and Arnold, 1998), mobile commerce (Mishra, 2015), organic food (Wee et al. 2014), e-promotion of tourism (Charan, 2012); online shopping (Thamizhvanan, and Xavier, 2013) etc. has been well researched by the researchers but automobile industry despite being one of the largest digital spenders has faced dearth of academic studies especially in India. It remains yet to be seen how the digital marketing communication about a product like car which lies in extended problem solving category* affects the consumer buying decision process of Indian car buyers.

Indian researchers have hovered around the features and factors affecting car purchase decisions especially in offline environment (Sudhahar and Venkatapathy, 2005; Chidambaram and Alfred, 2007; Kaushik and Kaushik, 2008; Banerjee, Walker, Deakin, and Kanafani, 2010; Gupta, 2013; John and Pragadeeswaran, 2013) and concluded that price, fuel efficiency, design, family and friends' recommendations and easy financing plans affect the car buying decisions. There are few studies available conducted in 'European' and 'American' countries (Molesworth and Suortti, 2002;

* See Glossary given in the end for details.

Naik and Peters, 2009) that understand the impact of online or digital communication on car buying. The current study identified this gap in the existing body of knowledge and aimed to fulfill the same by conducting an empirical study. The current study wishes to explore, do consumers, both existing and potential, act upon the information available over digital channels while buying a car? Do they pay attention to expert and other users' review? Do they perceive digital channels of communication better than the traditional channels of communication? Are there any factors that can be utilized by marketer to effectively market the given product (car) in the market? Does attitude play an important role towards usage of digital marketing communication while buying a car? Do consumers face any difficulty while using digital channels of communication? This thesis explores the impact of digital marketing communication on consumer buying decision process while buying a car.

1.11 PURPOSE OF THE STUDY

It was observed from the past studies and recent reports that digital marketing is taking center stage in the lives of both customers and marketers. Customers' spend on digital devices and data plans are increasing and customers are making use of digital marketing communication in buying decision making. Digital statistics of India, including the number of internet users, mobile devices ownership and subscription, mobile internet users and social networking sites subscription are also experiencing a steep increase. Marketers are increasing their marketing budget on digital platforms to promote their goods and services. So, taking a review of the state of affairs and past researches, it was thought appropriate to assess the impact of digital marketing communication in Indian passenger car market on the consumer buying decision process. Myriad digital channels are available in the market offering instant, cost effective and relevant information to the customers throughout their buying decision making journey. The purpose of the study was to know the impact of digital marketing communication on the entire car buying decision process. The study also aimed to identify the channels through which customers got access to digital information across various stages of car buying decision process. The study intended to understand the most preferred digital channels of communication and demographic profiles of the customers using digital marketing communication in their buying decision process. The study also proposed to reveal the attitude, general difficulties faced by customers, influence of other important people and factors related to oneself, technology and resources towards usage of digital marketing communication while buying a car.

1.12 SIGNIFICANCE OF THE STUDY

It has been shown that the most common reasons for which customers switch over to the competitors is the insufficient communication with the customers (Merisavo et al. 2007). Modern digital technologies enable active and affordable interaction with the customers which enables the customers to produce valuable content both for himself and the company (Immonen and Joensuu, 2009). Marketers also find digital marketing communication substantially less costly than its traditional counterpart as well as interactive, measurable and individual in nature. The present study deals with Indian passenger car market, the fifth largest in the world which is expected to be third largest

in the world by the year 2016 in terms of vehicle sales (Information Handling Services Automotive, 2013). There is a huge demand for the said product in Indian market and vast potential exists for strong penetration level with the backing of factors like size of the population in India, increasing purchasing power of people and exporting opportunities abroad (Booz and Company, 2011). Indian automobile sector has emerged as the one of the top digital media spender in past few years. An empirical academic study which focuses on digital marketing communication and its impact on consumer buying decision process would reveal the meaningful insights for the marketers like the preferred digital channels used by customers, the impact of digital marketing communication on various stages of consumer buying decision making process and potential deterrent and motivators of digital consumer behaviour. The study would also reveal the key demographical traits and their association with particular digital channel of communication that would further help marketers understanding the buying decision process of their prospects when buying is planned and facilitated by technology usage.

1.13 SCOPE OF THE STUDY

The study aimed to understand the impact that digital marketing communication made on consumer buying decision process while buying a car in India. The study didn't minutely differentiate among the technology like internet and mobile communication, devices like mobile phones (including feature phones and smartphones), digital TV and platforms like websites, online communities, social networking sites and YouTube as the study was customer oriented seeking to understand the impact on their decision making. The study didn't include 'computer' as a digital marketing communication channel as it was believed that computer, the device, depends upon internet technology in order to make an individual contact with the customers for marketing purpose. Moreover, marketers use content based platforms to promote its offering which are accessed by users through computers and internet or mobile technology enabled computer screens. The study for the sake of understanding collectively combined these technical terms into one namely channels. So, in this study a 'channel' was defined as a 'medium' used to communicate the marketers' messages to the customers. Digital channels were the 'media' offering quick, relevant, customized, measurable and individual information to the customers while being reliant over digital technologies. This was done to see an encompassing impact of contemporary digital channels used for digital marketing communication on buying decision process of customers. Website in the study collectively referred to a manufacturer's website, search engine and third party comparison websites.

The word 'impact' in the study actually reflected the 'effect' as in consumer oriented studies often impact and effect represent the same thing. Quantitative measures of impact like 'recognition' and 'recall' which are normally used in brand specific studies were not used in the study as it catered to a general concept of digital marketing communication whose impact/effect was seen on buying decision making process. Moreover, causality has been inferred on the basis of theory because of cross sectional nature of the study. Consumer buying decision process was seen as series of activities ranging from need recognition, search for information, evaluation of

alternatives, selection and purchase and post purchase as proposed by EKB Model. Words 'consumer' and 'customer' were used interchangeably in the study.

The tool of the study was structured questionnaire* using 5 points Likert's' scale banking heavily upon the researched literature. The items in the questionnaire focused upon the characteristics of digital marketing communication and their impact on each stage of consumer buying decision process. A 'positive' impact was said to be made by digital marketing communication on any stage of buying decision process, when a 'statistically significant' higher than average value was found associated with a stage. The results of the study would help marketers formulating strategies with enhanced understanding of desired digital marketing characteristics and preferred digital channel for each stage of consumer buying decision process along with judging the overall impact. 'Preference' was studied on the basis of 'usage'. The most used channel was termed as most 'preferred' as well because in technological realms usage results only when a channel is preferred (Ajzen, 1985; Davis, 1989).

This study made of Theory of Planned Behaviour (Decomposed) model to predict the usage intentions of digital marketing communication while buying a car, whose successful results could reveal extremely meaningful insights for the marketers. Marketers would not only understand the usage intentions and actual usage, but would also be able to leverage the important factors related to digital marketing communication which could lead towards the desired behaviour. The results of the study could also be applied to the understand the consumers' intentions to use digital technologies in other product categories involving technological interventions especially online travel and tourism, online shopping, online music and games, app marketing, social media marketing to name a few.

The study was quantitative in nature and regarded an 'adult' individual in the family which either owned a car or planned to buy a car in near future (prospect) as its sampling unit. The study considered many demographic variables namely age, occupation, income, gender, annual household income and occupation. However, sample for the study didn't consider the respondents without any formal education. Moreover only adult respondents (above 18 years) were considered for the study. Adolescent kids (age between 10 years to 17 years) in the family were not considered in the study.

The study made use of area wise proportionate sampling involving 'Delhi' as its sampling area. So, the results of the study could be generalized for metropolitan cities like 'Mumbai', 'Kolkata', 'Chennai', 'Pune' and 'Bangalore. However, while generalizing the results of the study for Tier I and Tier II, one must be cautious enough to apprehend the natural differences existing because of demographical differences. Moreover, different sampling methodology might yield somewhat different results. Considering the obvious constraints of time, efforts, sample size and budget associated with academic studies, it could be possible to have different results for large scale studies involving large samples.

* See Glossary given in the end for details.

1.14 ORGANIZATION OF THE STUDY

Chapter 1: Chapter one of thesis dealt with the introductory details of digital marketing, digital marketing communication, characteristics of digital marketing communication, digital marketing channels, differentiating between digital and traditional marketing, digital statistics of India, overview of Indian passenger car Market, digital marketing trends in Indian car market and consumer decision making process. Chapter also detailed the background of important studies, scope and importance of the study.

Chapter 2: This chapter would cover review of literature regarding the digital marketing communication, digital consumer behaviour, usage of theory of planned behaviour in consumer behaviour, and impact of digital marketing on consumer buying decision process while buying a car.

Chapter 3: This chapter would discuss the research methodology adopted for the study that would include problem statement, research objectives, hypotheses, research design, data sources and types, collection and procedure, analysis of data and its limitations etc. The chapter would also discuss the reliability and validity of the scale used for study.

Chapter 4: This chapter would explain the demographic variables included in the study. The chapter would also discuss the association between demographic profile of the customers and channel of communication. Data would be analyzed with the help of 'Chi-square' test and 'cluster analysis'.

Chapter 5: The chapter would discuss the most preferred digital channels used by the consumers and reason for using digital channels while buying a car. Data would be analyzed with the help of various statistical tools e.g. 'one sample binomial test' and 'discriminant analysis'.

Chapter 6: The chapter would discuss the consumers' attitude towards digital marketing communication. The chapter would also cover the general/technical difficulties if any, faced by consumers that might prevent them using digital channels. Data would be analyzed with the help of 'one sample Wilcoxon signed rank test' and 'cluster analysis'.

Chapter 7: This chapter would cover the impact of digital marketing communication on consumer decision making process while buying a car. The chapter would also specify the factors if any, related to digital marketing communication which can be leveraged by the marketers to alter the consumer behaviour. Data would be analyzed with the help of one sample Wilcoxon signed rank test, discriminant analysis and structure equation modeling.

Chapter 8: This chapter would discuss the findings and conclusions of the research work. This would also include the discussions, implications and recommendations based upon the study.

1.15 CONCLUDING REMARKS

Chapter 1 of the study explained the impact of digital technologies on consumer behaviour along with the concept of digital marketing communication. The chapter highlighted the characteristics of digital marketing communication and difference between traditional and digital marketing communication. The study explained the digital channels of communication by classifying them into content based platforms and digital devices. The chapter also described the digital statistics of India which projects the bright side of digital marketing communication in India. It was discussed in the chapter that Indian passenger car market players were increasing their budget on digital marketing communication. The chapter also explained the concept of consumer buying decision process and detailed the impact on consumer behavior by explaining notable studies in digital marketing. It was highlighted in the chapter that there remains a need to study the impact of digital marketing communication on consumer buying decision process in Indian passenger car market. The chapter was concluded with identifying the scope significance and organization of the study.