Project Dissertation Report on

Influence of Social Media in Automotive Purchase Behavior During Covid-19 Pandemic

Submitted By:

Abhradeep Goswami

2K20/EMBA/02

Under the Guidance of:

Prof. Rajan Yadav

Professor, DSM

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE

This is to certify that the project report titled **"Influence of Social Media in Automotive Purchase Behavior During Covid-19 Pandemic"** is a bonafide work carried out by **Mr. Abhradeep Goswami** of **EMBA 2020-22** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration (Executive).

Signature of Guide **Signature of Head (DSM)**

Seal of Head

Place:

Date:

DECLARATION

I, **Mr. Abhradeep Goswami**, a student of EMBA **2020-22** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the project report **"Influence of Social Media in Automotive Purchase Behavior During Covid-19 Pandemic"** submitted in partial fulfillment of Degree of Masters of Business Administration (Executive) is my original work conducted by me.

The information, analysis and data presented in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Abhradeep Goswami

Date:

Place:

ACKNOWLEDGEMENT

I would like to express my sincere gratitude towards my project guide, Prof. Rajan Yadav (Professor, Delhi School of Management, DTU) for his support and valuable guidance throughout the duration of the project. His valuable insights and efforts have helped me a lot in completion of this project.

My sincere gratitude goes out to my colleagues who supported me throughout the course of this project. Special mention of gratitude must go out to the contribution of all the respondents of my survey. The data collected from their inputs forms the backbone of this project.

Last but not the least, I would like to express my heartfelt thanks to my parents and Almighty God whose blessings have motivated me to complete this project successfully.

Abhradeep Goswami

EXECUTIVE SUMMARY

During the past years of pandemic many physical activities have been converted into online mode. Among this, one major activity is analyzing vehicles before purchase by potential customers. Earlier, the only way for a potential customer to research the details of a particular vehicle or category of vehicle was to visit the nearest showroom and find out hands on. Apart from this, it involved rigorous study of technical specifications provided by the company and compare it with others.

With restricted movement outside their homes, many customers have now turned to online platforms for reviews of the products they are planning to purchase. It provides an easy, hassle free option of potential buyers to review the products they are willing to purchase. This aids them immensely to narrow down choices and finally make the purchase decision.

This study aims to focus on the impact of social media influencers on the mind of the customers. Review of relevant literature sheds light on the previously conducted research in this domain and their findings. Based on this study, hypotheses were formulated and questionnaire was designed to collect a wide range of data from respondents who were considered potential customers of the Indian Automotive Industry. The data has been analyzed using suitable tools to test the initial hypotheses and come up with conclusions.

The research covers different areas of customer behavior and preferences w.r.t to cars as well as their life on social media. Attempts have been made to study the relationship between various aspects such as age, gender, etc. and inclination towards car segments, attributes as well as social media behavior. These linkages have been used to formulate strategies that can be beneficial for social media marketing of Indian Auto products.

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CHAPTER 1: INTRODUCTION

1.1 Background

Media is considered to be the 4th pillar of democracy. In recent years a new breed of media called ‘social media’ has taken over the entire world. Owing to ease of accessibility due to technological advancements, this new form of media has completely captured the imagination of human mind across all age groups, genders and ethnicity. The power of social media cannot be overlooked and it has spread its influence in every domain of the modern human civilization. The wide variety of contents available on social media caters to the needs of all types of individuals as the creators are themselves a part of the common society.

Earlier the rights of content creation were highly limited and confined to a specific layer of the society. These people were either exceptionally talented, rich or professionally trained to create content which was then considered to be fit for selling to the public through a well-organized industry. The general public didn’t have any open forum to share their content with others and those who were willing to do so had to go through the rigid and exhaustive process, invest time and money to publish whatever they create. Also, there were restrictions, censorships and other taxing rules which made it a very unviable option.

However, with the advent of internet age, smart phones and devices and other technological breakthroughs, all these barriers have been broken open. Now the common man can create, publish and get recognition for his/her content very easily without have to going through the earlier hassles. This has led to an enormous number of content creators and influencers come to limelight over the past decade. The rules and restrictions of the social media platforms allow a great degree of freedom for content creators as well as allow them to bypass any kind of screening process. The audience at large is the evaluator of the content and if the content is good, it can get viral very easily and reach millions of people across the globe.

Since the rise of Covid-19 the Indian Auto industry has seen a sharp decline in sales. The initial days were the worst when the entire country was under lockdown and there

was no possibility of production or sale of any vehicle. The sales numbers were going down drastically and production came to a standstill. The entire supply chain was affected. No one could predict what would be the future of the one of the biggest industries in the country.

However, as the country started unlocking, a variety of factors came into play which would shape the existence of the massive Indian Auto Industry. In such times it is very crucial to predict customer behavior in order to forecast production and sales activities for the OEMs and as well as vendor companies that run this sector.

Considering the current scenario and lucrative market of social media, the theme of the project has been selected. Efforts will be made to explore the realm of social media and study various aspects that can lead to a successful project in this domain.

1.2 Problem Statement

In the current situation of dynamic market forces, the key focus of every organization is to occupy the minds of its customers. This is evident from the culture of running targeted ads based on data extracted from users through various online portals, websites and apps. The same conditions are applicable for auto industry also. The problem is to identify potential customers and factors that influence their purchase decisions to the highest degree of accuracy as possible. Any organization that can align its marketing strategies with the voice of the customer will gain a considerable competitive edge in the markets.

1.3 Objectives

The Objectives of the project are as follows: -

1.3.1 To study and analyze potential customer behavior for the Indian Automotive Industry under current pandemic conditions and wide spread social media use.

1.3.2 To formulate strategies for Auto OEMs that will lead to better sales and gain competitive edge in the market by tapping into the potential of Social Media Influencers.

1.4 Scope

This project caters to the preferences and factors that influence purchase decisions among potential customers of the Indian Automotive Industry. It has been carried out over a span of 6 months in 2022 and thus also highlights the impact of Covid-19 on the aforementioned topics. Data collection has been done from a sample of working population in and around the NCT of Delhi. The findings are applicable for any Automotive OEM of India.

CHAPTER 2: LITERATURE REVIEW

Table 2.1: Literature Review Details

Sl No.	Paper	Key Findings	Comments
1	THE IMPACT OF COVID-19 ON THE AUTOMOTIVE INDUSTRY IN INDIA	1. Customer perception is changing rapidly and plays a key role in sales 2. Higher focus on savings and lower on spending will have a negative impact on the industry 3. Govt. support is required to stabilize the economy	Haneesh (2021) and Venkateshwar (2021) have conducted a comprehensive study on the topic by reviewing a number of research papers. They have come up with important insights on customer tendencies which directly affects the Automotive industry. However, the research lacks data evidence to provide a strong base for their theory
2	The covid-19 in India- impacts on the economy and the automobile sector	1. Indian Automotive industry has continuously suffered losses due to disruptions in supply chain and BS4 to BS6 emission norms 2. Covid-19 has severely impacted the industry 3. Bailout packages from Govt are required to revive the industry	Lavanya (2021), Thunga (2021) and Raju (2021) have conducted a detailed study on the losses incurred by various Indian industries during the pandemic with special emphasis on Automotive industry. They have correctly mentioned the series of setback the auto industry has faced. Demonetization, BS3 to BS4 emission norms, GST

			implementation are some of the additional hurdles apart from the ones mentioned in this paper. Their research highlights the condition of the Indian Automotive industry
3	The Impact of COVID-19 on Consumers: Preparing for Digital Sales	1. Pandemic has forced companies to transform into digital sales mode 2. Growth of e-commerce has been accelerated 3. Businesses must expand in the online domain regarding product promotion and sales	Kim (2020) has rightly pointed out the direction in which Consumers and Producers are going. Traditional methods of marketing and selling of products is being replaced by online modes. This paper sheds light on the difficulties of physical exposure the customers face in pandemic times and thus prefer to go online for their purchasing activities
4.	Hypothesizing the Effect of Social Media Influencer Roles, Credibility and Advertising Values on Attitude and Brand Love	1. Study focusses on marketing concentrated on role of social media influencers 2. Role and credentials of Influencers are the factors which brands should consider to	Bakar (2020) and Musa (2020) have conducted an extensive study on how social media influencers can help companies to market their products. Credible influencer can affect the purchase decisions of their followers. The process is

		market their products through these influencers 3. It is a cost-effective marketing strategy compared to traditional advertising 4. Influencers with good content can influence purchase decision and enhance brand love	beneficial for influencers and can motivate them to produce better content. Thus, a cycle of positive reinforcement can be achieved in this ecosystem. This can be highly beneficial during pandemic times and can be extended to marketing of all types of products

Source: Own Analysis

2.1 Discussion on Literature Review

The above literature review sheds light on the was the Indian Automotive Industry has suffered during the pandemic and how the current shifts in marketing strategies are taking place. Customers are preferring the online mode for research before making their purchase decisions. In such circumstances the role of Social Media Influencers has become vital. These influencers can enable the brands to tap into new areas for marketing of their product.

CHAPTER 3: RESEARCH METHODOLOGY

As this project focusses on capturing the “voice of the customer”, primary research has been carried out by floating survey forms and collecting data. The questionnaire was designed to capture the preferences of potential customers considering current pandemic situation and wide spread use of social media. This data was then used for further analysis and derive conclusions and recommendations. Data analysis tools such as Correlations, Chi Sq Test, Normal Distribution Curves, Radar Charts etc. were used for the analysis.

3.1 Research Design

Cross sectional - descriptive research design has been used in this study. The descriptive research design permits the quantitative analysis of data to understand a particular phenomenon.

3.2 Respondents

The respondents of survey belong to working population of both genders in the age group of 20-50 years in India.

3.3 Sample Size

The sample size for this survey was 43.

3.4 Sampling Technique

Convenience sampling technique has been used for this research.

3.5 Data Collection Process

Data has been collected by floating Google Forms to the respondents through various social media platforms such as WhatsApp, Facebook, Instagram, etc. Responses received have been reflected as excel sheet reports from Google Forms. The Google Form link is: - https://forms.gle/h5wYa1dBg3gWJK4c6

3.6 Nature of Questionnaire

The Questionnaire was in online mode. It contained Open Ended, Close Ended, Dichotomous and Likert Scale type of questions. The questionnaire was designed to collect different types of data from the respondents and so different types of questions were framed accordingly. Below are the compiled questions asked in the questionnaire:

Table 3.1: Compiled questions of survey

Q No.	Questions
1	Name
2	Age
3	Gender
4	Preferred car segment for purchase
5	How important is Engine Performance?
6	How important is Car appearance?
7	How important is Vehicle Safety?
8	How important is Latest Features and Smart Technologies?
9	How important is Driver/Traveler comfort?
10	Which Social Media sites do you use?
11	Favorite genre of contents you follow on social media
12	Do you find content creators of opposite gender more engaging?
13	Which Attributes of a Content Creator/Influencer appeals to you the most?
14	Do you think Social Media Influencers are becoming Role Models for their followers at
15	How much influence do you think these influencers have in your Lifestyle Choices?
16	How would you rate your degree of Trust on the integrity of your favorite Social Media
17	How reliable do you feel are reviews of social media influencers when it comes to
18	Name some of your favorite social media influencers
19	How likely are you to purchase a specific model of vehicle if you are impressed by a

Source: Own Analysis

3.7 Hypotheses Formulation

Below is the list of Hypotheses formulated for testing using the data collected from survey. The idea behind formulating the hypotheses was to test association among different behaviors and tendencies of the respondents who are also considered as potential car buyers for the Indian Automotive Industry. Here, H_o stands for Null Hypothesis and H_a stands for Alternate Hypothesis.

Table 3.2: Hypotheses for the research

Scenario	Hypotheses
1	H_o: There is no significant association b/w age and preferred car segment for purchase H_a: There is significant association b/w age and preferred car segment for purchase
2	H_o: There is no significant association b/w importance of engine performance and preferred segment for car purchase H_a: There is significant association b/w importance of engine performance and preferred segment for car purchase
3	H_o: There is no significant association b/w importance of car safety and preferred segment for car purchase H_a: There is significant association b/w importance of car safety and preferred segment for car purchase
4	H_o: There is no significant association b/w gender of respondents and preference towards influencers of opposite gender H_a: There is significant association b/w gender of respondents and preference towards influencers of opposite gender
5	H_o: There is no significant association b/w the respondents' consideration of influencers as role models and their age H_a: There is no significant association b/w the respondents' consideration of influencers as role models and their age

6	H_o: There is no significant association b/w the respondents' consideration of influencers as role models and their gender H_a: There is no significant association b/w the respondents' consideration of influencers as role models and their gender
7	H_o: There is no significant association b/w how much influencers affect lifestyle choices of respondents and their gender and age H_a: There is significant association b/w how much influencers affect lifestyle choices of respondents and their gender and age
8	H_o: There is no significant association b/w how much trust respondents have on integrity of influencers and their gender and age H_a: There is significant association b/w how much trust respondents have on integrity of influencers and their gender and age
9	H_o: There is no significant association b/w how much trust respondents have on reliability of influencers and their gender and age H_a: There is significant association b/w how much trust respondents have on reliability of influencers and their gender and age
10	H_o: There is no significant association b/w purchasing a car if respondents are impressed by a Social media influencer and their gender, age or preferred car segment H_a: There is significant association b/w purchasing a car if respondents are impressed by a Social media influencer and their gender, age or preferred car segment

Source: Own Analysis

3.8 Data Analysis Tools

The data analysis tools used for this research are software such as MS Excel and SPSS. Hypothesis testing was done using Chi Square test and Anova test.

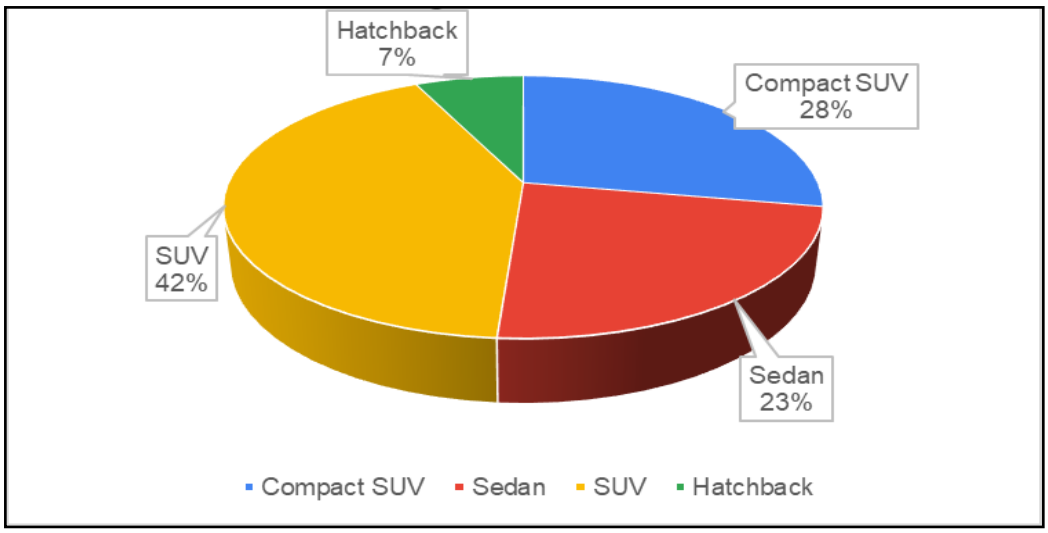
3.9 Data Analysis Techniques

The data analysis techniques used for this research are descriptive analysis, dispersion analysis, regression analysis, bar charts, pie charts, radar charts, scatter plots and normal distribution curves.

CHAPTER 4: DATA ANALYSIS

Analysis of the primary research data collected through survey is shown in the following section. Scenario wise hypotheses, as mentioned in previous chapter, have been tested along with relevant data representation collected from the survey.

Figure 4.1: Car Segment preference for purchase



Source: Own Analysis

Observation: Most of the candidates prefer the SUV segment of cars which includes Compact SUVs as well. Next preference is for Sedans and very few prefer the Hatchback segment of cars for purchase.

Scenario 1 Hypothesis Testing:

H_o: There is no significant association b/w age and preferred car segment for purchase.

H_a: There is significant association b/w age and preferred car segment for purchase.

Table 4.1: Scenario 1 Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Preferred car segment for purchase	43	100.0%	0	0.0%	43	100.0%

Source: Own Analysis

Table 4.2: Scenario 1 Expected vs Observed Values

			Preferred car segment for purchase				
			Compact SUV	Hatchback	Sedan	SUV	Total
Age	20-30 yrs	Count	6	2	5	6	19
		Expected Count	5.3	1.3	4.4	8.0	19.0
	31-40 yrs	Count	6	1	5	9	21
		Expected Count	5.9	1.5	4.9	8.8	21.0
	41-50 yrs	Count	0	0	0	3	3
		Expected Count	.8	.2	.7	1.3	3.0
Total		Count	12	3	10	18	43
		Expected Count	12.0	3.0	10.0	18.0	43.0

Source: Own Analysis

Table 4.3: Scenario 1 Chi-Square Test

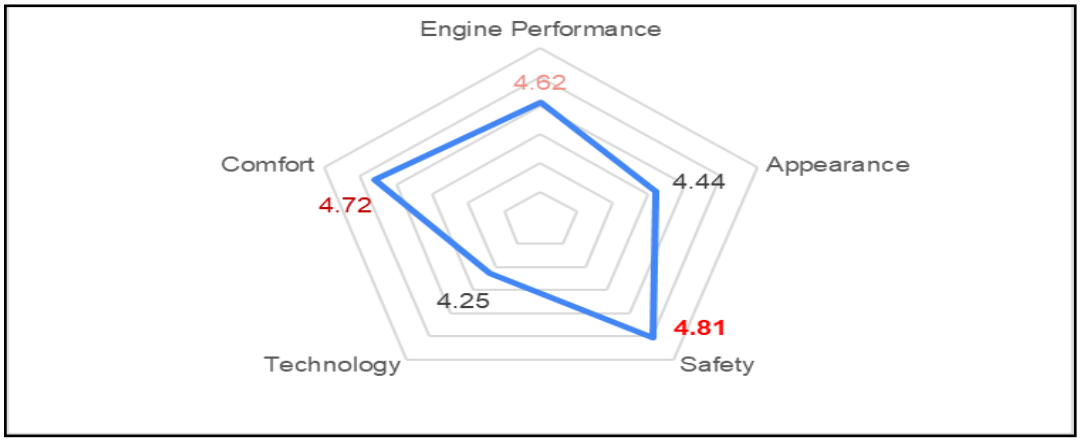
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.317[a]	6	.504
Likelihood Ratio	6.385	6	.381
N of Valid Cases	43		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .21.

Source: Own Analysis

As p = 0.504 > 0.05, we accept the H_o and reject H_a which means there is no significant association b/w age and preferred segment of vehicle purchase.

Figure 4.2: Radar Chart for Rating Average of Attributes preferred in a car



Source: Own Analysis

Observation: Safety is the highest priority for the candidates when choosing a vehicle for purchase. Next comes comfort, followed by engine performance. Appearance and Technologies are the lesser priority when it comes to making a purchase decision.

Scenario 2 Hypothesis Testing:

H_o: There is no significant association b/w importance of engine performance and preferred segment for car purchase.

H_a: There is significant association b/w importance of engine performance and preferred segment for car purchase.

Table 4.4: Scenario 2 Observed vs Expected Values

			How important is Engine Performance ?			
			3	4	5	Total
Preferred car segment for purchase	Compact SUV	Count	0	5	7	12
		Expected Count	.6	3.3	8.1	12.0
	Hatchback	Count	0	3	0	3
		Expected Count	.1	.8	2.0	3.0
	Sedan	Count	2	1	7	10
		Expected Count	.5	2.8	6.7	10.0
	SUV	Count	0	3	15	18
		Expected Count	.8	5.0	12.1	18.0
Total		Count	2	12	29	43
		Expected Count	2.0	12.0	29.0	43.0

Source: Own Analysis

Table 4.5: Scenario 2 Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.820[a]	6	.007
Likelihood Ratio	17.192	6	.009
N of Valid Cases	43		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .14.

Source: Own Analysis

As p = 0.007 < 0.05, hence we reject H_o and accept H_a. There is significant association b/w importance of engine performance and preferred segment for car purchase. It is

observed that respondents who give higher importance to Engine Performance prefer the SUV/Compact SUV segment.

Scenario 3 Hypothesis Testing:

H_o: There is no significant association b/w importance of car safety and preferred segment for car purchase.

H_a: There is significant association b/w importance of car safety and preferred segment for car purchase.

Table 4.6: Scenario 3 Observed vs Expected Values

			How important is Vehicle Safety ?			
			3	4	5	Total
Preferred car segment for purchase	Compact SUV	Count	0	3	9	12
		Expected Count	.3	1.7	10.0	12.0
	Hatchback	Count	0	1	2	3
		Expected Count	.1	.4	2.5	3.0
	Sedan	Count	1	2	7	10
		Expected Count	.2	1.4	8.4	10.0
	SUV	Count	0	0	18	18
		Expected Count	.4	2.5	15.1	18.0
Total		Count	1	6	36	43
		Expected Count	1.0	6.0	36.0	43.0

Source: Own Analysis

Table 4.7: Scenario 3 Chi-Square Test

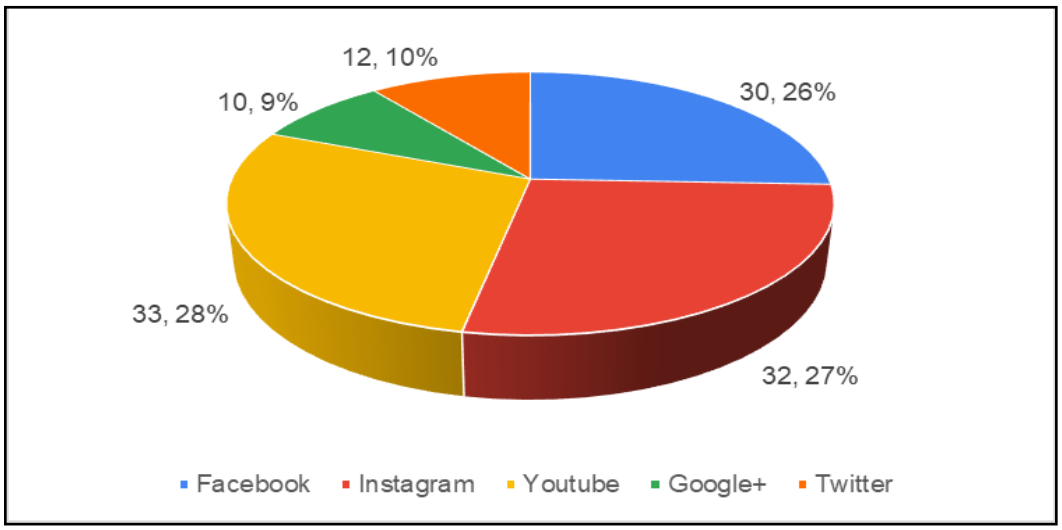
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.938[a]	6	.177
Likelihood Ratio	10.597	6	.102
N of Valid Cases	43		

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .07.

Source: Own Analysis

As p = 0.177 > 0.05, hence we accept H_o and reject H_a. There is no significant association b/w importance of car safety and preferred segment for car purchase. Safety is a preferred attribute across all car segments.

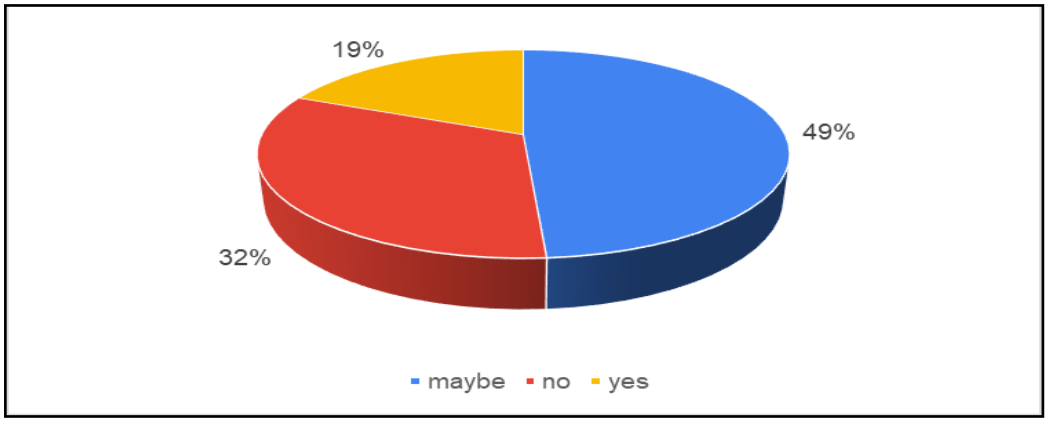
Figure 4.3: Social Media Platforms usage ratio



Source: Own Analysis

Observation: Majority of the surveyed sample uses YouTube and Instagram for their social media activities. This is followed by Facebook and very less users use Google+ and Twitter.

Figure 4.4: Preference to influencers of opposite gender



Source: Own Analysis

Observation: Majority of the sample is not sure of their preference of following influencers of opposite gender. This is followed by those who have no gender preference and a smaller section of the people do find influencers of the opposite genders more preferable.

Scenario 4 Hypothesis Testing:

H_o: There is no significant association b/w gender of respondents and preference towards influencers of opposite gender.

H_a: There is significant association b/w gender of respondents and preference towards influencers of opposite gender.

Table 4.8: Scenario 4 Observed vs Expected Values

			Gender		
			Female	Male	Total
Do you find content creators of opposite gender more engaging?	Maybe	Count	2	19	21
		Expected Count	5.9	15.1	21.0
		% within Do you find content creators of opposite gender more engaging?	9.5%	90.5%	100.0%
	No	Count	8	6	14
		Expected Count	3.9	10.1	14.0
		% within Do you find content creators of opposite gender more engaging?	57.1%	42.9%	100.0%
	Yes	Count	2	6	8
		Expected Count	2.2	5.8	8.0
		% within Do you find content creators of opposite gender more engaging?	25.0%	75.0%	100.0%
Total		Count	12	31	43
		Expected Count	12.0	31.0	43.0
		% within Do you find content creators of opposite gender more engaging?	27.9%	72.1%	100.0%

Source: Own Analysis

Table 4.9: Scenario 4 Chi-Square Test

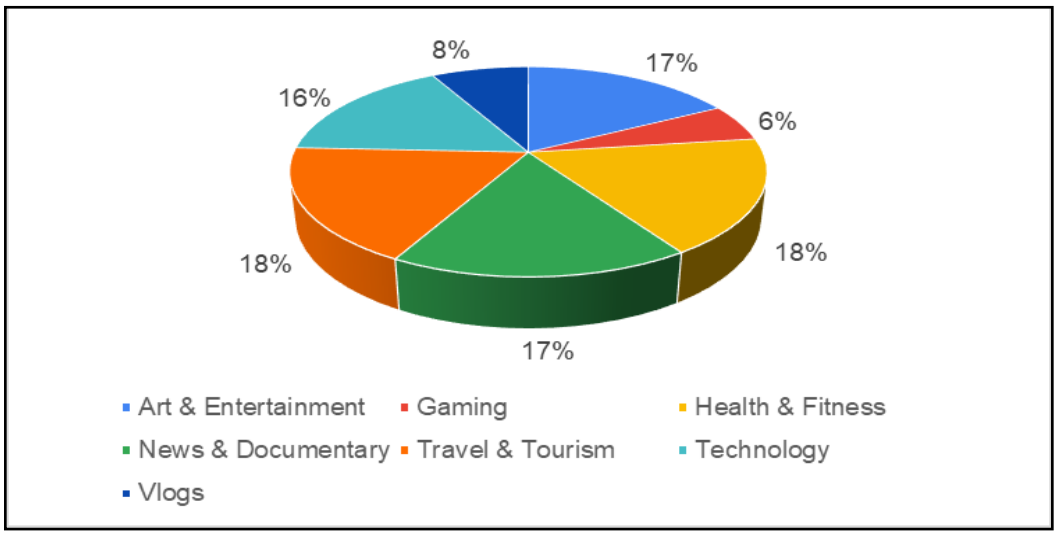
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.509[a]	2	.009
Likelihood Ratio	9.591	2	.008
N of Valid Cases	43		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.23.

Source: Own Analysis

As $p = 0.009 < 0.05$, hence we reject H_o and accept H_a. There is significant association b/w gender of respondents and preference towards influencers of opposite gender. Male respondents have more tendency to get follow female social media influencers.

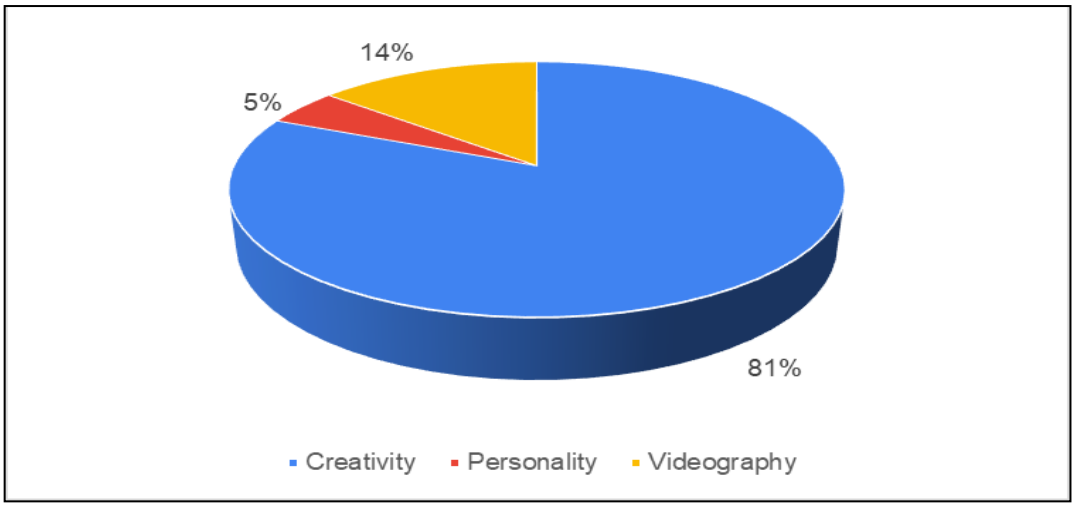
Figure 4.5: Preference to genre of content



Source: Own Analysis

Observation: Art & Entertainment, Health & Fitness, News & Documentary, Travel & Tourism are the major types of content the candidates engage with on social media. Gaming and Vlogging type of contents have less followers.

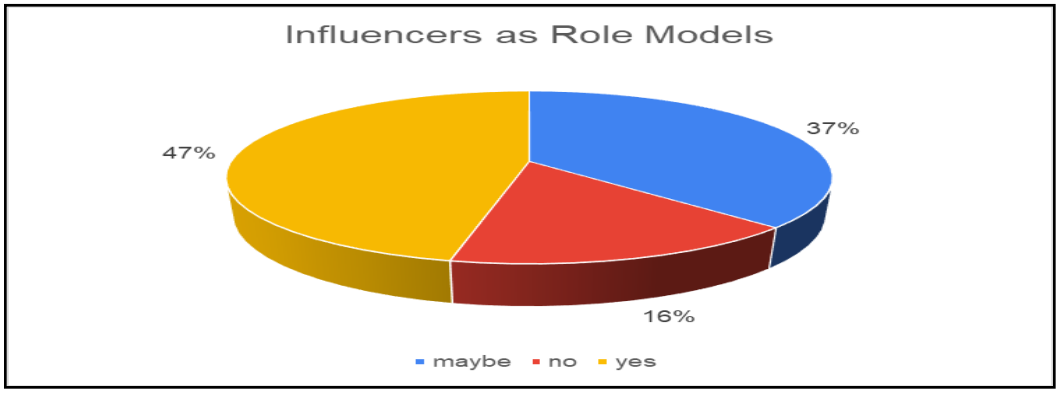
Figure 4.6: Preference to attributes of content



Source: Own Analysis

Observation: A major portion of the sample is impressed by creativity of content the social media influencers create

Figure 4.7: Break up of opinion on Influencers as Role Models



Source: Own Analysis

Observation: A major portion of the sample do consider the fact that influencers act as role models for their followers.

Scenario 5 Hypothesis Testing:

H_o: There is no significant association b/w the respondents' consideration of influencers as role models and their age.

H_a: There is no significant association b/w the respondents' consideration of influencers as role models and their age.

Table 4.10: Scenario 5 Observed vs Expected Values

			Age			
			20-30 yrs	31-40 yrs	41-50 yrs	Total
Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	Maybe	Count	7	8	1	16
		Expected Count	7.1	7.8	1.1	16.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	43.8%	50.0%	6.3%	100.0%
	No	Count	3	4	0	7
		Expected Count	3.1	3.4	.5	7.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	42.9%	57.1%	0.0%	100.0%
	Yes	Count	9	9	2	20
		Expected Count	8.8	9.8	1.4	20.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	45.0%	45.0%	10.0%	100.0%
Total		Count	19	21	3	43
		Expected Count	19.0	21.0	3.0	43.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	44.2%	48.8%	7.0%	100.0%

Source: Own Analysis

Table 4.11: Scenario 5 Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.933[a]	4	.920
Likelihood Ratio	1.387	4	.847
N of Valid Cases	43		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .49.

Source: Own Analysis

Value of p = 0.9 > 0.05, hence we accept H_o and reject H_a. There is no significant association b/w the respondents' consideration of influencers as role models and their age.

Scenario 6 Hypothesis Testing:

H_o: There is no significant association b/w the respondents' consideration of influencers as role models and their gender.

H_a: There is no significant association b/w the respondents' consideration of influencers as role models and their gender.

Table 4.12: Scenario 6 Observed vs Expected Values

			Gender		
			Female	Male	Total
Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	Maybe	Count	6	10	16
		Expected Count	4.5	11.5	16.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	37.5%	62.5%	100.0%
	No	Count	2	5	7
		Expected Count	2.0	5.0	7.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	28.6%	71.4%	100.0%
	Yes	Count	4	16	20
		Expected Count	5.6	14.4	20.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	20.0%	80.0%	100.0%
Total		Count	12	31	43
		Expected Count	12.0	31.0	43.0
		% within Do you think Social Media Influencers are becoming Role Models for their followers at least in some ways ?	27.9%	72.1%	100.0%

Source: Own Analysis

Table 4.13: Scenario 7 Chi-Square Test

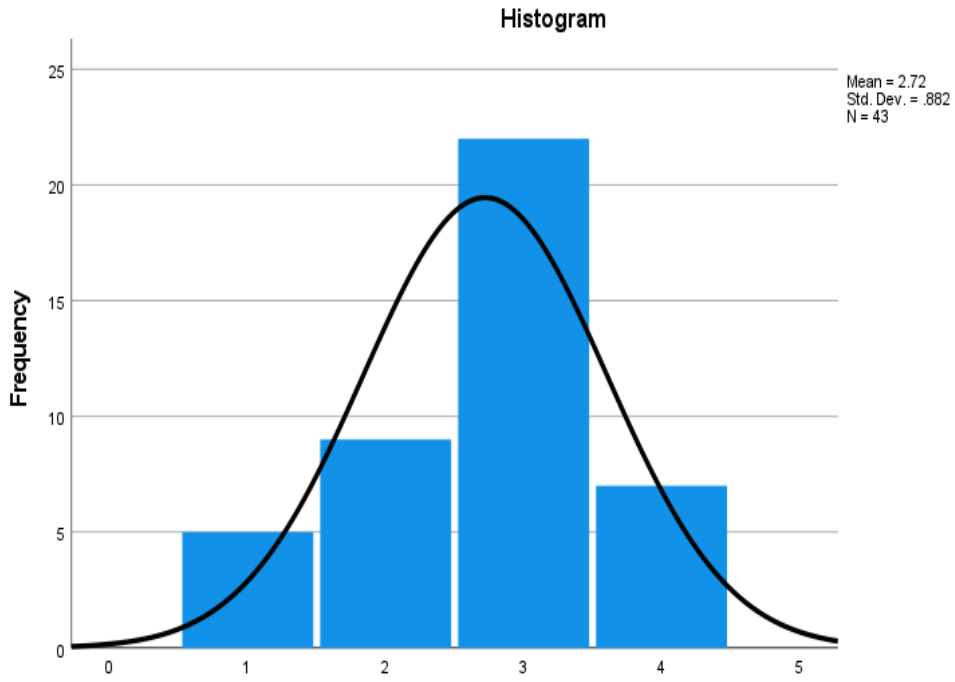
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.355[a]	2	.508
Likelihood Ratio	1.356	2	.508
N of Valid Cases	43		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.95.

Source: Own Analysis

Value of p = 0.508 > 0.05, hence we accept H_o and reject H_a. There is no significant association b/w the respondents' consideration of influencers as role models and their gender.

Figure 4.8: Influence Rating of Social Media Influencers on Lifestyle Choices



Source: Own Analysis

Observation: This normal distribution curve shows that the sample have given higher than mean rating to the impact of social media influencers on the lifestyle choices of their followers.

Scenario 7 Hypothesis Testing:

H_o: There is no significant association b/w how much influencers affect lifestyle choices of respondents and their gender and age.

H_a: There is significant association b/w how much influencers affect lifestyle choices of respondents and their gender and age.

Table 4.14: Scenario 7 ANOVA test

Tests of Between-Subjects Effects

Dependent Variable: How much influence do you think these influencers have in your Lifestyle Choices?

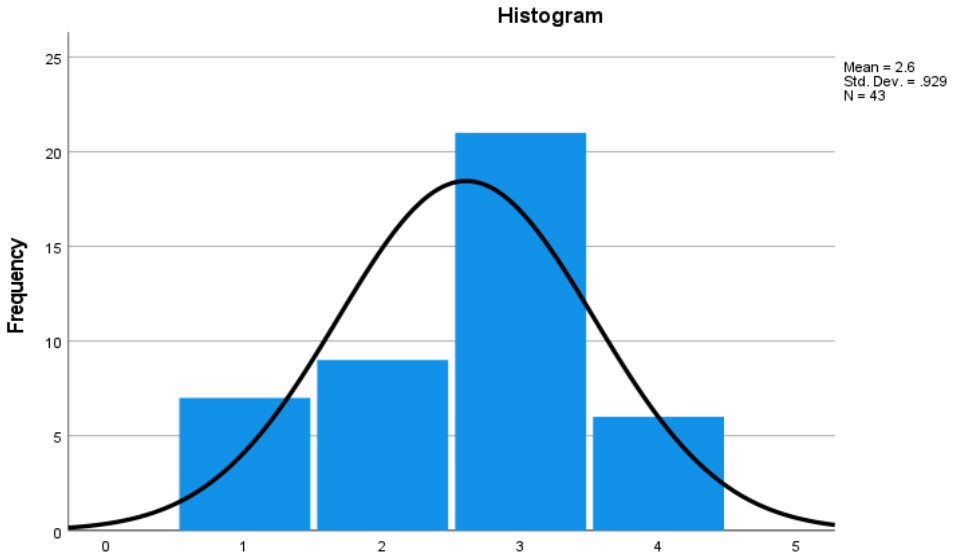
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.093[a]	5	.619	.774	.574
Intercept	128.509	1	128.509	160.865	<.001
Age	2.403	2	1.202	1.504	.235
Gender	.034	1	.034	.042	.838
Age * Gender	1.788	2	.894	1.119	.337
Error	29.558	37	.799		
Total	351.000	43			
Corrected Total	32.651	42			

a. R Squared = .095 (Adjusted R Squared = -.028)

Source: Own Analysis

Value of p = 0.574 > 0.05, hence we accept H_o and reject H_a. There is no significant association b/w how much influencers affect lifestyle choices of respondents and their gender and age.

Figure 4.9: Integrity Rating of Social Media Influencers



Source: Own Analysis

Observation: This normal distribution curve shows that the sample has given higher than mean rating to their trust on the integrity of social media influencers.

Scenario 8 Hypothesis Testing:

H_o: There is no significant association b/w how much trust respondents have on integrity of influencers and their gender and age.

H_a: There is significant association b/w how much trust respondents have on integrity of influencers and their gender and age.

Table 4.15: Scenario 8 ANOVA test

Tests of Between-Subjects Effects

Dependent Variable: How would you rate your degree of Trust on the integrity of your favourite Social Media Influencers?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.774[a]	5	.755	.859	.518
Intercept	121.985	1	121.985	138.853	<.001

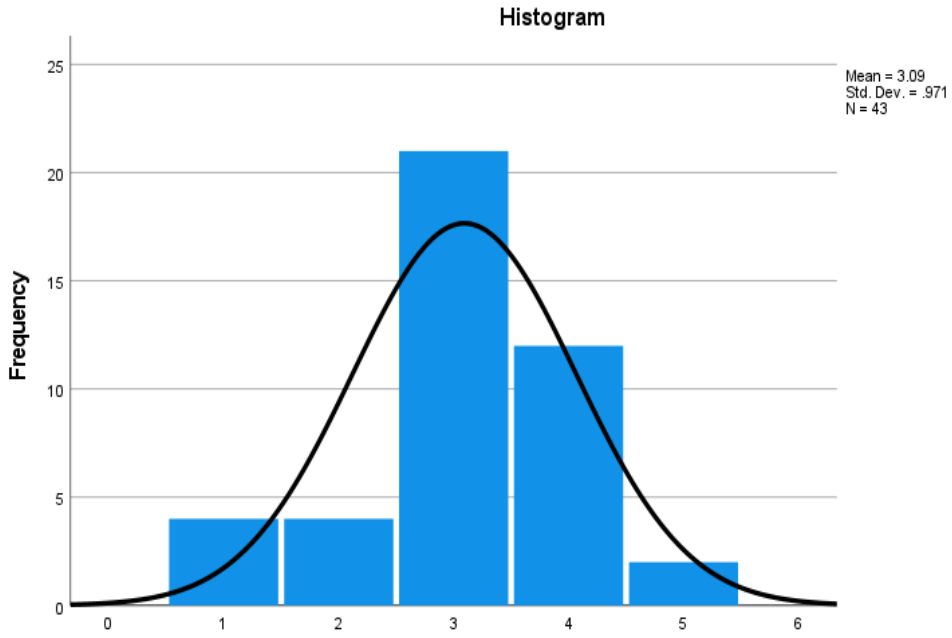
Age	1.185	2	.592	.674	.516
Gender	1.855	1	1.855	2.111	.155
Age * Gender	3.127	2	1.563	1.780	.183
Error	32.505	37	.879		
Total	328.000	43			
Corrected Total	36.279	42			

a. R Squared = .104 (Adjusted R Squared = -.017)

Source: Own Analysis

Value of p = 0.518 > 0.05, hence we accept H_o and reject H_a. There is no significant association b/w how much trust respondents have on integrity of influencers and their gender and age.

Figure 4.10: Reliability Rating of Social Media Influencers



Source: Own Analysis

Observation: This normal distribution curve shows that the sample has given higher than mean rating to their trust on the reliability of social media influencers.

Scenario 9 Hypothesis Testing:

H_o: There is no significant association b/w how much trust respondents have on reliability of influencers and their gender and age.

H_a: There is significant association b/w how much trust respondents have on reliability of influencers and their gender and age.

Table 4.16: Scenario 9 ANOVA test

Tests of Between-Subjects Effects

Dependent Variable: How reliable do you feel are reviews of social media influencers when it comes to purchasing a vehicle?

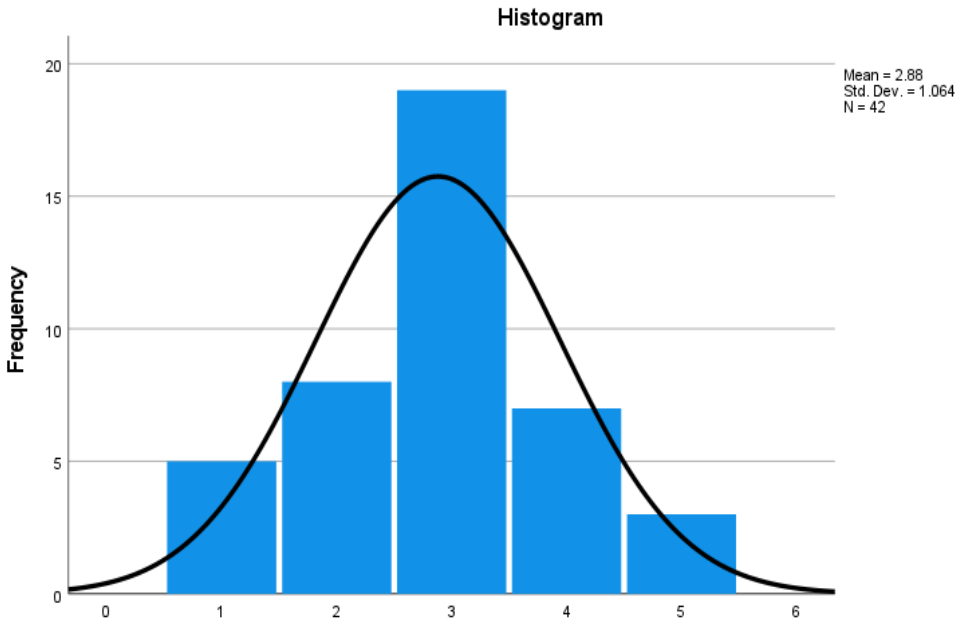
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.172[a]	5	.234	.226	.949
Intercept	164.925	1	164.925	158.683	<.001
Age	.492	2	.246	.237	.791
Gender	.556	1	.556	.535	.469
Age * Gender	.522	2	.261	.251	.779
Error	38.456	37	1.039		
Total	451.000	43			
Corrected Total	39.628	42			

a. R Squared = .030 (Adjusted R Squared = -.102)

Source: Own Analysis

Value of p = 0.949 > 0.05, hence we accept H_o and reject H_a. There is no significant association b/w how much trust respondents have on reliability of influencers and their gender and age.

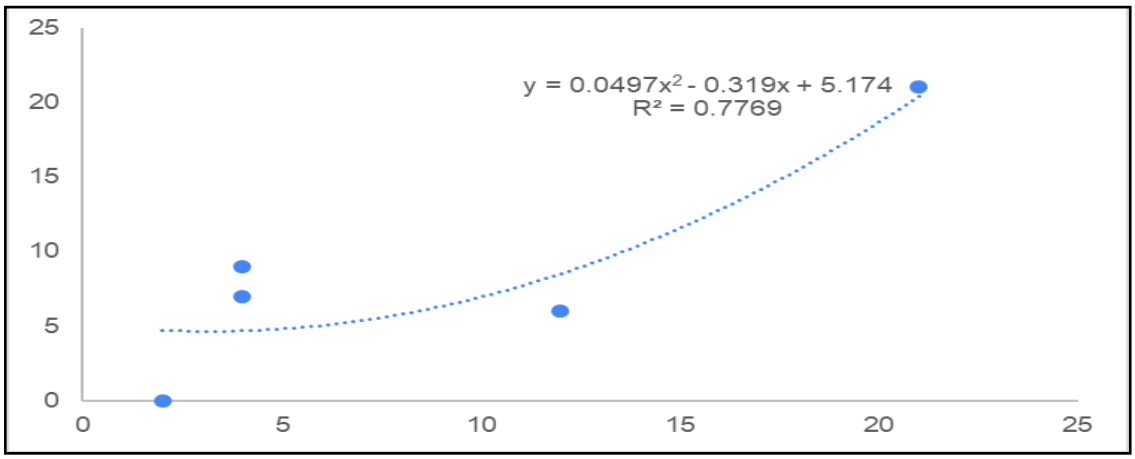
Figure 4.11: Rating of Influence of Social Media Influencer on Car Purchase decision



Source: Own Analysis

Observation: This normal distribution curve shows that the sample has given higher than mean rating to the impact social media influencers can have on the purchase decision making of their followers.

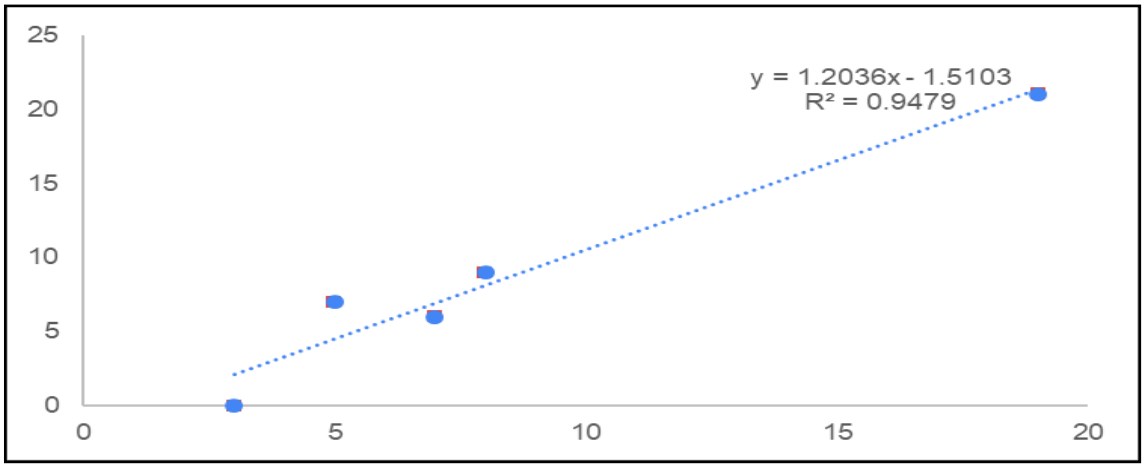
Figure 4.12: Positive Correlation b/w Integrity and Reliability of Influencers



Source: Own Analysis

Observation: There is a positive polynomial correlation between the ratings given to degree of trust on the integrity and reliability of social media influencers. This means that if a particular influencer is believed to have high integrity, he/she is more reliable for his/her followers. The degree of reliability increases by a squared factor with the increase in reliability.

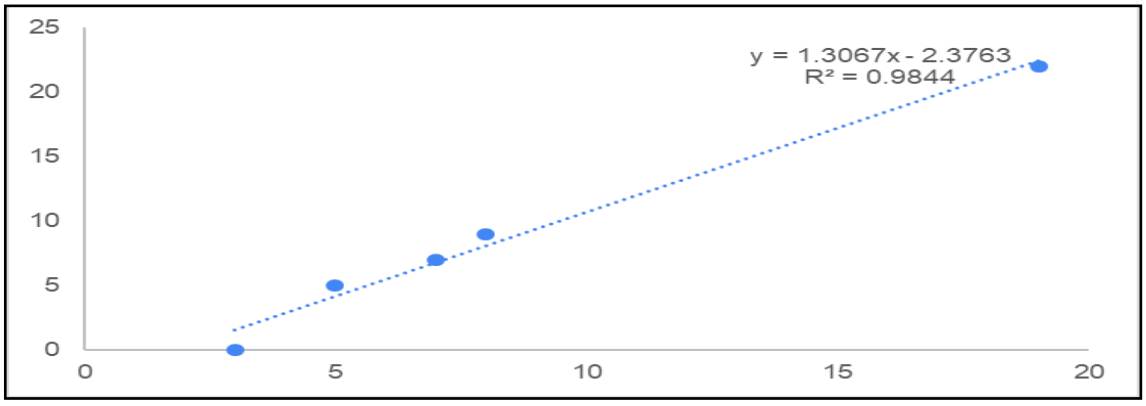
Figure 4.13: Positive Correlation b/w Integrity and Impact on Purchase decision making



Source: Own Analysis

Observation: There is a linear positive correlation between degree of integrity of influencers and their influence on purchase decision making of their followers.

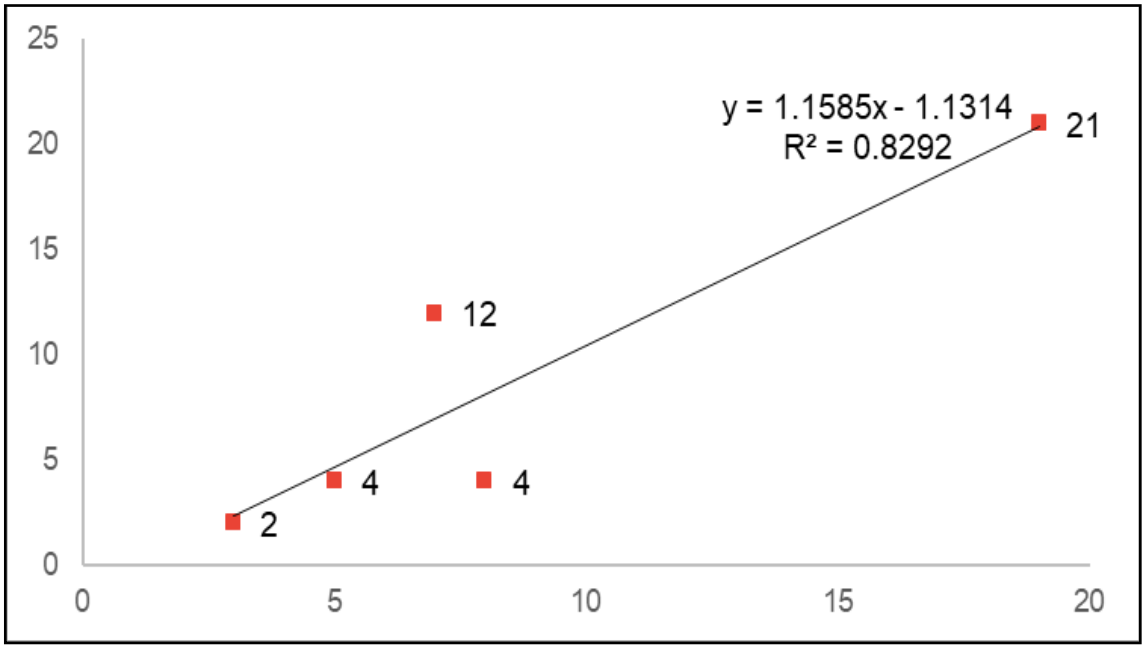
Figure 4.14: Positive Correlation b/w Impact on Lifestyle Choice and Purchase decision making



Source: Own Analysis

Observation: There is a linear positive correlation between influence of social media influencers on Lifestyle choices and Purchase decision making. This means that the more the influence social media influencers have on the lifestyle choices of their followers, the more they can influence their purchase decision making also.

Figure 4.15: Positive Correlation b/w Impact of Reliability of Influencer and Purchase decision making



Source: Own Analysis

Observation: There is a linear positive correlation between the degree of reliability of social media influencers and the impact they have on the purchase decision making of their followers. The more reliable the influencers are, the more they can impact purchase decisions of their followers.

Scenario 10 Hypothesis Testing:

H_o: There is no significant association b/w purchasing a car if respondents are impressed by a Social media influencer and their gender, age or preferred car segment.

H_a: There is significant association b/w purchasing a car if respondents are impressed by a Social media influencer and their gender, age or preferred car segment.

Table 4.17: Scenario 10 ANOVA test

Tests of Between-Subjects Effects

Dependent Variable: How likely are you to purchase a specific model of vehicle if you are impressed by a social media influencer endorsing it?

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21.321[a]	15	1.421	1.473	.187
Intercept	96.615	1	96.615	100.145	<.001
Age	.164	2	.082	.085	.919
Gender	.071	1	.071	.074	.788
Preferred car segment for purchase	3.523	3	1.174	1.217	.323
Age * Gender	6.415	2	3.208	3.325	.052
Age * Preferred car segment for purchase	2.343	3	.781	.810	.500
Gender * Preferred car segment for purchase	8.419	3	2.806	2.909	.053
Age * Gender * Preferred car segment for purchase	.357	1	.357	.370	.548
Error	25.083	26	.965		
Total	395.000	42			
Corrected Total	46.405	41			

a. R Squared = .459 (Adjusted R Squared = .148)

Source: Own Analysis

Here, $p = 0.187 > 0.05$, hence we accept H_o and reject H_a. There is no significant association b/w purchasing a car if respondents are impressed by a Social media influencer and their gender, age or preferred car segment.

CHAPTER 5: FINDINGS & DISCUSSION

After conducting a detailed analysis of the primary data collected through survey, the following points can be put forward: -

1. Current pandemic situation has caused a shift in traditional modes of interaction between the customers and the producers or distributor of vehicles. With wise spread use of social media that can be accessed within the comforts and safety of home, more and more people are using online modes for research and analysis before making their purchase decisions.

2. Social media provides a huge market for Indian Automotive companies to for marketing, promotion and branding. Customers are more informed due ease access to the internet and prefer making doing their own research rather than referring to traditional modes of advertisement. Social Media users are more inclined to authenticity of online reviews provided by other users than claims made by the companies directly through their advertisements.

3. This research reveals the categorical preferences of potential customers both with respect to their choice of vehicles as well as their choice of online content to follow. Irrespective of age the customers have similar preferences for car segments they are interested in making purchase.

4. Potential customers who give higher weightage to engine performance and comfort prefer the SUV/Compact SUV segment of cars. Safety is a highly desirable attribute in a vehicle and customers of all segments prefer a safer car for purchase.

5. Social Media Influencers have a huge potential for carrying out marketing, promotions and branding for any automotive company. More and more people are engaging with these influencers and are deeply impacted by the contents these creators create on social media platforms. It is observed that male potential customers have a higher tendency to engage with female

social media influencers. Irrespective of age and gender, the respondents are more attached to higher creativity of content created by influencers.

6. Irrespective of gender and age, the respondents have considerable faith on the integrity and reliability of social media influencers. The acknowledge the power these influencers have on their daily lifestyle choice and also on purchase decision making process. Respondents are highly likely to make a purchase decision if they are impressed by a social media influencer, irrespective of their age, gender or segment of car endorsed.

CHAPTER 6: RECOMMENDATIONS

Based on the analysis of data and relevant findings, below recommendations can be put forward for Auto OEM companies to better target their prospective customers and improve overall sales:

1. More focus should be laid on products of SUV segment as they are in highest demand among the Indian car buyers.

2. Vehicle safety and passenger comfort are the most sought-after qualities potential buyers are looking for in their vehicle. So Indian Automotive Companies should invest more on these aspects of their products.

3. YouTube and Instagram are the most commonly used social media sites by potential car buyers, so companies should target their marketing on these platforms more.

4. Art & Entertainment, Health & Fitness, News and Documentary, Travel & Tourism and Technology are the most preferred type of contents viewers follow. So, marketing campaigns should be focused on these genres of content.

5. Male customers are more likely to engage with female social media influencers and thus, can be targeted better by involving such creators in the marketing process.

6. Social Media Creators who have a higher influence on daily lifestyle choices of their followers and poses high integrity or are very reliable are most likely to have a high impact on the purchase decision making process of their followers. Indian Automotive Industries must select such creators and involve them in marketing their product.

CHAPTER 7: LIMITATIONS

Limitations of this project report are mentioned as below: -

1. The preliminary research was conducted on a small sample size with limited questions. A larger sample size with more strategic questionnaire could yield more accurate and reliable data.

2. Simple data analysis tools have been used in this research. Better analysis can be carried out using specialized data analysis software over a wider range of data.

3. The preference of potential car buyers may change over time. In that case, the effectiveness of this research will decline.

CHAPTER 7: CONCLUSION

The project carries out a detailed study of the current behavior of potential customers of the Indian Automotive Industry with a backdrop of the Covid-19 pandemic. Relevant literature review sheds light on the current situation of the industry and paradigm shift in marketing, branding and promotional activities. It further highlights the increasing role of social media and influencers due to wide spread use of internet. These aspects are studied in details through research and analysis of primary data collected through survey. Analysis of this data reveals the details of consumers' online behavior and preferences. The importance of social media influencers is revealed through the data analysis. Various tools such as Correlation, Normal Distribution, Chi Sq tests, etc. are used in this research project. Finally, the findings are summarized and recommendations are formulated. Indian Automotive Industries can use these recommendations to salvage the enormous potential of Social Media Influencers to boost their product promotion and brand popularity. This will help them recover from the losses they are currently facing due to various factors by increasing revenue generation through sales.

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