

# Digital Marketing Communication and Consumer Buying Decision Process: An Empirical Study in the Indian Passenger BIKE Market.

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**Abstract-**The rise of the internet, smart phones and social media has drastically changed the marketing communication profession. The influence of traditional advertising strategies such as television and radio commercials and print advertisements is decreasing. Instead, companies are increasingly using the benefits offered by the internet, which leads to entirely different marketing communication strategies. The internet and social media offer unprecedented possibilities of learning about the needs and preferences of consumers, building relationships with them, tailoring and personalizing messages, and monitoring effects. At the same time, there are growing concerns about privacy and autonomy, and people seem to be getting tired of social media and especially online advertising. This specialization focuses on the intersection between marketing communication, digital media, and big data analytics. but automobile industry despite being one of the largest digital spenders has faced dearth of academic studies especially in India. The present study aims to understand the effect of digital marketing communication on consumer buying decision process in Indian passenger Bike market. Mixed methodology was adopted for the study. Primary data was collected from 250 respondents from 'Visakapatnam' using area wise proportionate sampling. The study concluded that 75% of the respondents used at least one digital channel of communication while buying a bike. 'Website' was the most used digital channel of communication while buying a bike followed by 'social networking sites' and 'Smart phones'. Each and every stage of bike buying decision making process right from 'need recognition' to 'post purchase' was 'significantly' affected from digital marketing communication with 'evaluation' being the most affected stage. The results of the study confirmed that digital marketing communication is capable of even triggering need recognition in high involvement product category like bike and car. The results also established that consumers feel positive towards digital communication, get affected from other customers' reviews and express their post-purchase feelings over digital platforms. However, the study also confirmed that although customers appreciate the usage of digital channels throughout the decision making journey, still they don't book a bike online.

**Keywords:** Digital marketing communication, consumer decision making process, digital technology, Indian bike market

## INTRODUCTION

The marketing philosophy of business assumes that an organization can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. This however, is a recent thinking; various definitions of marketing have been given from different perspective, exchanges and utility being the two important once. The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Market leadership cannot be taken for granted because customer loyalty does not exist. The customer today has a much wider choice.

India is the second largest producer of the two-wheeler in the world. The two wheeler segment contribute the largest volume all the segments in automobile industry in India. The country stands next to China and Japan in terms of production and sales respectively. The industry is growing at a rate of 30% annually. It consists of three segment viz. scooter,

Motor cycle and moped. Majority of Indians, especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheeler industry, bikes and scooter covers a major segment. Bikes are considered to be the favorites among the youth generation, as they help in easy commutation, styling and mileage and has more aesthetic appeal.

It is quite evident that knowing consumer needs and desires is a road to success for the marketer, but the question is how? It is not a simple task. At the first instance, we can feel that whatever consumer is telling may be perceived as correct but actually he may not act otherwise. They may respond to the message but may be influenced at the last moment by their friends, family members or by other reference groups.

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. Consumer Behavior is the psychology behind marketing the behavior of consumers in the marketing environment. Two major psychological disciplines come into play when observing and trying to explain consumer behavior. The first is Cognitive Psychology which is a study of all knowledge related (mental) behavior. The attention, perception, memory and decision making are the various aspects of Cognitive Psychology that play an important role in consumer behavior. The second psychological discipline that has theories to explain certain phenomenon of consumer behavior is Social Psychology. It is the study of the manner in which the personality, attitude, motivation and behavior of an individual influence and are influenced by groups.

A consumer making a purchase decision will be affected by following Factors/dynamics:

1. Cultural Factors
2. Social Factors
3. Personal Factors
4. Psychological Factors

The marketer must be aware of these Factors in order to develop an appropriate marketing plan for its target market.

1. Cultural Factors: Cultural Factors exert the greatest impact on buying behavior of consumer. A buyer is always influenced by his culture, sub-culture and social class. Culture can be described from the dawn of civilization, human beings have been looking for ways and means to better their lives. Culture is the most fundamental determinant of a person's wants and behavior. Culture refers to the set of values, ideas and attitude that are accepted by a homogeneous group of people and transmitted to the next generation. Whereas Subculture is a member of a culture, shares most of the core value, beliefs and behaviors of that culture. However, most individuals also belong to several sub-cultures. Each culture consists of smaller sub culture that provides more specific identification and each socialization for their members. Sub culture includes nationalities, religions, racial groups and geographic regions. Social class determines to some extent, the types, quality and quantity of product that a person buys or uses. Social class is a basis for identifying and reaching particular good prospects for products and services.

2. Social Factors: Man is a social animal. Hence his or her behavior is greatly influenced by social Factors like reference groups, family, role and statuses.

3. Reference groups: A person's reference groups consist of all the groups that have a direct or indirect influence on the person's attitude or behavior.

Family: The family is the most important consumer buying organization in a society. Family member constitute the most influential primary reference group.

Roles and Statuses: Each role that a person plays has a degree of status which is in relative term perceived by the society. It is the degree of influence that an individual exerts on the behavior of others.

4. Personal Factors: A consumer decisions are also affected by his personal characteristics including age, occupation, life- style and personality.
5. Psychological Factors: A per son’s acquired needs are influenced by certain psychological factors such as motivation, perception, learning and beliefs and attitudes.

OBJECTIVES OF THE STUDY

1. To study the behavioral factors of consumers
2. To analyze the impact of behavioral factors of consumers on choosing particular brand
3. To study the consumer’s opinion regarding features like appearance, mileage, price etc.
4. To suggest various factor s to improve sales.

DATA INTERPRETATION AND FINDINGS

The research done on the competitor strategies of motor bikes left us with a number of findings. All these findings and conclusions are basically drawn from the questionnaires, which are filled by the respondents in person.

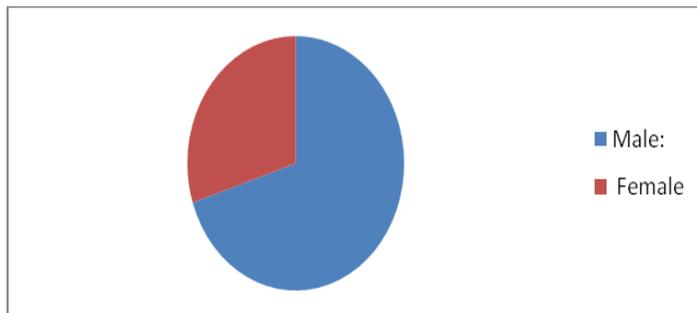
CONSUMER BEHAVIOUR TOWARDS TWO-WHEELER USERS IN VIZAG REGION, A.P.

PART – A

1. Name and Address:
2. Age:                    yrs  
Age between 20 to 30

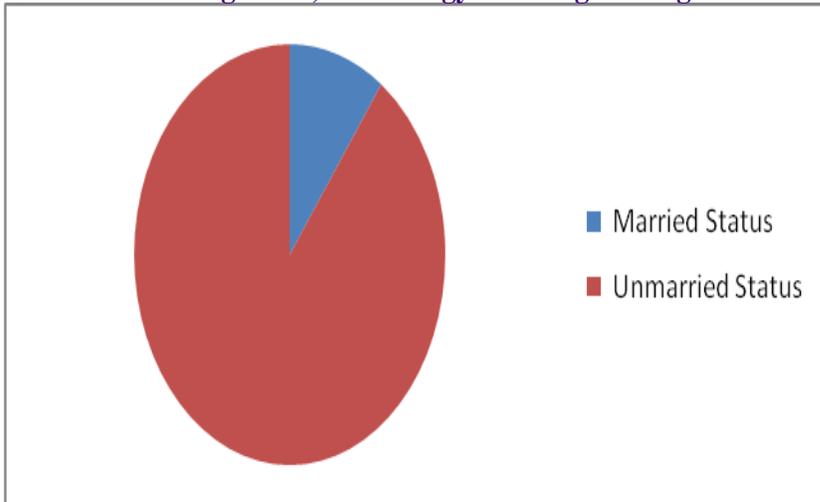
3. Sex:

|        |     |
|--------|-----|
| Male:  | 175 |
| Female | 75  |



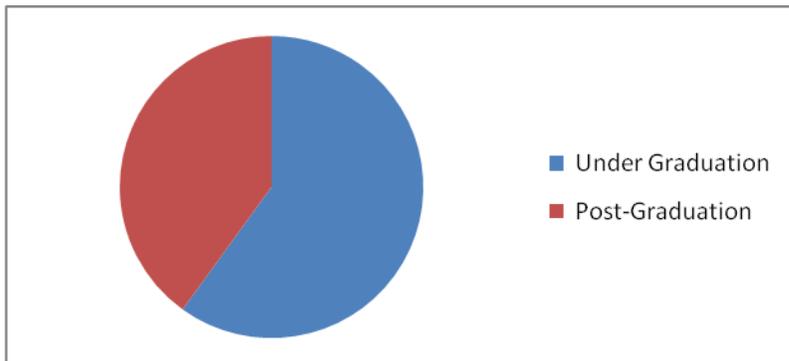
4. Marital Status:

|                  |     |
|------------------|-----|
| Married Status   | 25  |
| Unmarried Status | 225 |



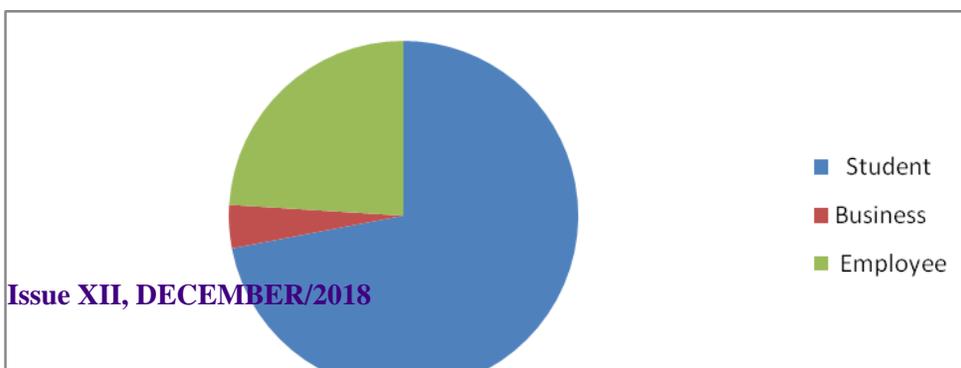
5 Educational Backgrounds:

|                  |     |
|------------------|-----|
| Under Graduation | 150 |
| Post-Graduation  | 100 |



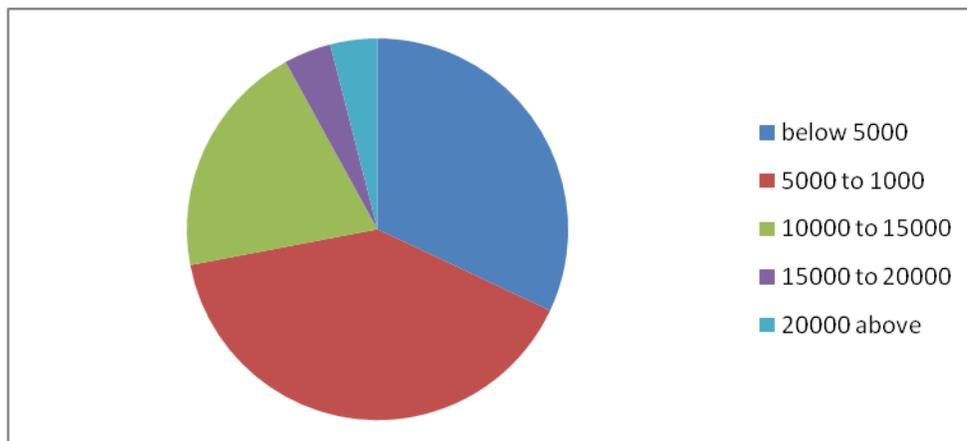
6 Occupations:

|          |     |
|----------|-----|
| Student  | 180 |
| Business | 10  |
| Employee | 60  |



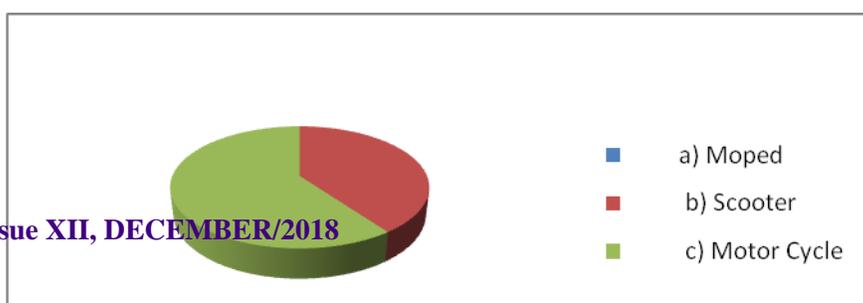
7. Monthly Income:

|                |     |
|----------------|-----|
| below 5000     | 80  |
| 5000 to 1000   | 100 |
| 10000 to 15000 | 50  |
| 15000 to 20000 | 10  |
| 20000 above    | 10  |



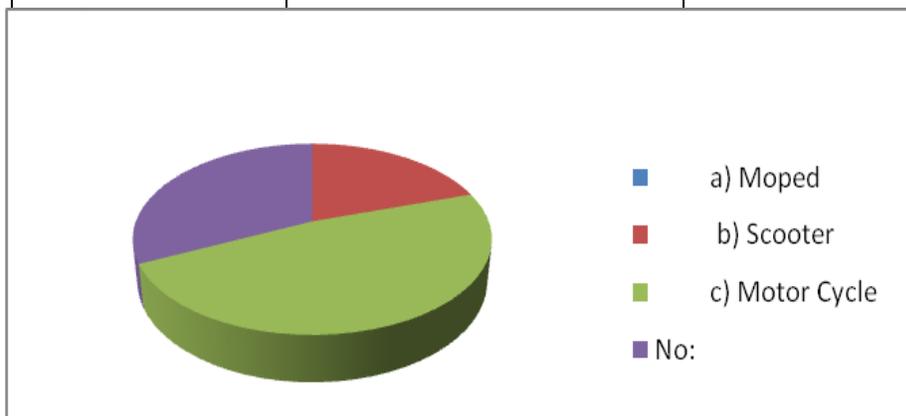
1. Which Two Wheeler do you prefer to have?

|                |     |
|----------------|-----|
| a) Moped       | 0   |
| b) Scooter     | 100 |
| c) Motor Cycle | 150 |



2. Which Two Wheeler do you own?

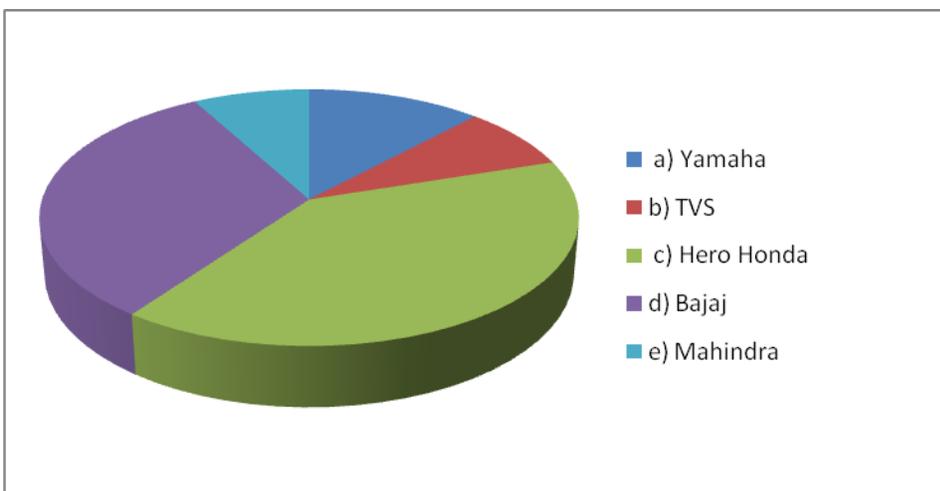
|          |   |
|----------|---|
| a) Moped | 0 |
|----------|---|



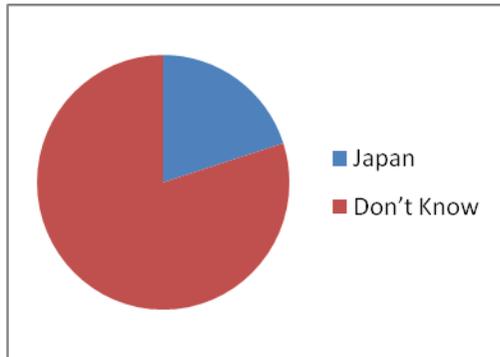
3. Mention the Brand name and the name of the manufacturer of your vehicle?

Brand Name :

|               |     |
|---------------|-----|
| a) Yamaha     | 30  |
| b) TVS        | 20  |
| c) Hero Honda | 100 |
| d) Bajaj      | 80  |
| e) Mahindra   | 20  |



|               |     |
|---------------|-----|
| Manufacturer: |     |
| Japan         | 50  |
| Don't Know    | 200 |

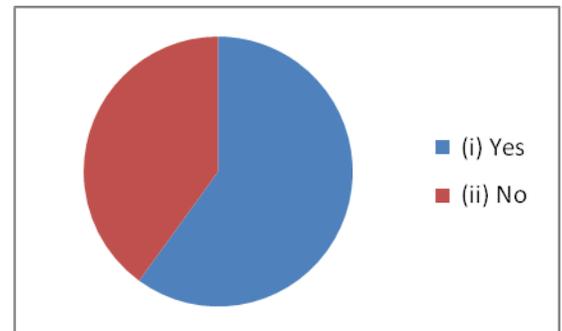


4. (a) Have you purchased the vehicle you preferred?

|         |     |
|---------|-----|
| (i) Yes | 150 |
| (ii) No | 100 |

(b) If No,

- 1) Income Level
- 2) Family background



5. What are the reasons for buying a Two Wheeler?

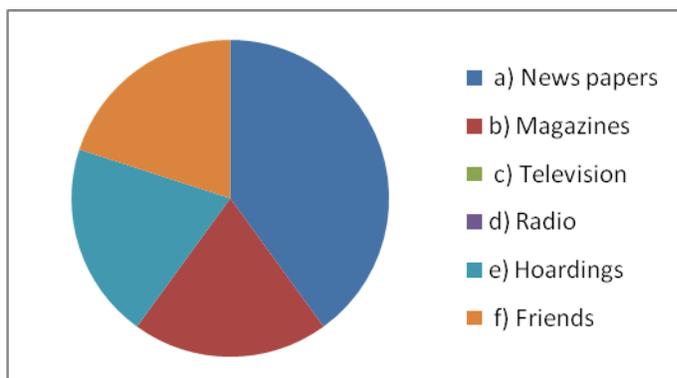
- Necessity
- Time saving
- Comfort
- Less strain
- Lack of public transport
- Easy Handling
- Luxury
- Status
- Reduce travel expenses

6. How do you consider the following factors while purchasing the Two Wheeler?

- 1) Reputation of Company
- 2) Price
- 3) Mileage
- 4) Quality
- 5) Guarantee
- 6) Performance
- 7) Resale value
- 8) Less repair cost
- 9) Special Offers
- 10) Durability
- 11) Availability
- 12) After Sales service

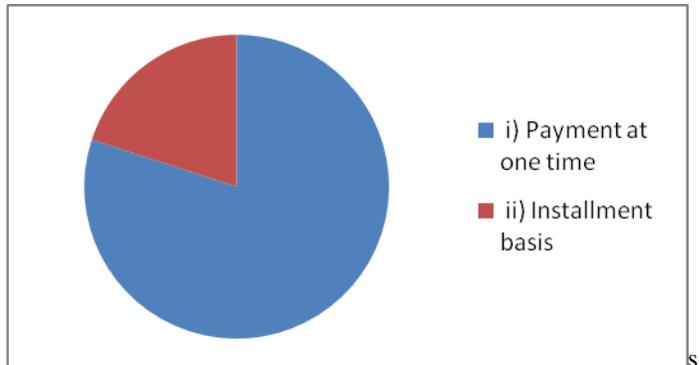
7. How do you come to know about your vehicle?

|                |     |
|----------------|-----|
| a) News papers | 100 |
| b) Magazines   | 50  |
| c) Television  | 0   |
| d) Radio       | 0   |
| e) Hoardings   | 50  |
| f) Friends     | 50  |



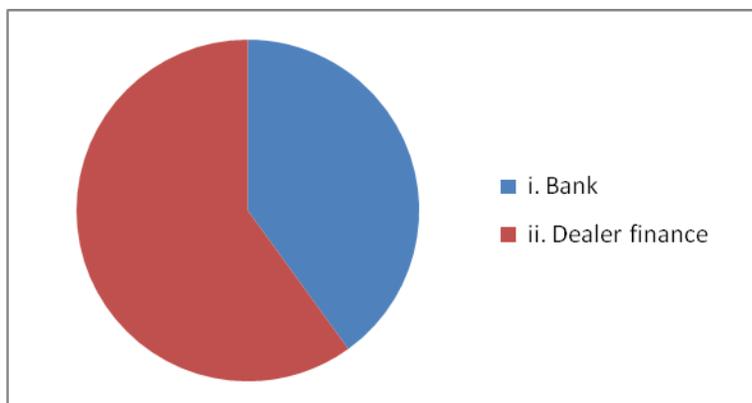
8. Whether your vehicle is bought through

|                        |     |
|------------------------|-----|
| i) Payment at one time | 200 |
| ii) Installment basis  | 50  |



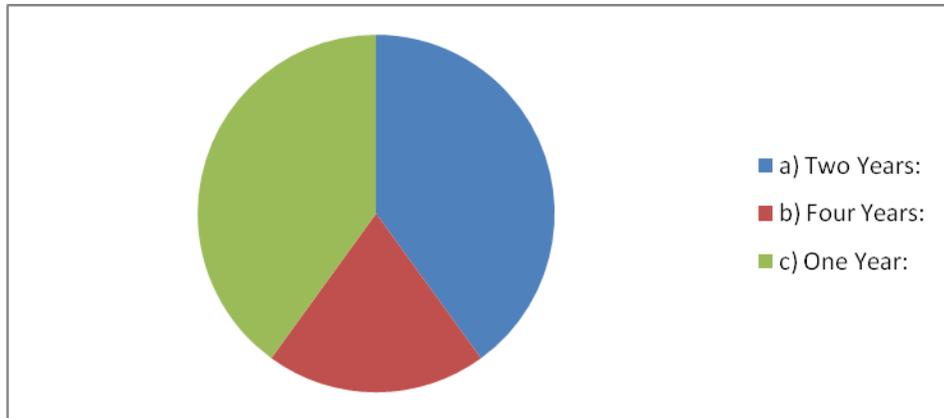
(B) If it is in installment basis, then the finance provided by

|                    |    |
|--------------------|----|
| i. Bank            | 20 |
| ii. Dealer finance | 30 |



9. How long have you been using this vehicle

|                |     |
|----------------|-----|
| a) Two Years:  | 100 |
| b) Four Years: | 50  |
| c) One Year:   | 100 |

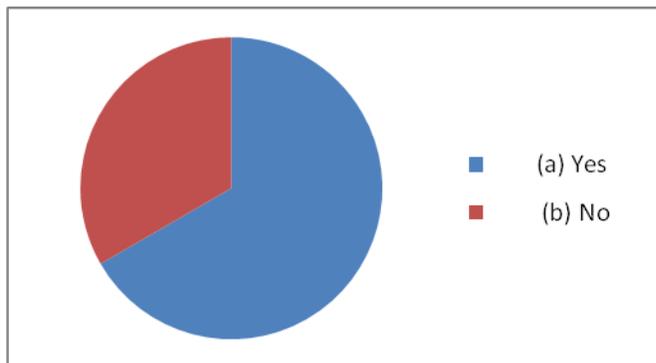


10. (A) is this your first vehicle?

|         |     |
|---------|-----|
| (a) Yes | 100 |
| (b) No  | 50  |

(B) If No, what was your first vehicle?

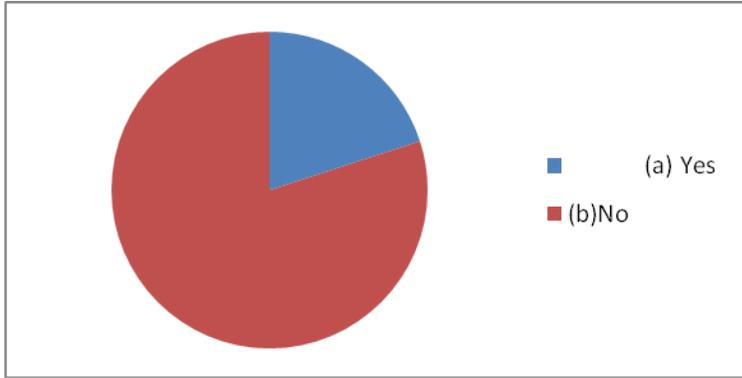
Hero, Pulsar and Discover



11. (A) Do you have plans to switch over to other brands?

|         |     |
|---------|-----|
| (a) Yes | 50  |
| (b)No   | 200 |

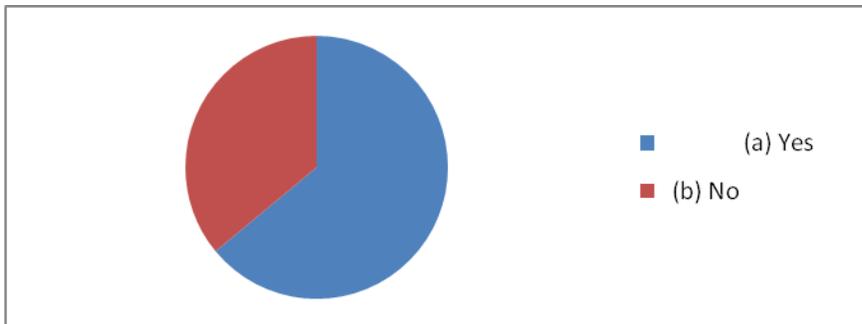
(B) If yes, what would be your next brand: Bajaj



12. (A) Suppose a new brand is introduced in the market, will you try to switch over?

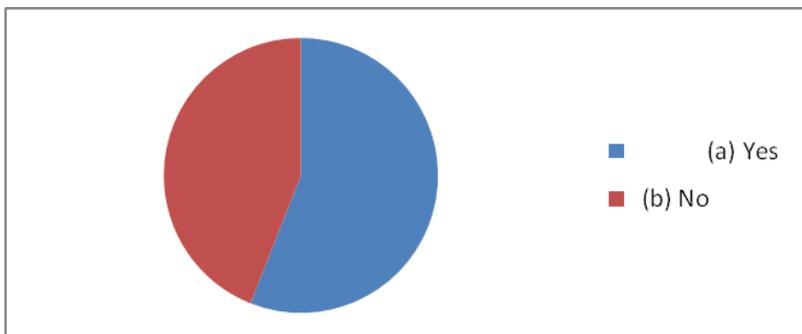
|         |     |
|---------|-----|
| (a) Yes | 160 |
| (b) No  | 90  |

(B) If yes, how long will you take to switch over: -----



13. (A) Are you satisfied with the performance of your vehicle?

|         |     |
|---------|-----|
| (a) Yes | 140 |
| (b) No  | 110 |

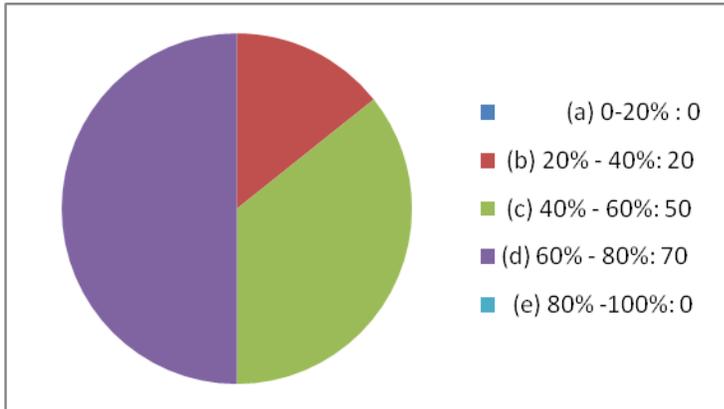


(i) If yes, what is the level of satisfaction?

|                   |    |
|-------------------|----|
| (a) 0-20% : 0     | 0  |
| (b) 20% - 40%: 20 | 20 |

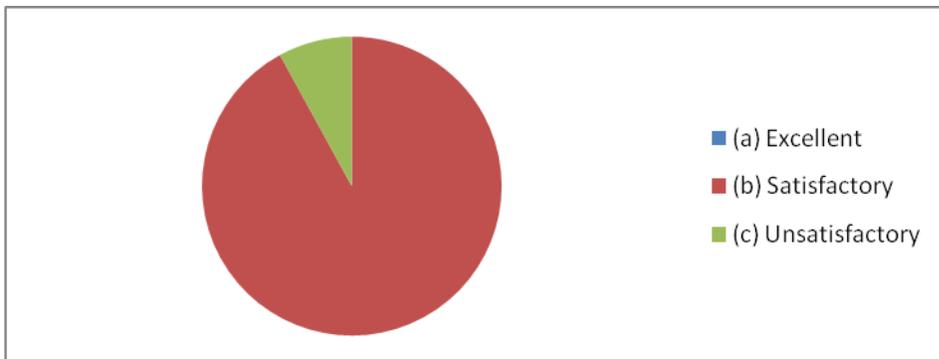
|                   |    |
|-------------------|----|
| (c) 40% - 60%: 50 | 50 |
| (d) 60% - 80%: 70 | 70 |
| (e) 80% -100%: 0  | 0  |

(ii) If No, what are the reasons:-----



(14) (A) How do you feel about the after sales-service rendered by your dealer?

|                    |     |
|--------------------|-----|
| (a) Excellent      | 0   |
| (b) Satisfactory   | 230 |
| (c) Unsatisfactory | 20  |



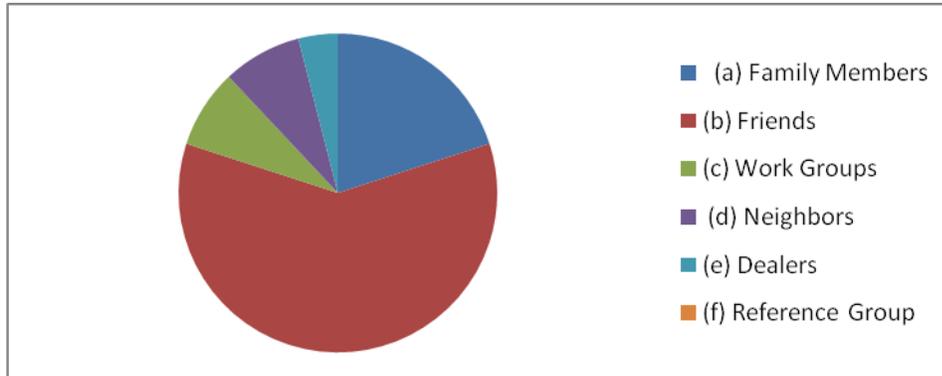
(B) If unsatisfactory, whether it is

- i. Dealer service approach
- ii. Inadequate trained personnel
- iii. Lack of commitment
- iv. Any other, please specify:\_\_\_\_\_

15. Who influenced you in purchase decision of your vehicle?

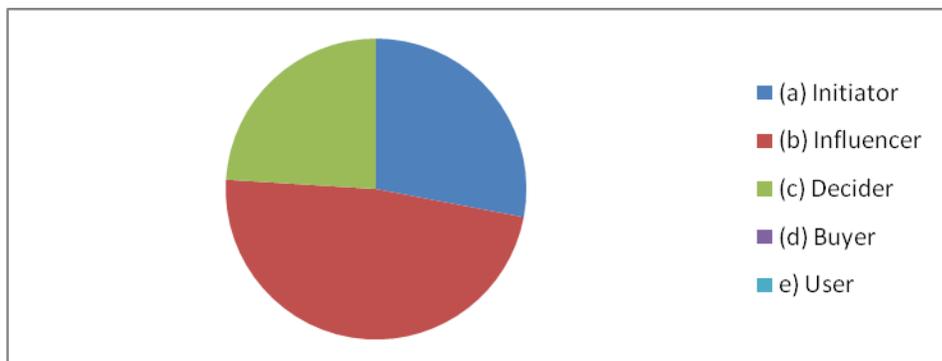
|                    |     |
|--------------------|-----|
| (a) Family Members | 50  |
| (b) Friends        | 150 |

|                     |    |
|---------------------|----|
| (c) Work Groups     | 20 |
| (d) Neighbors       | 20 |
| (e) Dealers         | 10 |
| (f) Reference Group | 0  |



16. What is your role in buying a Two Wheeler?

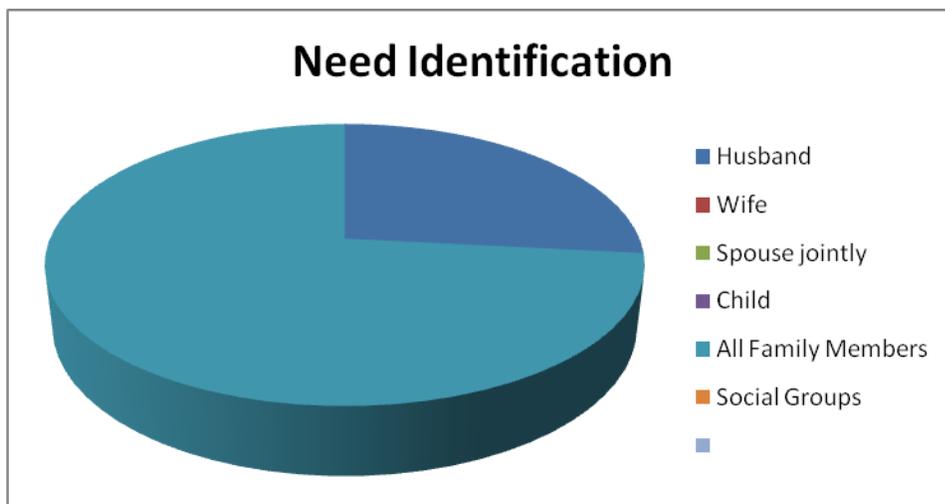
|                |     |
|----------------|-----|
| (a) Initiator  | 70  |
| (b) Influencer | 120 |
| (c) Decider    | 60  |
| (d) Buyer      | 0   |
| e) User        | 0   |



17. Family involvement in the process of decision making:

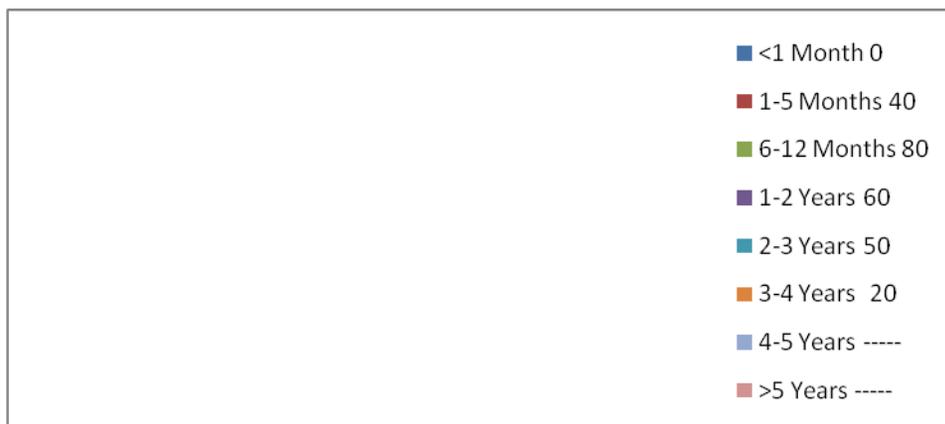
|  |                     |                   |                        |                 |                 |
|--|---------------------|-------------------|------------------------|-----------------|-----------------|
|  | Need Identification | Budget allocation | Search for information | Brand selection | Actual purchase |
|--|---------------------|-------------------|------------------------|-----------------|-----------------|

|                    |     |     |     |     |       |
|--------------------|-----|-----|-----|-----|-------|
| Husband            | 40  | 75  | 50  | 60  | ----- |
| Wife               |     |     |     |     |       |
| Spouse jointly     |     |     |     |     |       |
| Child              |     |     |     |     |       |
| All Family Members | 110 | 175 | 200 | 190 | 250   |
| Social Groups      |     |     |     |     |       |



18. How much time would you take between need identification and actual purchase?

| <1 Month | 1-5 Months | 6-12 Months | 1-2 Years | 2-3 Years | 3-4 Years | 4-5 Years | >5 Years |
|----------|------------|-------------|-----------|-----------|-----------|-----------|----------|
| 0        | 40         | 80          | 60        | 50        | 20        | -----     | -----    |
|          |            |             |           |           |           |           |          |



19.How is the influence of the price and advertisement?

|                | Very greatly | Greatly | Moderately | Slightly | Not at all |
|----------------|--------------|---------|------------|----------|------------|
| Price          | -----        | 120     | 130        | -----    | -----      |
| Advertisements | 110          | 30      | 110        | -----    | -----      |

#### Conclusion:

After analysis we found that small differences exist in the income level that implies the different groups prefer or opinion differs on consumer buying behavior. It created a curiosity to us to find out which group really differing on the opinions. By the help of Post hoc we found out that the dependent differ the opinion among other class. It may be due to the decisions taken by youngsters. Every person plays multiple roles in their daily life, professional role or social role. Each of these roles has a certain effect on consumers buying behavior. Each role has a particular status in society and consumer behavior is considerably depended on the status factor .If the marketers easily understand the factors that mainly influence in buying decision the sales can be increased a lot. The study offers an assessment of the symbolic devices that celebrity and peers adopts to persuade the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise areas in commercials for certain products and cultural values

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