

**Impact of Social Media Marketing in Consumer Buying Behavior in Automobile Industry:
An Empirical Study in Delhi**

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ABSTRACT

Purpose: This paper researches the effect of social media marketing on buying behavior of consumers in automobile industry. This paper discusses SMM from the perspective of the consumers and their perception. It also examines the factors considered and explore the affiliation among these factors and demographics.

Design/Methodology: For this exploration, an organized survey study is done to gather information from 283 respondents who are the occupants of Delhi and additionally the clients of Social Media. The focal point of the investigation are all those consumers who are either owner of the cars or intending to buy a car in Delhi. Multivariate technique like Factor analysis, ANOVA & Regression analysis is done to analyse the data.

Findings: The factor analysis resulted in 7 factors which influences respondents in their purchasing decision. The factors identified are: Information Gathering (IG), Opinion Seeking & Sharing (OSS), Individual Engagement (IE), Advertisement Content (AC), Information Source (IS), Information Evaluation (IEV) & Final Decision (FD). The findings of ANOVA showed that the importance of these factors do vary across different demographic variables. The analysis states that there is significant difference in perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across different gender level of respondents. Additionally, through regression analysis it was also found that SMM has an impact on CBB.

Limitations: Data is collected through the questionnaire only in Delhi and hence the findings cannot be generalized for the whole country. Respondents are constrained with time and willingness otherwise the sample could be larger than the present one. The factors identified provide only a glimpse of the factors which could be affecting consumer perception and behaviour. There is a strong possibility of many exogenous variables which might be affecting and playing role in this relationship of variables.

Key words: Social Media Marketing (SMM), Consumer Buying Behavior (CBB), Consumer, Perception.

INTRODUCTION:

The 21st century has brought a radical change in the field of technology and in the conduct of Business. Internet revolution has caused the consumer and their decision-making process to evolve exponentially. The use of Information Technology in Social Media Marketing has impacted the Automobile industry too. Nowadays, customers do not have to enter the brick and mortar structure to extract the information about automobile they wish to purchase. They can get all kinds of information immediately as per their convenience at door step on his desktop with regard to buying and selling of cars. With the click of a mouse, all details and essential information relevant to automobile can be extracted through the social media platform.

The automobile dealers and manufacturer are continuously striving hard to make automobile buying-selling more expedient and delightful because of that they are trying to attract more and more consumers to increase sales. On the other hand, the consumers have become hungry, and expect that the dealers and original equipment manufacturers (OEMs) to provide one-stop shop for all their queries and fulfillment of needs. This ease of access of information creates a state of disequilibrium of demand and supply. In this scenario, the dimensions of social media marketing provide a platform to solve this generating awareness about the brand and engaging customers towards the product. This study is focused to explore the role of SMM in relation to automobile buying behaviour of consumers.

In the extremely dynamic business operating environment, Social Media Marketing (SMM) is emerging as a new marketing strategy. For promotion of brand, different web groups is used by different SM Marketers, web groups, social internet websites, blog showcasing and the sky is the limit from there. There are various websites, such as Linked In, Facebook, You Tube and Twitter which are very commonly used social internet platforms which are generally used by people. On an average, firms spend 15% of their marketing budget on social media platforms to acquire new customers. Hence, many organizations devote much attention to social media to acquire, develop and maintain relationships with consumer to build their trust with the marketing firm. This development of trust will prompt the customer to acquire more information about their brand by visiting the official website. Overall, this will result in generating awareness and revenue for the firm.

In today's highly competitive environment, understanding consumer behavior and development of social media marketing strategy in digital media have become strategically important for the growth of almost every business enterprise. Business managers are aware of the need for quick response times on these platforms and hence they provide quality service to the consumer query instantaneously. The main idea of SMM is to generate awareness about the brand and to have better understanding of consumers to fulfill their requisite needs. With the advent of technology business organizations are trying to analyze consumer from a 360 degree perspective, which will enable them to enhance the quality of service required by the customer. The primary advantages of web-based social networking for organizations is to decrease cost and build a robust revenue generation stream.

The development of web-based social networking advertising is of extraordinary importance. An investigation led by the University of Maryland (RHS School of Business) (2009) specified that various enterprises are observing SM, however the rate of reception fluctuates from industry to industry and keeping in mind that numerous enterprises have effectively embraced it, there are numerous who are yet to position themselves in the web-based social networking. The primary objective for any given firm to be present on social media is to highlight brand news, generate brand awareness, building community and customer engagement.

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Significance of the Study

Every car buyer in the country starts their search on the world wide web. Social media marketing is becoming a common platform for the marketing of products or services and every second buyer is using this platform first before buying a car. A report published by Google, Nielsen & Capgemini (2014) reveals certain facts which will help brand managers for future strategies-

- Before buying a car, every second buyer is using online search in India.
- Before deciding a car to purchase, new car buyers are spending on an average 9-12 weeks.
- People are using social media platform to interact with dealers and manufacturers this trend is common in 85% of population involved in online shopping.
- The potential buyers start research on Google search and there ratio is 8:10.
- Third party consumer review sites are being used by 62% of customers and these reviews are influencing the purchase decision.
- It revealed that 91 % of consumers are either active or intended to be active on social media platform either on blogs, twitter, Facebook or other social media; their buying behaviour is being influenced by it.
- Digital word of mouth is influencing 72% of customers.

The present market in Indian automobile industry is showing opportunities for growth for car manufacturers. The increase in number of manufacturers, disposable income, lifestyle, demographic shift, interest rate and easy loan facility fueled by new generation marketing as social media marketing are some of the factors that are influencing consumer towards purchase of cars.

The present study and its findings will help the OEM/Dealers of passenger cars to understand the customer buying behavior, pattern and influencing factors etc. The analysis will help the marketers to strategize and market their product accordingly.

The critical review of literatures has revealed that ample of research work is done in the area of consumer buying behaviour with reference to automobile industry but limited work is available in context of social media marketing. At different points research is evident on role of marketing and advertisement but collective role of social media marketing is rare. Plethora of researches is done on the importance of marketing in automobile sector, but as a tool for changing consumer buying behaviour through social media marketing is really limited. The role of availability of information, and interactivities and opinions are new. The comprehensive views on social media marketing and consumer automobile buying behaviour is missing. There is lack of holistic study for antecedents (individual engagement, information gathering, opinion seeking and sharing) of social media marketing to meet with consumer buying behaviour as consequence.

The significant gap areas recognized in the literature are as follows:

1. A systematic investigation of social media marketing and its impact on consumer buying behaviour in Indian automobile context is needed.
2. There is need to examine the relation between online media (SMM) and purchaser purchasing behavior (CBB) in Indian setting.

2. REVIEW OF LITERATURE

2.1 SOCIAL MEDIA MARKETING

Social Media has now become a phenomenon for every company operating in this dynamic environment. Each element (blogs, on line discussions, online communities) of social media has an impact on performance pertaining to sales & marketing (Stephen and Galak, 2012). There are numerous social networking sites and all contain different features. SNS helps individual to make own profiles that is being used by company and partners to approach and connect with this profiles. Online networking has assortments of utilization that enables shopper to 'post', 'digg' 'blog', and so forth. The substance made by client spread and utilized by different purchasers to investigate item, brands, administrations and issues (Xiang and Gretzel, 2010). By enabling customers to spread messages to individual contacts, SMM has conveyed another measurement to mass promoting and mass correspondence (Hafele, 2011). Undoubtedly, the most widely recognized and the most well-known among client is the Facebook.

Vij and Sharma (2013) in their study found that the content present on SMM should be interesting, informative, interactive and reliable. Social media delivers an opportunity for businesses to involve consumers, to encourage high degree of intimacy to build a long-lasting relationship (Mersey et al. 2010).

According to the Palmer and Lewis (2009) the social network media help the organization in wider range of operational and strategic benefits. With the help of the social media networks company get the consumers' desire and needs and inform about new policy of development of product through inviting their feedback. Social network site have also showcased benefits to facilitate the product choice through cognitive function.

Kaplan and Haenlein (2010) define social media as collection of application based on internet that create technological foundation and ideological of web 2.0 and allow exchange and development of user generated content. Giese and Gote (2000) stated in their study that sum of affective response of consumer with different intensity is online social media and social media marketing can be achieved by sales activities, services of digital product, post – sale services and information system through website as per customer information satisfaction

According to the Virtsonis and Harridge-March (2008), explain that internet provide the widest platform to marketer for advertising and its use depends on the demographic profile of the target audience and its habit, cultural differences and behavioral patterns etc. Internet connectivity and availability resolve many issues faced in B2B marketing

Shankar (2011), emphasized over the social media impact shopper marketing. Social media is important component of our everyday life to stay not only in contact with the friends and family to globalizing the society. As per Gonzalez (2010) individual creates the influencer as social media provides the platform which never ends for communication, technology do not create influence. Social currency which defines the brand is created by user generated content.

As per Campbell et al (2011), the user of social media generate content, termed as Consumer Generated Advertising (CGA) in which the consumer create the brand and specific messages with intention of persuading, reminding or informing others.

2.2 CONSUMER BUYING BEHAVIOR IN AUTOMOBILE:

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Raj (2013) studied that the economy segment of the automobile buyers and found that they are influenced mainly by four factors in choosing the preferred brand- item unwavering quality, fiscal factor, dependability and relationship towards brand.

Kumar (2013) did a research in A3 segment to analyze the factors that influence consumer buying behavior and found that safety, brand name and driving comfort are the key factors influencing consumer buying behavior. Vidyavathi (2012) studied that the demand in the automobile is increasing because of increasing the number of nuclear families. And also the fuel economy, driving comfort, availability of spares and price of the car are considered to be the significant parameter towards purchase of car.

John and Pragadeeswaran (2013) studied that demographic factor like gender, education, age, lifestyle and income are the significant factors influencing consumer buying behavior.

Sagar et al (2004) concluded from his study that consumers also prefer fuel efficient car and give significant importance to it than any other factor As mentioned by Ferber (1977) in his book 'Selected Aspects of Consumer Behavior uncovers the diverse types of purchaser conduct and incorporates decision making in house hold, portability, sparing patterns, buyer buy of strong and non-sturdy merchandise, new items and thoughts, mark decision, shopping conduct and way of life.

Banerjee, Walker, Elizabeth, and Kanafani (2010) explained about “Car acquisition and ownership trends of motorized vehicle owning households”. Household income is the principal determinant of the consumer behavior in purchasing the vehicle that household possess. Size of the family is lowest determinant in identifying the consumer behavior as large family sizes also purchases smaller vehicle.

White (2004) explained about the factors that affect preference of buyer for car and mentioned that buyers wishes to negotiate with dealers for incentives, discounts, rebates & for price. He observed that the car dealers need to target the potential consumer in case of multi-car households, taking in to account the importance of life stage and pester power of children. Although the fact those women are the main buyers of new launch car, head midst at the motor trade has by tradition been despicable of women's role in the car-buying process. Jacob and Khan (2010) also found that the women play a critical role in the car purchase decision within the family. The development and advancement of female can be observed, numerous ladies driving the vehicle in the towns and city in all pieces of India.

Vaddae (2010) studied that perception, experience and belief affect the consumer behavior in case of purchase of two wheeler. The purchase decision is not influenced by the friends and relatives. For purchasing behavior of the two wheelers, respondent has given preference of mobility of vehicle, whereas urban consumer possesses two wheelers to cope with busy schedule in their preference. Therefore, it is resulted that purchase decision of two wheelers is not affected by a single variable, multivariable affect the process so marketer need to study every aspect of all factors that affect the decision process.

1.3.1 Objectives of the Research

The objectives of the study are as follows:

1. To analyse the determinants of consumer buying behavior of automobile.
2. To study the difference in perception towards SMM & CBB in automobile industry with reference to demographic variables.
3. To examine the impact of social media on consumer purchasing behavior.

HYPOTHESIS

Despite the fact that, ladies and men have been appeared to contrast towards utilization of web and customary shopping, there are not many investigations about gender differences in online based purchasing (Dittar et al 2004). According to study by Comscore(2010) 'women show high levels of commitment & engagement with SNS than men'. Lewis (2010) found that sexual orientation has some impact towards social based media. Li and partners (1999) in their examination uncovered that 'buyers with higher salaries are bound to utilize long range informal communication locales and stay incessant online purchaser class. As indicated by Pew Internet and American Life project (2007) reports, shoppers with big time salary are bound to purchase and will in general get affected from social media promotion. Blackshaw and Nazzaro (2006) in their investigation found that the purchasers who are educated are more continuous users of web and concentrate for pre-shopping informaton about services and products.s. Lewis (2010) found that education and occupation influences singular comprehension towards web-based media. Shoppers are settling on increasingly buying choice online consistently Rose(2011). Web-based media purchasers, speak with one another, purchase on the web, mingle, look for, share information and impact each other Singh(2010).

Therefore, role of social media marketing has sizeable impact on purchasing behavior of consumer.. Based on literature review and in quest for the above objectives, the accompanying speculation were formulated

- H₁: There is significant difference in perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across age of respondents.
- H₂: There is significant difference in perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across different gender group of respondents.
- H₃: There is significant difference in perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across different education level of respondents.
- H₄: There is significant difference in perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across different profession of respondents.
- H₅: There is significant difference in perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across different income of respondents.
- H₆: There is significant impact of SMM on CBB

3. RESEARCH METHODOLOGY

The sampling unit consist of Indian population residing in Delhi. The present study is empirical in nature and the data collected is through survey method. While collecting data, no differentiation was done based on age, gender, education, income etc. Convenient sampling method was used to collect data with standard questionnaire from the respondents. After filtration, the final respondents were 283. Responses and preferences of the respondents were analyzed using 5-point Likert scale- Strongly agree, Agree, neither agree nor disagree, Disagree and Strongly disagree.

3.1 Research and Statistical Tools Employed

To analyse data, frequency analysis, ANOVA and factor analysis was done using SPSS 21. The reliability

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of the data was carried out by using Cronbach's Alpha Value. ANOVA was employed to find the association between demography and relevant attributes. The third major analysis carried out was factor analysis to examine the underlying or latent factors related to Automobiles. Both Bartlett's test of Sphericity and measure of sampling adequacy (MSA) were also carried out to ensure that the requirements of factor analysis were met. Regression analysis was carried to find the impact of SMM on Consumer buying Behavior.

4. ANALYSIS AND INTERPRETATIONS

The analysis of this data was divided into following sections:

- (i) Demographic profile of Respondents : Table 1
- (ii) Factor Analysis : Table 2
- (iii) ANOVA : Table 3
- (iv) Regression Analysis : Table 4

Table1: Demographic Characteristics

VARIABLE	CHARACTERISTICS	FREQUENCY	PERCENT
AGE	<30 YEARS	85	30.0
	31-35 YEARS	69	24.4
	36-40 YEARS	61	21.6
	>40	68	24.0
GENDER	MALE	187	66.1
	FEMALE	96	33.9
INCOME	<5 LAKHS	61	21.6
	5-10 LAKHS	111	39.2
	10-15 LAKHS	60	21.2
	15-20 LAKHS	31	11.0
	>20 LAKHS	20	7.1
EDUCATION	GRADUATION	110	38.9
	POST GRADUATION	93	32.8
	PROFESSIONAL QUALIFICATION	47	16.6
	OTHERS	33	11.7
OCCUPATION	Government Service	40	14.1
	Private Service	109	38.5
	Business	60	21.2
	Professional	53	18.7
	Others	21	7.4

The segment profile of the respondents under 30 years are 33.6%. This age bunch addresses larger part of respondents are under 30 years. Further it is uncovered that 66.1% are male, 39.2% of respondents are in pay group between 5-10 lakhs while 21.6% of the respondents having a place with the most minimal pay gathering of under 5 lakhs. As per education, the samples states that 38.9% graduates alumni, 32.8% Post-

Graduates. While in the occupation, data uncovers that 38.5% people are into private area with 21.2% in business. This is an ideal segment profile for statistical analysis. Also, Cronbach's Alpha was done to estimate the consistency between scales. The score was 0.826 for different characteristics in the findings that indicate the reliability of the survey.

Table 2: Factor analysis:

Factors	Attributes	Factor Loading	% of Variance Explained
Information Gathering (IG)	As compared to mass media social media eases the search of information	0.75	14.25
	Traditional advertising is less informative than social media and therefore SM influences my purchasing decision.	0.72	
	For purchase of automobile, SM is one of the reliable source for information and decision.	0.67	
	To draw attention and to pass information to consumers regarding automobile, social media is better than mass media channels.	0.65	
Opinion Seeking & Sharing (OSS)	Using SM, I take preferences and opinion of people on product /services of automobile manufacturers.	0.75	13.7
	Through social media I can discuss about a car purchase, shortcomings and experience with friends.	0.65	
	I am likely to give opinion and share experiences with friends and close associates via social media after a purchase.	0.7	
	Before making purchase decision, I review likes/dislikes on social media.	0.65	
Individual Engagement (IE)	SM sites help me to engage and seek information about automobile products and services.	0.65	12.9
	Engagement on social media is more than online media such as company websites offering automobile products and services, online shopping websites etc.	0.6	
	Social media engagement helps me saving lot of time and energy in gathering information about automobile products and services.	0.57	
	After purchase of a product like car, I am likely to engage and share comments, give reviews, write blog with peers or friends	0.55	
Advertising Content	High Quality of advertisements on social networking sites influences my purchasing decision.	0.75	10.85

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(AC)	Content on social media (reviews, blogs, advertising) has more credibility than traditional media/ mass media.		
	Advertisements in social networking sites via Social Media Marketing lead to recognition of brand and its features.	0.72	
	My decision gets influences, if products like car are discussed in social networking sites like Facebook, twitter, You Tube.	0.67	
	Organizations that uses social media gets more mileage and leads than the traditional marketing.	0.65	
Final Decision (FD)	I think the frequency of advertisements in Social Networking Sites influences my buying behaviour.	0.71	9.75
	Availability of information on social media has helped me to feel comfortable in making purchasing decisions.	0.68	
	SM, at times becomes complex than mass media due to positive and negative comments on automobile products. Hence, purchase decision becomes complex and critical.	0.55	
Information Evaluation (IE)	Evaluation of Information is easier based on information of products on social media blogs, posts and reviews.	0.67	8.5
	Through social media sites relevant information of automobile products is extracted thereby eliminating the initial purchase preference.	0.6	
	After reading comments, reviews of experiencers in social media, the attitude towards the product and brand preferences changes.	0.55	
Information Source (IS)	I think that the advertisements on social media motivate me to visit websites of the car manufacturer.	0.71	7.7
	I am likely to recall products like car and its features during my purchase because of information obtained from Social Media Networks	0.66	
	Through social media, information can be obtained very quickly as compared to other means of mass media.	0.57	
	Users of the product and experience shared by them in social media helps in my decision	0.55	

Overall, the set of data meets the fundamental requirements of factor analysis satisfactorily (Hair et al, 2006). In analyzing the data given, the 27 response items are taken for the study, 15 items are from SMM and 12 items for consumer buying behavior, were subjected to a factor analysis using the principal component method. As in common practice, a Varimax rotation with Kaiser Normalization was performed to achieve a simpler and theoretically more meaningful factor solution. The Cronbach's alphas score for all the factors were above the cutoff point (0.7) recommended by Nunnally (1978). From the factor analysis table5, it is clear that 7 factors emerged. These 7 factors represent different elements of social media marketing and consumer buying behavior. These factors explain 77.65% of variance. This

variance reflects considerable contribution in influencing consumer purchase behavior. It implies that the percentage of variance impacts consumer buying behavior. All these 7 factors extracted have Eigen values greater than 1.

First factor represents the sources from where the consumer gathers information and is labelled as Information gathering. Second factor is directly related to opinion seeking and sharing with respect to friends and close associates and is labelled as Opinion Seeking & Sharing. Third factor is related to the involvement of individual in social networking sites and is referred as Individual engagement. The fourth factor is related to the advertisement message leading to brand recognition and is labelled as Advertising Content. The last three factors are related to the way the consumers collect information, evaluates those information and take final decision and hence these are then labelled as Information Sources, Information Evaluation and Final Decision.

Table 3: Hypothesis testing (ANOVA)

FACTOR S	AGE		GENDER		INCOME		EDUCATION		OCCUPATION	
	F	SIG	F	SIG	F	SIG	F	SIG	F	SIG
IG	2.06	0.08	3.15	0.02	2.07	0.10	0.52	0.47	2.45	0.11
OSS	2.17	0.09	2.67	0.04	0.95	0.41	1.75	0.18	0.03	0.85
IE	2.39	0.09	0.83	0.36	1.20	0.30	0.12	0.72	4.80	0.02
AC	0.356	0.70	0.03	0.86	0.16	0.91	2.59	0.10	2.78	0.09
FD	2.66	0.88	0.96	0.32	0.42	0.73	4.15	0.04	0.42	0.51
IE	2.99	0.03	0.51	0.47	0.54	0.65	0.27	0.59	2.68	0.71
IS	0.86	0.46	3.73	0.04	0.13	0.94	3.18	0.07	0.04	0.83

To examine the association of demographic variables with SMM and Consumer buying behavior, ANOVA was employed. The result is presented in table6. Based on the significance of criteria (0.05), the hypothesis is rejected or accepted. The value of P is greater than 0.05 for majority of the variables in age group which indicate that there is no significant difference in the perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across different age group of respondents. Hence Hypothesis H1 is rejected. Similarly the other hypothesis H3, H4 and H5 is rejected. However for gender, it was found that there is significant difference in perception towards SMM and consumer buying behavior related to different gender and hence hypothesis H2 is accepted.

Regression Analysis: To determine the impact of social media marketing on consumer buying behavior, the dimension of SMM is taken as independent variable and consumer buying behavior is taken as dependent variable. The predictive regression model is framed by individual dimension of SMM which is expressed as : $Y = a + b_1(X_1) + b_2(X_2) + b_3(X_3) + b_4(X_4) + \dots + b_m(X_m) +/- e$.

Where Y is independent variable, 'a' is constant and 'e' is error terms, b1, b2, bm are estimated regression coefficient , x1,x2,x3 are the values of the predictors or independent variables.

Table 4: Standardized Coefficients of dimensions of social media marketing on consumer buying behaviour

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	R, R ² Adj R ²
		B	Std. Error	Beta		
1	(Constant)	0.053	0.052		0.313	R= 0.851, R ² =0.724 Adj R ² =0.721 df=4,278, f=152.44, sig=0.00
	IE	0.183	0.043	0.187	0	
	IG	0.139	0.043	0.156	0	
	OSS	0.321	0.046	0.326	0	
	AC	0.368	0.047	0.367	0	
a. Dependent Variable: consumer buying behaviour						

The above table shows the value of r=0.851 and shows a strong relationship between dimensions of SMM and CBB. The value of R2 = 0.724 which states that 72.4% of variation in the consumer buying behavior,

which 27.6% remains unexplained. Thus, the predictability of the model is strong. The standardized coefficient beta values indicated that the change in each dimension of social media marketing has a unit change in consumer buying behaviour. For example, from the table above, it is interpreted that unit change in Individual Engagement has 0.187 changes in consumer buying behaviour, unit change in information gathering has 0.156 changes in consumer buying behaviour and unit change in opinion seeking & sharing has 0.326 changes in consumer buying behaviour. This shows that dimensions of social media marketing has an impact on consumer buying behaviour. It also confirms that advertisement message with content is having more impact on consumer buying behaviour followed by opinion seeking and sharing.

The regression equation to measure the impact of SMM on CBB is as follows: $Y = 0.053 + 0.368*AC(x1) + 0.321*OSS(x2)$.

The above equation states that the significant dimension of SMM are Advertising Content (AC) and Opinion Seeking & Sharing. These two dimensions have significant impact on consumer buying behavior. Hence, we accept hypothesis H₆, and state that there is significant impact of social media marketing on consumer buying behavior.

CONCLUSIONS:

The purpose of the study was to investigate the relationship between social media marketing and consumer buying behavior of automobile. The social media marketing is input variable with four dimensions (Information gathering, individual engagement, opinion seeking and sharing, advertisement content) and consumer buying behavior of automobile as outcome variable with three dimensions (information sources, information evaluations and final decision). This study is focused on users of social networking sites and automobile.

Factor analysis have brought 7 factors representing various elements considered by the respondents. These factors are Information gathering, individual engagement, opinion seeking and sharing, advertisement content) and consumer buying behavior of automobile as outcome variable with three dimensions (information sources, information evaluations and final decision).

ANOVA analysis reveals that Gender shows significant difference in perception towards social media marketing and consumer buying behaviour related to automobile buying behavior across different level of respondents. Hence, Hypothesis H₂ is accepted. However, the other demographic variable shows for majority of dimensions shows no significance. Therefore, H₁, H₃, H₄ & H₅ is rejected.

Regression analysis, states that Social Media Marketing plays a significant role in impacting consumer buying behavior.

Recommendations and suggestions: The recommendation drawn from the findings of this study has been incorporated in the form of managerial implications and implication for automobile industry.

Managerial Implications: The findings reinforce the notion that managers responsible for marketing and advertisement are crucial for organizations to be effective in getting customer base and spreading of positivity which can be harnessed by organization in long run. Based on the study following managerial implications are recommended:

1. It is recommended that managers may provide more information on social media about brand and products of the brand.

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2. Managers are advised to serve themselves as virtual friend to the customer by sending greetings or gifts on special occasion, paying attention to individual needs and problems, due consideration on opinions, providing personalized information to regular customers, and special treatment for consumers and potential customers of automobile.
3. It is suggested that managers may provide accurate product information as well as full knowledge about the services, more convenient and user friendly web interface and online booking system, secure and different payment options, confirmation and prompt after sale services, immediate responses and explanations for complain and problem; and integrating product or service with allied services.

Implications for Automobile Industry: For survival in a competitive business environment, Social media marketing and consumer buying behaviour are essential marketing strategy for success and getting right perception of customer's towards product of the company. Some potential recommendations for automobile sector are as follows-

1. Company can introduce strategies and practices in order to serve in a structured and effective way for of providing better customer satisfaction, getting customer trust and commitment with services.
2. Companies are recommended to keep the balance between all the dimensions of Social media marketing and consumer buying behaviour as all are equally important for services.
3. Industry should focus on customer relationship management because attributes of customer relationship management lead to better customer satisfaction and loyalty.

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