Major Research Project

on

A Study on Impact of social media for building Customer Perception towards Commuter Automobile Industry in India

Submitted by:

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DECLARATION

I Aman Tayal, student of Masters in Business Administration hereby declare that the dissertation titled **"A Study on Impact of social media for building Customer Perception towards Commuter Automobile Industry in India"** which is submitted me to Delhi School of Management, Delhi Technological University, in partial fulfillment of the requirement for the award of the degree of Masters in Business Administration has not been previously formed the basis for the award of any degree, diploma or other similar title or recognition.

Date   Aman Tayal

CERTIFICATE

This is to certify that the dissertation titled **"A Study on Impact of social media for building Customer Perception towards Commuter Automobile Industry in India"** which is submitted by **Mr. Aman Tayal** to Delhi School of Management, Delhi Technological University, in partial fulfillment of the requirement for the award of the degree of Masters in Business Administration is an original contribution with existing knowledge and faithful record of work carried out by him/her under my guidance and supervision.

To the best of my knowledge, this work has not been submitted in part or full for any

Degree or Diploma to this University or elsewhere.

Dr. Archana Singh

Associate Professor

<u>ACKNOWLEDGEMENT</u>

I extend my deep sense of gratitude and sincere thanks to Dr. Archana Singh, Associate Professor, Delhi School of Management for allowing me to take up this project. I also thank my parents for their continuous support, understanding, and patience without their support and understanding this endeavor would never have been fruitful. I also thank all my friends for helping me out in completing this dissertation and helping me in solving various problems encountered during the progress of this dissertation.

Aman Tayal

EXECUTIVE SUMMARY

Due to changing market dynamics, the Indian auto sector has grown increasingly consumer-focused, which poses a number of challenges for automakers. A packed "experience package" is currently more in demand in the industry than just an automobile as a product. Businesses may respond to these challenges and create significant differentiators by utilising social media. Social media provides a wide platform for consumers to look for information and make purchasing decisions in today's digitally linked world. Businesses may also use social media for marketing and promotional activities.

Additionally, companies everywhere are constantly searching for novel ways to engage with their clientele. Print and TV advertising were the mainstays of marketing strategies a few decades ago. These traditional marketing avenues are but one of the numerous tactics used in today's market to sell and promote products. The increasing focus on social media has affected modern advertising and altered the way companies connect with their target markets. Therefore, using social media to maintain and grow a competitive advantage has become essential. Because of this, companies increasingly highly value social media's capacity to influence customers' perceptions of brands and intents to buy.

Over time, the internet has become an important medium of communication between seller and consumer which helps in transfer of information, ideas, and views faster than traditional methods. It has an impact on many aspects of consumer behaviour, including awareness, information, views, attitudes, building purchasing behaviour, and after sales services. By analysing these function of social media in the advertising of passenger cars in India, the essay aims to comprehend the changing consumer perception of social media and its role in consumer decision making. In addition, it offers solid evidence in favour of the consumer-focused social media marketing strategy employed by Indian manufacturers.

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Chapter 1 INTRODUCTION

1.1 Background

These days, one of the most crucial information sources to check while conducting prepurchase research is the Internet, and social media in particular. The social media may have even moved into the "mainstream" as a source of information, according to some data. According to a recent survey, 62% of millennial consumers use internet research to determine what to buy. Eighty-four percent of them claim that user-generated content on brand websites affects their purchasing decisions. Social media generates a variety of online content that users create and share with one another in order to inform one another about businesses, goods, services, and other related topics.

Social media-based content, on the other hand, is created by users and shared among them, as opposed to content supplied by providers and marketers. This content is consequently considered to be more effective than traditional promotional tools and commercial Internet advertising, as it embodies an electronic version of word-of-mouth. This could be the case because it offers the perspective of clients who have gone through comparable or identical experiences with purchases. Furthermore, the influence of social media-based information on purchasing decisions is strengthened due to its referability and accessibility. A message may also have a stronger persuasive effect if the reader believes that the author is similar to them.

Hence, social media has quickly become a trusted information source for different purchasing scenarios and has been embraced by a range of decision-makers in the buying process. They also influence the different stages of the buying process and associated marketing messages

Social media

Businesses now prioritize customers differently due to the growing emphasis on global development and the widespread use of technology in marketing, advertising, and promotion. Researchers have established entire marketing strategies around global access to technology, realizing that technology has emerged as a key factor in growing markets. In addition, advertising and promotion frequently highlight the social, psychological, and emotional aspects of customer behavior—aspects that technology-based marketing needs to take into account. Because of this, businesses still need to consider the four fundamental "Ps" of marketing: product, pricing, place, and promotion, even in the face of worldwide expansion and new technologies.

Many businesses underutilize technology as the basis for customer interaction, while having access to a wide range of tools that might spark consumer interest, increase brand recognition, and improve overall marketing. However, these researches seem to indicate that increased usage of social media and information technologies will be the norm in the future. Businesses are incorporating social media tools to improve their interaction with customers, instead of concentrating on transient technology advertising. Facebook, YouTube, and Twitter are the three social media platforms that businesses most commonly concentrate on using for branding and product promotion. Companies now more than ever understand how important it is to use techniques to draw customers in by reintroducing items, making them more appealing, or highlighting the social aspects of product experiences. Social media platforms have emerged as the primary hub for product information dissemination. This includes the launch of new product lines, building brand recognition, and influencing consumer behavior. Through a broad social network, social media offers a singular chance to leverage word-of-mouth marketing to a big audience, facilitating consumer-to-consumer connections and increasing brand awareness.

Content made by customer that covers a wide variety of new sources of online information, and it is used by consumers intent on sharing information with others regarding any topic of interest" is what is meant to be understood when one refers to social media. eMarketer 2013 reports that 1.73 billion people use social networking sites globally, or almost one in four people. The expected number of users on social networks worldwide by 2017 is 2.55 billion.

Most academics consider mobile and web-based technologies that enable users to "share, co-create, discuss and modify user-generated content" when evaluating social media as a marketing tool . Since consumers are now more than ever directing their marketing process and forming the conversation surrounding branding, this is widely regarded as a

paradigmatic shift in the way businesses market their products.

Branding

The idea of branding is important for developing products and marketing strategies. A brand may be described as a name, sign, symbol, or design, or combination of them which is used to identify the goods and services of any marketer and to differentiate them from their competitors . A given brand may have several distinct brand identities, each of which creates associations based on essential brand attributes. Customers often evaluate brands, contrast similar brands, and base purchases on their identification with a particular brand.

 According to this perspective, the meaning of a brand extends beyond societal constructions associated with it and customer impressions that stem from brand comparisons and branding tactics. One of the most important ways that branding influences the direction of marketing is through its social component. The branding methods employed in items, such as Nike or electric vehicles, serve as a means of defense for consumers in making purchasing decisions. According to Campelo and colleagues, social perceptions—such as the value that people place on a brand— as well as social pressures—such as the social messages that other people convey about brand ownership—have a significant impact on branding. Brand message and brand knowledge are two elements of the brand process that impact the value associated with branding.

Part of brand equity is brand knowledge, which is influenced by how consumers perceive a company's marketing messages and their comprehension of the brand and its offerings. The goal of brand equity research is often to determine how people perceive a brand and how that influences their choices. Aaker states that this is based on how consumers perceive branding and how it influences their perception of brand messaging. This has to do with brand personality, which includes the meanings and characteristics of a brand. For example, look at ads that highlight a product's particular qualities and branding while employing adjectives to describe it. Brands that possess qualities like "sincerity, excitement,

competence, sophistication, and ruggedness" Consumers makes instant connections with the characteristics of products they find appealing and those associated with a branded product.

Studies indicate that psychological factors play a major role in deciding how effective marketing tactics are as consumer behaviours are influenced by companies based on how consumers perceive and remember specific brand characteristics.

Brand-Related Social Media

Social media branding is a mix of branding and social media platforms capabilities. A decade ago, social media platforms was firstly created to connect individuals. Since then, it has developed into some of the most potential digital marketing tool. Social media platforms provide businesses with a great option to communicate with consumers directly. Both type of business-to-business (B2B) and business-to-consumer (B2C) firms can be benefit from it. Social media platforms bridge a two-way communication gap between businesses and consumers. This makes it easier for marketers to obtain direct, unfiltered consumer information and opinion which was difficult to get earlier. Also these platforms helps to reaching out to the potential customers, and marketers and simultaneously observe their reactions at the same time. The same degree of connection cannot be achieved with traditional ways of advertising.

Building trust between a brand and targeted customer can be achieved by active coordination on social media with branding. Marketers must make sure that their social media activity reflects their brand values and messaging clearly and do not confuse the customer. The first step should be choosing the best social media platforms for developing relationships with customer. After selecting the most appropriate social media channels, the brand's marketing team must determine what content to post. This is just one more way that branding and social media are connected. Put simply, every picture, video, and social media post has to connect to the themes the business is attempting to convey to its target market.

Brand Awareness and Buying Intention

The degree to which customers can identify and remember a brand in a variety of contexts is known as brand awareness. It is frequently the initial stage of the decision-making process for consumers and has a significant impact on how they perceive products. Increased consumer confidence and trust are generally correlated with higher brand awareness, and this can have a big impact on purchase intention. The possibility that a customer would buy a specific good or service is known as buying intention. Customers are more likely to spend on a product when they are aware of it like brand have captured mind share and associate the product with positive things because they feel that the brand is trustful, familiar, and it can provide value to them. Thus, increase in purchase intentionally and eventually increase brand awareness.

A major change in the strategy for brand awareness and establishing links between brand and purchase decision has resulted from the growing usage of social media. One of the major change is that brands now actively participants on social media platform rather than being traditionally static. Nowadays, brands are very active on social media in which different stakeholders interact with there target and potential customer. Thus, social interactions with the help of social media, where value becomes an aspect of exchange as part of social mechanisms, are linked to brand awareness and brand value.

1.2 Problem Statement

The core of the issue statement, is that how this social media impacts on customer attitudes and behaviour in business; Traditional marketing techniques are no longer as efficient in the digital age and one of the best ways to reach out to your potential customers is via social media. Despite the general understanding of social media and its impact, relatively little is understood regarding how social medial affects commuter vehicle buyer perceptions. This study is therefore designed to analyze the precise ways in which customer perception and decision-making about commuter cars in India, are influenced through social media interaction, content delivery and advertising. The objective of the current study is to fill this gap through developing a set of recommendations on how social media strategies should be optimally utilized in order to increase customer confidence, brand perception and therefore market share for the players within an extremely competitive automobile industry.

1.3   Scope of the Study

The aim of this study is to determine which social media platforms tries to build consumer's perceptions towards commuter vehicles. And to understand how social media platforms affect creation of brand image, customer interaction, and purchase decisions. This study will also take into account a variety of social media platforms, like Facebook, Instagram, and YouTube. This study will look into the efficiency of different content types in forming correct perceptions, including user reviews, influencer endorsements, and advertisement. Moreover the research will take into account age, gender, and geographic region, in order to offer a thorough comprehension of the influence of social media on customer in India. By this research we hopes to provide insightful advice to automotive marketers about how to use social media to strengthen client bonds and increase brand loyalty in the commuter car sector.

1.4   Objectives of the Study

i.   Examine which social media platforms impact Indian consumers' perception of various brands of automobile industry to conduct a social media influence analysis.

ii. Analyse the impact of different types of content on social media, such as user reviews, influencer endorsements, and brand advertisement, on customer attitudes to determine the effectiveness of the material.

iii.   Determine Demographic Trends by Examining the ways in which location, gender, and age affect consumer impressions that are changed by social media.

iv.   Assess consumer satisfaction levels by examining the connection between their social media activity and how commuter car brands are viewed.

v.   Give car marketers strategic advice on how to best utilize social media to improve their brand's reputation and build consumer trust.

Chapter 2 REVIEW OF LITERATURE

Michael Pütter 2017 –All over the world businesses are always looks for a fresh new approach to connect with their customers. A few years ago, the important features of marketing techniques were print and television advertising. These traditional marketing channels make up will a small portion of the many strategies utilized today to sell and create brand value. Now in this modern era advertising has been drastically changed by the growth in use of social media, which has also changed how businesses connect with their target customers. Therefore, having a competitive edge is now heavily depended on social media usage. As a result, businesses now gives high value to social media's ability that can impact consumers' brand perception and purchase intentions. Businesses which use social media as a strategic strategy will have a competitive edge over those that don't. So, examining the research on social media usage and brand perception can be at most use in determining new and effective methods for enhancing social media user engagement.

Dr. Priya Grover (Associate Professor-Marketing, Symbiosis) and Rama Krishna Mandan (Head-EPC Academy, Tata Projects) 2017 - Indian automobile industry has

become more consumer-oriented due to shifting customer awareness, which presents a great issue for automobile industry in India. Nowadays, there is demand for a "well experience package" than just an automobile as a product, like look feel and the process and experience of buying and owning should also be rich. And by utilization of digital marketing tools, businesses can resolve these issues and develop competitive edge in market. In today's digital era, social media offers a broad platform for customers to search for information and make perception about what to buy, in addition to businesses using it for marketing and advertisement. The use of internet has emerged as a significant channel for consumer to communicate ideas, opinions, and information more quickly than corporate communication departments. This affects a variety of consumer behaviour like awareness, information seeking, acquisition, opinions, attitudes, purchasing behaviour, and evaluation and communication for the following a purchase. The article tries to know the shifting consumer perception of social media and its role in building consumer decision making by examining the strategic tools of social media.

Loi Leong Chen, Abdul Basit and Zubair Hassan - This study aims to investigate how customer happiness in Malaysian national automobiles is impacted by perceived value. Convenient sampling was used to choose 200 national drivers of automobiles from Klang Valley Kuala Lumpur and the Kuala Lumpur, in Malaysia. Information was gathered by using a 5- point Likert-scale questionnaire to investigate how customer happiness is affected by perceived value. The validity and dependability of the information gathered from the respondents will be examined using the normalcy and reliability tests. Conditional value has the highest mean according to descriptive statistics, this indicates that this has the greatest influence over customer satisfaction. The second-highest value mean is functional value, which comes after social and epistemic values. The regression analysis's findings, functional value and conditional value both significantly and positively affect customer satisfaction. However, we were unable to determine how significantly social, emotional, or epistemological values affected customer satisfaction. By determining the effect of customer perceived value on customer satisfaction among different automobile in Malaysia, the research study achieved its goal. It was suggested that in order to guarantee the validity and dependability of the findings, subsequent researchers should employ a greater sample size and a variety of variables.

Raji Ridwan Adetunji, Sabrina, Mohd Rashid, Mohd Sobhi Ishak - Since a company's brand is one of its most valuable assets, building brand equity is one of their top concerns. As a result, academics are still working very hard to comprehend the variables that affect how brand equity develops. Prior research, for example, has shown that social media communication significantly affects Consumer-Based Brand Equity (CBBE). Nevertheless, the relationships between various marketing communication types anchored by various social media platforms for brand equity have not received much attention from researchers. Therefore, the goal of this study is to investigate the connections between the CBBE of Malaysian automotive brands and social media marketing communications, particularly those that are user-generated (Social Media Word-of-Mouth) and firm-created (Social Media Advertising, Social Media Promotion, and social media Interactive Marketing). Following that, a sample size 800 samples had been chosen using cluster samplings from different five cities spread over 5 different areas of Malaysia. Users of these 4 car brands—Proton, Perodua, Toyota, and Honda, were given survey questionnaires. Using SPSS 22, multiple

regressions, correlation analysis, and descriptive statistics were used to examine the acquired data. According to the research, the chosen car manufacturers are well-represented on Facebook, YouTube, Instagram, and Twitter. Additionally, it was discovered that there is a favourable relation between the CBBE of car brands and social media to spread word-ofmouth, do their promotions, and advertisements. An interactive social media marketing campaign, however, plays a small role in the CBBE. This study discusses the findings' theoretical and practical ramifications.

Mohammad Reza Jalilvand and Neda Samiei 2012 - One of the most effective channels for disseminating information is word-of-mouth (WOM). The transmission of information has altered as a result of developments in information technology and the rise of social networking sites online. This phenomenon affects customers since they have easy access to information that may have a significant influence on their purchasing decisions. This study aims to undersant how much a customer of e-WOM can be impact by brand image and purchase perception within the automotive sector. This study also discovers that in consumer markets, electronic word-of-mouth (e-WOM) had a significant impact on brand image and purchase intention. In addition to providing general advice for website and forum moderators on how to present such content in a way that is helpful to the members of their online communities, the paper describes how to effectively promote a brand using online customer communities. Though there is a growing body of literature on product brands and a sizable research stream that looks at consumer goods branding, somewhat it is figured about that brand image in the relevence of online communications. So this study offers a basis for further research on product branding and delivers insightful information on how e-WOM, brand image, and purchase intention are measured in the automotive sector.

Abeer A. Mahrous - Previous studies on the information search of pre-purchase literature have shown that it is important to look into how using social media as a source of knowledge affects information search behavior. By analyzing the effects of social media information searches for pre-purchase research on cars, this report aims to close this knowledge gap. Sample size of 384 for the present and the potential customers was selected out from the Egypt car market. Utilizing structural equation modeling, data were examined. The findings imply that outcome quality, and selection different criteria are impacted by the use of social

media-based information. As a result, before making a purchase, customers increasingly turn to social media as their primary and first source of information. Furthermore, there is currently a tendency toward a decrease in the use of offline information searches. There are several managerial takeaways from these findings.

Chapter 3 RESEARCH METHODOLOGY

3.1 Research Method

The study has been completed by performing a survey and analysing the results. In the study, Primary data have been used. The Primary data is carried out with the help of Google Forms. The Questionnaire method was used to know the impact of social media for building a perception when they think of buying any automobile in India. It was distributed among family members and friends of 18 years and above through social media platform. The respondents were asked to answer all the questions in a very unbiased manner.

3.2 Sampling

i.   **Sample Size**

Due to time and resource constraints, we have collected 57 samples from the potential users (direct or indirect). It consists of students, employees, businessmen, and those person who are connected to usage of automobile. They were taken into consideration to know and analyse the impact of social media in creation of perception.

ii. **Sample Area**

The sample was collected from the Delhi NCR. It was collected through the neighborhood, friends, family, and acquaintances. The questionnaire was circulated over social networking sites.

iii. **Sampling Technique**

The convenience sampling method was used to collect the data from the users. This technique was used to carry out unbiased and quick research from varied sets of people.

Chapter 4: ANALYSIS AND INTERPRETATION

4.1 Introduction of the case

The goal of the project is to understand how customer perception is affected by social media marketing. Social media marketing has grown in popularity as a means for brands to connect with and understand the behaviour and perception of their target audience in recent years. The purpose of this study is to investigate how customer perception towards automobile industry in India is affected by social media.

4.2 Data collection

A sample size of 57 individuals was chosen for this project. Because the poll was done online and was anonymous, the sample was picked at random.

Because the majority of internet users value their privacy highly and do not want to provide others with knowledge, especially when taking part in a survey, the poll was carried out anonymously.

The sample size includes consumers- students, working class, non-working class, and the ones who are directly or indirectly connected with automobiles.

4.3 Findings and recommendations

There were plenty of learnings involved in the everyday course of this project. Around 6070 consumers from different age groups were questioned to determine effects and influence of social media on their purchasing decisions. The information is interpreted. The young individuals who participated in the poll ranged in age from 18-24,25-34 and were all heavy users of social sites and consumers of various social media trends. Ten questions made up the survey to introspect what influence them the most for building there perception for automobile industry in India

Analysis

Which social media platform do you use most frequently for automobile-related content?
57 responses
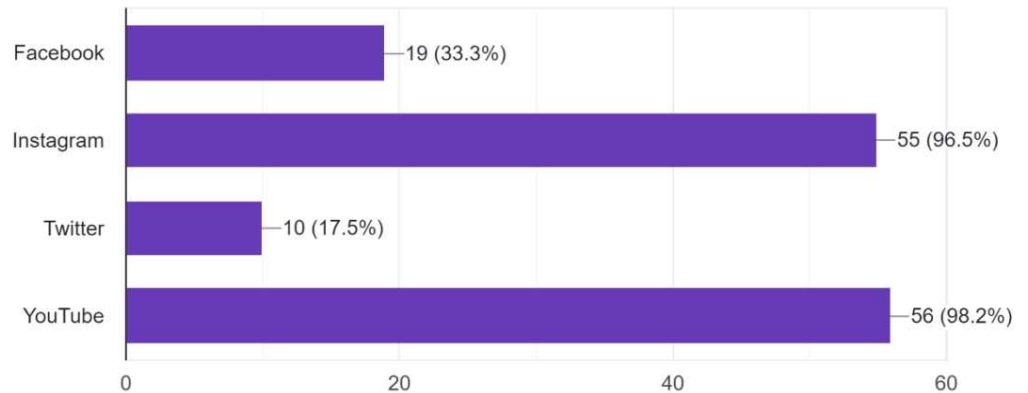
The data represents the responses of 57 participants regarding the social media platforms they use most frequently for automobile-related content. The most frequently used platform for automobile-related content. Almost all respondents (98.2%) use YouTube, indicating its significant popularity and influence in the automotive community. This shows that video content is highly valued over all other type of representation of automobiles. Then the second most popular platform amongst them is Instagram with 96.5% of respondents using it for automobilerelated content. Instagram's posts and short videos that we call reels, are very effective way of showcasing automobile and related content, and attracting a large audience. 19 respondents which is less than half of all the respondents (33.3%) use Facebook for automobile-related content. Facebook appears to be less preferred compared to YouTube and Instagram, this might be due to a shift towards more visual and video-based platforms among users interested in automobiles. The least preferred platform for consuming automobile-related content, with only 17.5% of respondents engaging on Twitter. This shows that Twitter's format, which is more text-based and less visually oriented, might not be as effective way for automobile content that typically relies on visual appeal. The high usage of YouTube and Instagram indicates a strong platforms that provide visual and video content. This aligns with the nature of the automobile industry, where

visual detail and demonstrations can significantly impact customer perception.

How often do you engage with automobile-related content on social media?
57 responses

- Daily
- Weekly
- Monthly
- Rarely
- Never

28.1%
31.6%
35.1%
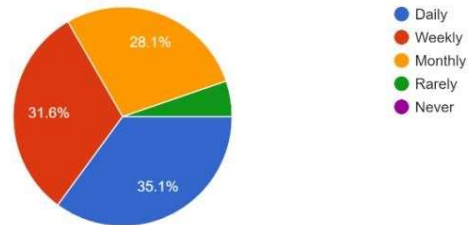
According to this interpretation of the pie chart, a sizable percentage of respondents (35.1%) interact with content on cars on a daily basis. This suggests that daily updates and frequent articles might be useful for sustaining engagement because of the high degree of interest and regular consumption of such information.A sizable portion of the population (31.6%) interacts with material pertaining to cars on a weekly basis. When combined with the everyday users, this indicates that most respondents (66.7%) interact with this material at least once a week, highlighting how crucial it is to maintain regular posting schedules in order to reach this audience.Less respondents (5.3%) interact with car-related information on a monthly basis. This group engages less frequently, suggesting that they may be more infrequent users of this kind of information.A sizable portion of respondents (28.1%) said they seldom ever interact with information about cars. This implies that even if they would be interested, it is probably not strong enough for them to regularly look for material. Targeted ads or infrequent, very powerful postings may have an impact on this demographic. Furthermore, none of the respondents said they had never interacted with information about cars. This suggests that, despite differences in the frequency of involvement, all respondents have a baseline interest in cars. Social media material on cars has a sizable and engaged following, with 66.7% of respondents interacting daily or weekly. For brands to keep these users interested, they should concentrate on producing a constant flow of information. Content Strategy: Car businesses should think about a variety of content kinds, such as daily updates, weekly highlights, and monthly in-depth reviews or features, given the high levels of engagement. Interactive elements such as films, polls, and live sessions may keep viewers' attention and encourage more frequent participation. Brands might investigate customised

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advertisements, exclusive deals, or distinctive content to pique the curiosity of the 28.1% of consumers who engage infrequently and raise their frequency of engagement.

What type of social media content do you find most influential in shaping your perception of automobile brands?
57 responses
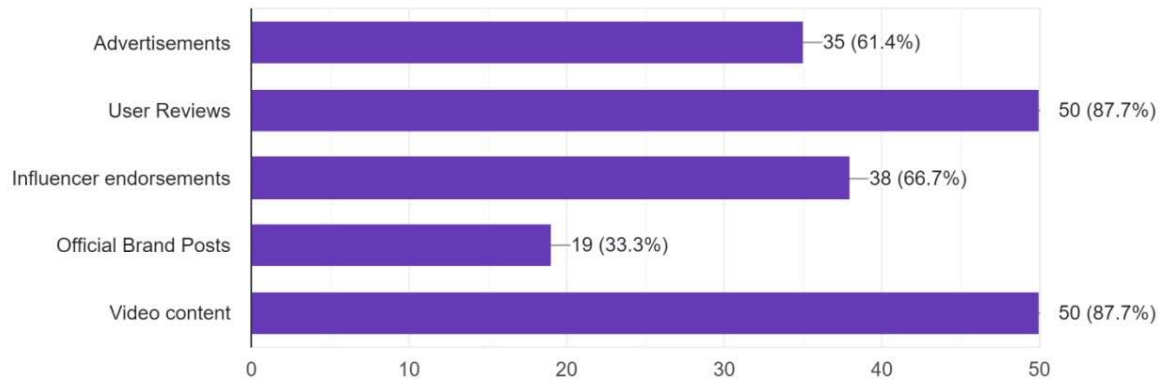
According to this survey, user reviews are the most powerful kind of material, as indicated by the 87.7% of respondents who said that they had an impact on how consumers perceive certain vehicle companies. This emphasises how valuable user experiences and input from the actual world are. Companies should encourage happy consumers to share their experiences and write evaluations.Likely to have an equivalent impact, video material is preferred by 87.7% of participants. The car business benefits greatly from visual storytelling and thorough demonstrations, as seen by the strong impact of video material. Brands ought to spend money on top-notch films that highlight products, performances, and client endorsements.66.7% of respondents consider influencer endorsements to be noteworthy. This suggests that well-known influencers with a sizable fan base can successfully change public opinion. Brands may want to consider working with well-known automotive influencers as a strategic move.61.4% of respondents said advertisements had an impact. Traditional advertisements are still important, but they have less of an impact than video and user-generated material. This implies that while advertisements shouldn't be disregarded, they should be balanced out with more genuine and interesting information. According to

the survey, official brand posts had the least impact—just 33.3% of respondents thought so. This suggests that user reviews, videos, and influencer endorsements may have greater persuasive power than brand-generated material, even if it is still vital for brands to maintain a social media presence. Perhaps by adding more user and influencer material to their feeds, brands could concentrate on producing content that connects with their audience more deeply. The evident inclination towards user reviews and video content implies that businesses have to give precedence to these kinds of material. Potential consumers can be greatly influenced by producing interesting, educational films and encouraging existing customers to share their experiences.Considering the power of endorsements, collaborating with influencers who share a brand's beliefs and image may help expand reach and foster trust.Ads have a vital function, even if they are not the most impactful. Ad campaigns that are effective in raising awareness and provide targeted information may be a great addition to user reviews and video material.Brands might use user-generated material, behind-thescenes glimpses, and interactive posts that connect with the audience more directly to increase the effectiveness of their official brand postings.

To what extent does social media influence your intention to purchase a commuter automobile?
57 responses
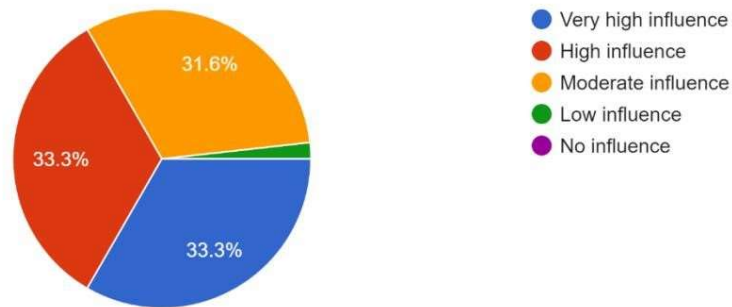
The pie chart in the image shows that a third of the respondents (33.3%) indicated that social media has a very high influence on their intention to purchase a commuter automobile. Another third of the respondents (33.3%) reported that social media has a high influence on their purchasing decisions. And a slightly smaller proportion (31.6%) indicated a moderate influence of social media on their decision to buy a commuter automobile. The chart shows that social media has a significant impact on the purchasing intentions of the majority of respondents, with very high and high influence categories together comprising about twothirds (66.6%) of the responses. The combined percentage of respondents indicating very high and high influence (66.6%) suggests that social media plays a crucial role in shaping the purchasing intentions of the majority. This underscores the importance of a strong social media presence for automotive brands targeting potential buyers. With 31.6% of respondents indicating a moderate influence, it is evident that even those who are not heavily swayed by social media still consider it a noteworthy factor in their purchasing decisions. This suggests that social media campaigns should also aim to engage those who might be influenced to a lesser Automotive companies can segment their target audience based on the degree of social media influence. Strategies can be tailored to highly influenced groups by focusing on visually appealing and engaging content, while more informative and detailed posts might appeal to those with moderate influence. Given that a significant portion of the audience is influenced by social media, there is potential for brands to increase engagement and conversion rates through interactive campaigns, usergenerated content, and personalized marketing tactics.

Which factor most increases your trust in a commuter automobile brand on social media?
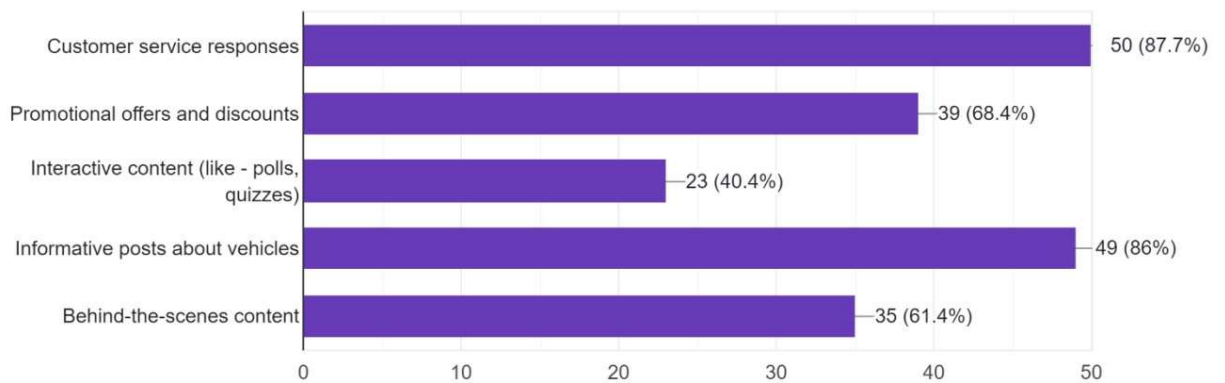57 responses
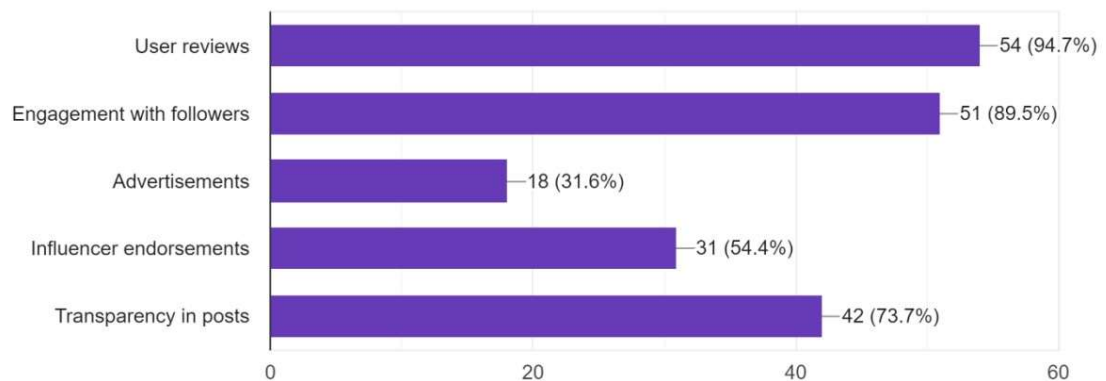
Interpretation of Data: The bar chart shows the factors that most increase trust in a commuter automobile brand on social media, based on all responses 54 respondents indicated that user reviews are the most trust-enhancing factor. And then 51 respondents (89.5%) believe that active engagement with followers increases their trust. 42 respondents (73.7%) value transparency in social media posts. 31 respondents (54.4%) find influencer endorsements to be a significant trust factor. 18 respondents (31.6%) are influenced by advertisements. User reviews are overwhelmingly the most trusted source, indicating that potential buyers heavily rely on peer feedback before making purchasing decisions. Brands should encourage satisfied customers to leave positive reviews. Nearly 90% of respondents value engagement, showing that brands should actively interact with their audience. This can include responding to comments, hosting Q&A sessions, and providing prompt customer service on social media platforms. Transparency in posts is crucial for trust. Brands should ensure their communications are honest, clear, and informative, sharing both positive and negative aspects of their products. While influencer endorsements do impact trust, they are less influential compared to user reviews and engagement. Collaborations with credible and authentic influencers can still play a valuable role in marketing strategies. Traditional advertisements are the least influential in building trust, suggesting that potential buyers may be skeptical of brand-promoted content. Therefore, brands should focus more on authentic interactions and user-generated content

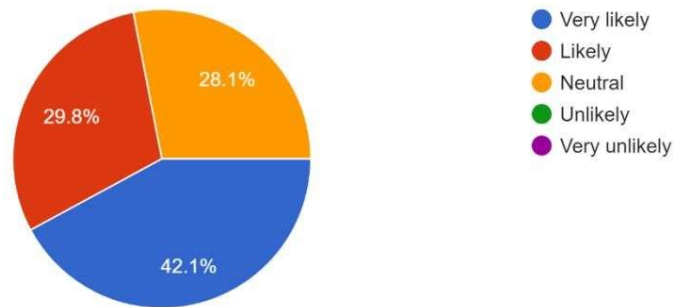What type of social media engagement do you prefer from commuter automobile brands?
57 responses

The bar chart shows that 50 (87.7%) out of 57 respondents prefer engagement related to customer service.39 respondents (68.4%) are interested in promotional offers and discounts.49 respondents (86%) appreciate informative posts about vehicles.23 respondents (40.4%) enjoy interactive content such as polls and quizzes.35 respondents (61.4%) are interested in behindthe-scenes content. The overwhelming preference for customer service responses (87.7%) indicates that prompt and effective customer support is a critical factor in building trust and loyalty among social media followers. Brands should prioritize responding to customer inquiries and complaints on social media to enhance customer satisfaction.The high value placed on informative posts about vehicles (86%) suggests thatfollowers are seeking detailed and educational content about products.

How likely are you to follow or engage with automobile influencers on social media?
57 responses

Legend:
- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Pie chart segments: 42.1%, 29.8%, 28.1%

Here we can see in pie chart that 24 respondents (42.1%) are very likely to follow and engage with automobile influencers. And 17 respondents (29.8%) are likely to follow them. And 16 respondents (28.1%) are on neutral side to follow them. 42.1% of respondents** are "Very likely" to follow or engage with automobile influencers. This indicates a strong interest and high engagement propensity among the audience towards automobile influencers on social media.29.8% of respondents** are "Likely" to follow or engage. This group is also significantly interested in automobile influencers, although not as strongly as the "Very likely" group. 28.1% of respondents** are neutral. They neither lean towards following nor avoiding automobile influencers. Their engagement might be influenced by specific factors such as the content quality, relevance, or personal interest in particular influencers

Which age category do you fall into?
57 responses

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

45.6%

54.4%
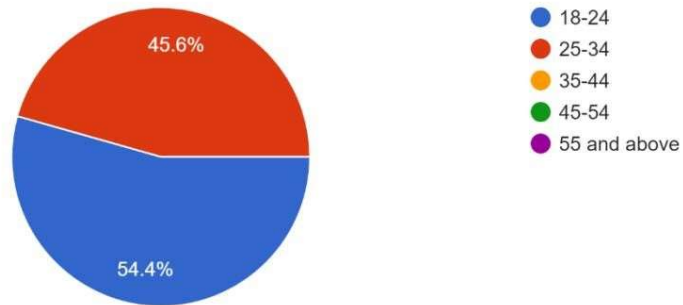
Here in this pie chart, we can observe that are all the responds are from young generation that fall into age bracket of 18-24 and 25-34. This is great for our data as in most of the case end user of automobile are for these age bracket only and they play a import role in buying decision of automobiles in family. And we don't have respondents from age group from 3544, 45-54 and 55 above. And from this also 31 respondents are from 18-24 age bracket and 26 respondents fall into 25-34 age criteria.

What is your gender?
57 responses

- Male
- Female
- Other

45.6%

54.4%
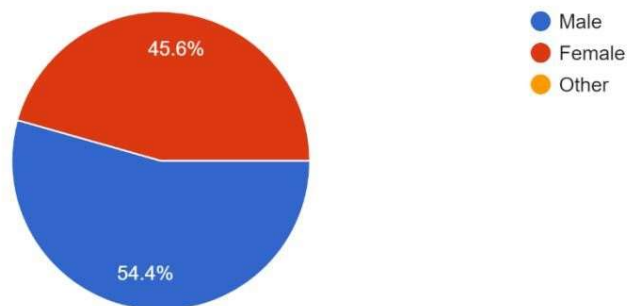
From this pie chart we can easily interpret that 31 respondents (54.4%) were males and 26 respondents with share of (45.6%) are females. This is very close to equal an this study provides a great insight about how social media targets different gender groups.

Have you ever decided to purchase or avoid a commuter automobile brand based on social media content?

57 responses
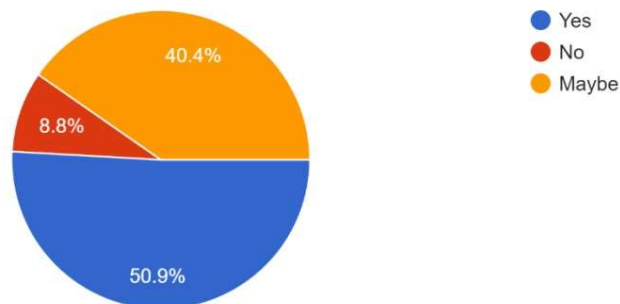
Based on the responseswe can that Yes 29 respondents (50.9%) had changed there decision to buy or avoid any automobile brand basted on social media content. And after it 23 respondents with 40.4% opted out maybe as option that somewhat it modify their decision. And only 5 respondents (8.8%) says that these social media content don't change there perception for buying automobiles. 50.9% of respondents have definitively decided to purchase or avoid a commuter automobile brand based on social media content. This highlights the substantial impact that social media can have on consumer decision-making in the automobile sector.40.4% of respondents** indicated "Maybe." This suggests that while these individuals have not definitively made a decision based on social media, they recognize the potential influence it could have on their purchasing choices. They are open to being influenced by the content they see online.8.8% of respondents** said "No," indicating

a small minority of people who are not influenced by social media content in their decisions regarding commuter automobile brands.

Chapter 5 CONCLUSION

5.1 Conclusion

Several important insights are revealed by the study on the influence of social media on enhancing customer perception in the Indian commuter car market. In this industry, social media has become an indispensable instrument for moulding and reshaping consumer attitudes and purchasing choices.

1. **Enhanced Brand Awareness and Visibility:** For brands of commuter cars, social media sites like Facebook, Instagram, and Twitter have greatly increased brand awareness and visibility. Compared to traditional media, these channels let marketers quickly and affordably reach a larger audience. Maintaining a brand's prominence in the minds of prospective clients is facilitated by consistent and captivating content.

2. **Customer Engagement and Interaction:** Social media's interactive features let businesses communicate with consumers directly, building a feeling of community and devoted following. Companies can respond to consumer questions, get input, and provide a more tailored experience. This face-to-face communication contributes to the development of trust and a favourable brand image.

3. **Influence of User-Generated Content and Reviews:** User-generated material, such as testimonials and reviews, greatly influences how consumers see products. To make an informed selection, prospective consumers frequently rely on the experiences that other customers have shared on social media. The reputation of a brand can be significantly improved by positive evaluations and high ratings, but negative comments must be handled carefully to reduce harmful impacts.

4. **Targeted Marketing and Advertising:** Advertising and marketing campaigns can be highly targeted thanks to social media. Companies can use data analytics to better understand consumer behaviour and preferences, which allows them to target particular groups with their messaging. The implementation of a tailored approach enhances the relevance of marketing endeavours, resulting in improved engagement and conversion rates.

5. **Influencer Partnerships:** Reaching out to social media influencers has shown to be a successful strategy for attracting new clients. Influencers can aid in providing genuine

brand endorsements because to their large following. Their recommendations frequently have greater sway over their audience, which improves the brand's image.

6. **Market Insights and Trend Analysis:** Brands can keep an eye on trends and conversations on social media to stay abreast of the most recent consumer demands and preferences. This real-time feedback mechanism enables brands to quickly adjust their strategies to meet changing customer expectations. Social media offers valuable insights into market trends and consumer sentiment.

7. **Challenges and Risks:** Use of social media is not without its difficulties, despite its advantages. Because information is shared so quickly, bad news or reviews could spread swiftly and damage a brand's reputation. Additionally, to guarantee consistent and constructive interaction, social media management calls for ongoing attention and a wellthought-out plan.

5.2 Key Findings:

- The most preferred way to consume automobile-related content chosen by our respondents is YouTube followed by Instagram. And Twitter is the least preferred platform among all.

- Due to easy access of internet and the platform provided by YouTube and Instagram like reels and short, most of the respondents tends to consume automobile related content on daily basis.

- User reviews and video content plays the major role for influencing and creating a perception about automobile brands.

- Many respondents feel that social media influence their perception and intention to purchase automobile vehicle.

- User reviews has a key role to gain trust in commuter automobile brands and which is followed by engagement with followers and transparency in post.

- These days most of the respondents are likely to follow and engage with automobile influencers.

- And social media does play important role in deciding or avoiding a commuter automobile brand.

5.3 Limitations

- The research has been limited by the sample size. The sample size is too small or not diverse enough, and the findings may not be generalizable to the broader population of commuter automobile consumers in India only.

- The study might be confined to a specific time frame, which could limit its relevance to changing trends and dynamics in the social media landscape or the commuter automobile industry.

- The methodology employed in the study, such as survey design, data collection techniques, or analytical approaches, may have some limitations that could affect the validity and reliability of the findings.

- The study may not have accounted for all external variables that could impact customer perception, such as competitive marketing strategies, economic fluctuations, or technological advancements in the automobile industry.

5.4 Suggestions

- To gain customer trust and increase brand loyalty and to utilize full potential of social media platform, marketer first need to understand the customer needs by reaching out to their target customer. Understand customer phycology, behaviour, changing preferences and know there pain points through these platform.

- Create engaging content so that targeted customer and potential customer get engaged with brand for long period of time. This could be done through providing use and knowledge about vehicle new features and how it is better from old version.

- Choice of appropriate content and identification of right social media platform is also very crucial part, like for automotive content YouTube and Instagram would be highly preferred.

- And for success in automobile industry brands should provide best customer support services. And also try to make a community were people from different background with similar interests can meet.

- Communicate to every customer efficiently and also promote content generated by users as social media platform as this will help to gain trust and strong the bond between customer and marketer. And similarly, they can run some marketing campaign and give different offer, deals and gifts.

- Collaborate with authentic creators that have great public reach on social media.

- And personally, on social media platforms, patience and consistency is the key. As it takes time to widespread reach of any creator.

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Survey google form

1. Which social media platform do you use most frequently for automobile-relatedcontent? *

Check all that apply.

Facebook

Instagram

Twitter

YouTube

2. How often do you engage with automobile-related content on social media?

*

Mark only one oval.

Daily

Weekly

Monthly

Rarely

Never

* Indicates required question

3. What type of social media content do you find most influential in shaping yourperception of automobile brands?

*

Check all that apply.

Advertisements

User Reviews

Influencer endorsements

Official Brand Posts

Video content

4.To what extent does social media influence your intention to purchase acommuter automobile?

* *Mark only one oval.*

Very high influence

High influence

Moderate influence

Low influence No

influence

5.Which factor most increases your trust in a commuter automobile brand onsocial media?

*

Check all that apply.

User reviews

Engagement with followers
Advertisements Influencer
endorsements
Transparency in posts

6.What type of social media engagement do you prefer from commuter automobilebrands?
*

Check all that apply.
Customer service responses
Promotional offers and discounts
Interactive content (like - polls, quizzes)
Informative posts about vehicles Behind-the-scenes
content

7. How likely are you to follow or engage with automobile influencers on socialmedia? *
Mark only one oval.
Very likely
Likely
Neutral
Unlikely
Very unlikely

8. Which age category do you fall into?
*
Mark only one oval.
18-24
25-34
35-44
45-54 55 and
above

9. What is your gender?
*
Mark only one oval.
Male
Female

Other

10.   Have you ever decided to purchase or avoid a commuter automobile brand based on social media
content?
*
Mark only one oval.
Yes
No
Maybe

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