

A STUDY ON THE EFFECTS OF ONLINE ADVERTISING ON AUTOMOBILE SALES

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

LOGAPRIYA.P

38280057



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

April - 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of
LOGAPRIYA.P (38280057) who have done the Project work entitled “ **A STUDY ON
THE EFFECTS OF ONLINE ADVERTISING ON AUTOMOBILE SALES** ” under my
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LOGAPRIYA.P

DECLARATION

I LOGAPRIYA.P (38280057) hereby declare that the Project Report entitled “**A STUDY ON THE EFFECTS OF ONLINE ADVERTISING ON AUTOMOBILE SALES**” done by me under the guidance of **MS. JAYASEELY M.** is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

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ABSTRACT

The purpose of this study is to explore the effects of online advertising spending on automobile sales through both search and non-search advertising. The advertising spending data of both formats were collected from a leading consulting company and a major search engine company. Then several empirical models were proposed to evaluate the effects of online advertising on automobile sales. Two extended models were further investigated for search advertising. Findings - the results revealed that both formats of online advertising have significantly positive effects on automobile sales. However, excessive spending on non-search advertising does not help sales and a moderate budget is preferred. On the other hand, spending on search advertising has no such constraint to improve the vehicle sales. Practical implications – the empirical findings have proved the importance of online advertising to the automobile companies and thus can help companies improve their decision making in online advertising allocation strategies. Originality/value - this study provides a better understanding of the relationship between online advertising spending and automobile sales, and helps business to define sophisticated online advertising strategies to improve sales performance.

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CHAPTER 1

1.1 INTRODUCTION

Promotion represents all of the communication that a marketer may use in the market price. Promotion is needed in order to maintain the level of sales and profit required for a firm's survival. Promotional activities include advertising, personal selling and publicity.

Advertising is a mass communication process of persuading the prospects by convincing them to buy product or service with increased satisfaction to the consumers and profit to the sponsors. Marketing is more than just distributing goods from the manufacturer to the final consumer. It comprises all the stages between creation of the product and the aftermarket which follows the eventual sale. Advertising is a component or subset of the marketing process. There is a popular saying about advertising "The Company that saves money but not advertising is like the man who stops the clock to save time." This shows the role of advertising in business.

Most of the advertisement contains false claims and the consumers do not enjoy the benefit of advertisement. It gives misleading information to customers about the benefits of a product. Critics of advertising point out that it encourages unnecessary proliferation of product resulting in wastage of resources. In order to protect the interest of both consumers and the advertisers certain norms of quality and standards are laid down by the competent authority.

The modern business world depends on advertising. Advertising popularizes a product among the targeted customers. It is an integral part of our social and economic system. Advertising as a powerful technique for sale promotion and has been doing wonders in the domain of distribution because, it is quite capable of influencing the course of consumption, affecting the process of production, enlarging the exchange and diversifies the distribution. Online advertising is similar to sales promotions in the way of instantaneous feedback. With technology that allows companies to track every click of

the mouse through a website, online advertisers know if an ad is effective or not within seconds of a consumer seeing it. If an ad is ineffective, companies can make instant changes to the ad to make it more enticing to the consumer. Online advertising, also called online marketing or Internet advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

1.2 INDUSTRY PROFILE :

With a scintillating 2.3 million units produced in 2008 the Indian automobile industry bagged the position of being the ninth largest in the world. Following economic liberalization, Indian domestic automobile companies like Tata Motors Maruti Suzuki and Mahindra and Mahindra expanded their production and export operations in and across the country and since then the industry has only shown signs of growth. The automobile industry comprises of heavy vehicles (trucks, buses, tempos, tractors), passenger cars, and two-wheelers.

The Indian automobile industry seems to come a long way since the first car that was manufactured in Mumbai in 1898. The automobile sector today is one of the key sectors of the country contributing majorly to the economy of India. It directly and indirectly provides employment to over 10 million people in the country. The Indian automobile industry has a well established name globally being the second largest two wheeler market in the world, fourth largest commercial vehicle market in the world, and eleventh largest passenger car market in the world and expected to become the third largest automobile market in the world only behind USA and China.

The growth of the Indian middleclass along with the growth of the economy over the last few years has resulted in a host of global auto giants setting their foot inside the Indian Territory. Moreover India also provides trained manpower at competitive costs making the country a manufacturing hub for many foreign automobile companies. India proves to be a potential market as compared to most of the other countries which are witnessing

stagnation as far as automobile industry growth is concerned. A recent research conducted by the global consultancy firm Deloitte says that at least one Indian automobile company will feature among the top six automobile companies that will dominate the car market by 2020. The Indian automobile industry proved to be in good shape last year even after the economic downturn. This was majorly due to the fact of renewed interest shown by global automobile players like Nissan Motors which consider India to be a potential market. As far as authorized dealer networks and service stations are concerned Maruti Suzuki is the most widespread. The other automobile companies are also showing rapid progression in this field.

Indian Automobile Export India

India is a very favorable market for small cars be it production, sales or export. Since the Indian automobile industry is the largest manufacturer of small cars companies like Hyundai and Nissan Motors export about 2,40,000 and 2,50,000 annually. India emerged as Asia's fourth largest exporter of automobiles, behind Japan, South Korea and Thailand. The Indian automobile exports registered a 22.30 percent growth in the year 2009. The growth trend was as follows: Two Wheelers- 32.31 percent, Commercial Vehicle - 19.10 percent and Passenger Cars grew by - 19.10 percent.

Key automobile manufactures in India

- Maruti Udyog
- General Motors
- Bajaj Auto
- Hero Motors
- DC Designs
- Hyundai Motors India Limited
- Telco
- Hindustan Motors

- TVS Motors
- Eicher Motors
- Ford India Limited

Indian Automobile Industry Growth 2009

Gaining from Government stimulus packages, more demands and lower interest rates on automobile loans the Indian automobile industry witnessed a phenomenal growth of 26.41 per cent in the year 2009. Segment wise cars posted a growth of 25.10 percent and two wheelers sales grew by 26 percent. The year 2009 actually turned out to be one of the best years in the history of the automobile industry in India. If the trend continues the same way then Indian will soon become the second fastest growing automobile market in the world only after China.

Domestic Market Share For 2009-2010

Automobiles	Market Share
Passenger cars	15.86%
Commercial Vehicles	4.32%
Two Wheelers	3.58%
Two Wheelers	76.23%

1.3 ONLINE ADVERTISEMENT

1.3.1 Introduction

Online advertising, also called online marketing or Internet advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is the use of internet as an advertising medium where promotional messages appear on a computer screen. Since the communication software or the browser reveals sufficient information about the site's visitors, online advertising can be customtailored to match user preference. Many common online advertising practices are controversial and increasingly subject to regulation.

1.3.2 HISTORY

In early days of the Internet, online advertising was mostly prohibited. For example, two of the predecessor networks to the Internet, ARPANET and NSF Net, had "acceptable use policies" that banned network "use for commercial activities by for-profit institutions". The NSF Net began phasing out its commercial use ban in 1991. Email The first widely publicized example of online advertising was conducted via electronic mail. On 3 May 1978 , a marketer from DEC(Digital Equipment Corporation), Gary Thuerk, sent an email to most of the ARPANET's American west coast users, advertising an open house for a new model of a DEC computer. Despite the prevailing acceptable use policies, electronic mail marketing rapidly expanded and eventually became known as "spam". The first

known large-scale non-commercial spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups. Four months later, Laurence Canter and Martha Siegel, partners in a law firm, broadly promoted their legal services in a USENET posting titled "Green Card Lottery – Final One?" Canter and Siegel's Green Card USENET spam raised the profile of online advertising, stimulating widespread interest in advertising via both Usenet and traditional email. More recently, spam has evolved into a more industrial operation, where spammers use armies of virus-infected computers (botnets) to send spam remotely.

1.4 NEED FOR THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer perception base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer perception.

1.5 SCOPE OF THE STUDY

- This study investigates the perception of Automobile sales towards effects online of advertisements; hence it can be fruitful for online advertisers.
- This study provides the background for factors influencing online customers, hence companies planning for e-commerce can be benefited.
- This study serves as reference material for people researching in similar topic.

1.6 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the customer's response effects of online advertising by automobile sales

1.6.1 Primary objective :

This research focuses on the "Effects of online advertising on automobile sales".

1.6.2 Secondary objective :

- To investigate the effects of online advertisements.
- To determine if online automobile advertisement influence consumers
- To examine the people's view on online advertisement.

1.7 LIMITATIONS OF STUDY

- The analysis of the present study has been carried out based on the information has collected from the effects of online advertising on automobile sales.
- The study is an opinion survey, caution may have to be extending the result to other areas due to time constraint only 150 number of respondents were considered.
- The result fully on the information given by the respondents which may be based.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer perception. This attempt includes, understanding the basic concepts of Customer perception, analyzing research studies made by earlier researchers in respect of Consumer perception in effects of online advertising on automobile sales, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer perception in respect of effects of online advertising on automobile sales.

2.2 List of review

Dr. H. S. Adithya (Jan 2013): Automobile Industry is one of the fastest growing sector in our country. Cars were once considered as a luxury and now it has become a necessity. They have become a part and parcel of today's life and most of the car manufacturers target the middle class segment to a great extent. The introduction of small cars is a classic example for this. Today's consumer has plenty of options available to him. We are in a consumer market where the marketers do not merely satisfy a need but try to achieve consumer delight. The decision to purchase a car is not a one man decision. The purchase is normally influenced by many including their own perceptions and behaviour. The author has clearly define in this paper perception of consumer towards car owner and their behavior of purchasing decision. Every consumer decision different so they analysis then give the opinion.

Prof. Elizabeth Chacko, Ms. Punnya Selvaraj (2014): The Automobile Industry is growing and if compared the sales and production of four wheelers is more. Also if we compare the four wheeler models like car which can be driven by females were least in market because the market was male dominant. But now there is drastic change. Earlier car which can be driven by female was only Maruti 800, all other like Tata Sumo, Bolero, Ambassador etc. In this new era we can see segment for small four wheeler car quite large. This research paper has most innovative, author are analysis only female consumer Pattern and how they driving new car and also the purchasing pattern of their brand, Services, quality, mileage etc.

Prof. Madhavi Dhole, (June 2013): The automobile sector is a key player in the global and Indian economy. Indian automobile industry embarked on a new journey in 1991 with delicensing of the sector and subsequent opening up for 100 percent FDI through automatic route. In India, the automobile industry provides direct employment to about 5 lakh persons. In this paper the author has given information about the history of automobile sector and they also inform how the Indian market are developing & increasing by financial way so the consumer purchasing power has increasing.

K.p Najeemudeen and Dr. N. Panchanatham (December 2014): India's automobile industry is one of the key drivers that boost the economic growth of the country. Spurred by rapid economic growth, personal vehicle ownership in India is increasing at a fast pace. The relative popularity of the various vehicle segments by size and price are also undergoing marked changes. A fast-paced shift towards private motorized transport is a substantial change, especially in a country where motorized and non- motorized informal transport serves the majority of the trips, along with public transport in bigger cities. The research paper has giving knowledge about the automobile sector and how it was small and not that much develop and now its to much growth and also getting perpetual succession.

Vikram Shende (February 2014): The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sector and

availability of easy finance are the main drivers of high volume car segments. Further competition is heating up with host of new players coming in and global brands like Porsche, Bentley, and Ferrari all set to venture in Indian market. All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, where as main driver for car purchase is disposable income. Now a days competition has to much increasing due to this every company will try to capture the market and develop their business, similarly four wheelers sectors are increasing due to easy finance available, different-different attractive scheme has came so consumer can easy affordable the four wheelers.

M.c. Vijayakanth urs, A N Santosh Kumar, A N. Hari Rao (May, 2013) Automobile Industry has played a major role in the Indian economy during the last decade. With the Indian market opening its wings to MNC's, the competition has become severe in terms of product quality and service. This has brought forward the focus on customer satisfaction especially at the dealer level. Companies now are becoming more responsive, they offer a better product and keep improving it through Total Quality Management technique. Dealers are core part of this they are not just sale the four wheelers to the customer but also providing after sale services. When the dealers are giving good services or quality for any product then consumer are satisfy. Consumer are important part of market with them not any product will sale in market.

M.C. Vijayakanth urs, A N Santosh Kumar, A.N. Hari Rao (Oct 13) :Customer satisfaction is the key to business servers. According to a study Customer in India are more concerned with the service that are performed at timely manner with the affordable cost The Dealer in India must be responsive to all the needs of their customer; simply providing a good product at a good price is no longer enough. satisfied customer's form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Customer are satisfy only they get good or positive services from the dealers. It is good enough to the dealers when they maintain proper quality so customer can attract.

DR. M. Prasanna Mohan Raj, (January 2013): The heterogeneous behaviour of consumers towards the choice of various brands in a particular segment can be explained by the influence of various factors underlying their decisions and its brand equity. The objective of this study is the identification and study of factors influencing customers' brand preferences of the economy segment SUV's and MUV's as well as brand equity as a function of product choice. This paper has indicate how the customer are prefer the particulars brand for example there are people select specific brand in four wheelers like Maruti or TATA, so people are purchase car which they really like. Brand factors are core part for customer point of view.

Gupta Bhuwan, Agarwal Nisha (2013): The Indian Automobile Industry has got a incredible market potential. With the growth of population and change in their pattern of life style as a result of urbanization, there has been a rapid increase in demand for Indian automobiles. The purpose of this chapter is to survey the growth of Automobile Industry in India and their role in economic development and to bring out the profile of the study area. In recent days India is witnessing a change in consumerism. The market is now mainly consumer driver. The focus is shifting for product based marketing to need based marketing. Consumer is given many options to make a decision. Passenger car segment is no omission to this general trend. In this paper the author has indicate costumer preferences to their car and how they behave for taking decision to purchases car.

Nataraj S; DR. N. Nagaraja (June 2012): Online bookings and online purchase are the current wave in Indian car industry. Internet is gradually hitting the core of every industry including the car industry. It creates a greater awareness of the vehicle and influences the buyer to purchase. Internet is believed to have a greater impact on the sales process and will definitely give higher level of sales satisfaction. In this paper has giving the information about online purchase or booking four wheelers, due to rising the competition company has develop their strategy to sell the car for example now a days most popular website is CarDekho.com and CarTrade.com both of this getting nice response from customer and customer will satisfy.

Korgaonkar et al. (2001): stated that those who are concerned in web publicizing, perceived web promoting as providing valuable product knowledge, enhancing their social role and image, upgrading their hedonic/pleasure and not being false. They additionally found that interested participants exhibit positive attitudes toward web advertising and had lower income level. Those involved participants are more likely to perceive web advertising on promoting materialism, not corrupting their values and not being false.

Fareena et al. (2002): explored the determinants and part of buyer trust in e-business. The study has settled that web site characteristics indeed significantly affect perceptions of trust in a web site. They found that purchaser qualities, for example, past involvement with the Internet and with a specific site, do altogether influence trust observations. The critical finding of the study that trusts is intervening variable between site, shopper qualities and buyer conduct goal. The concentrate additionally adds to comprehension the measurements of trust.

Newman et al. (2004) conducted research on banner advertisements. Their goal was to concentrate on the effect of banner promoting and webpage congruity on customer attitudes toward a brand's website. They reasoned that standard ads ought to be steady with the website brand and certain shopper attributes ought to be considered. The creators have given profitable inputs to brand administration and publicizing on the Internet.

Bart et al. (2005): developed a theoretical model that connections Web webpage and purchaser attributes, online trust, and behavioral plan. They assessed this model on information from 6831 buyers crosswise over 25 website from eight webpage classifications, utilizing auxiliary condition examination with from the earlier and post hoc division. The outcome demonstrated that the impacts of the determinants of online trust were distinctive crosswise over website classifications and shoppers. Protection and request satisfaction was the most powerful determinants of trust for locales in which both data risk and contribution are high, for example, travel destinations. Route was the most

grounded for data escalated destinations, for example, games, gateway, and group locales. Brand quality was basic for high-contribution classes, for example, car and money related administrations locales.

Puneet Manchanda et al. (2006) inspected this article concentrates on whether standard publicizing influences obtaining designs on the Internet. Utilizing a behavioral database that comprises of client buys at a Web website alongside individual promoting presentation, the creators measure the effect of standard publicizing on current clients' probabilities of repurchase, while representing length reliance. The probability model of a present customer making a purchase in any given week (since the last purchase) with a survival model that uses an adaptable, piecewise exponential hazard function. The outcome demonstrated that the quantity of exposures, number of Web destinations, and number of pages all positively affect rehash buy probabilities, through the quality of one of a kind imaginative has a negative impact.

Eleanor t. Loiacono et al. (2007) considered that the basic need to know how buyers' impression of Web locales impact their conduct, and particularly their goal to return to or buy, there is no surviving general measure for assessing Web sites and no accord on what such an instrument ought to gauge. They utilized the Theory of Reasoned Action and the Technology Acceptance Model to build up the WebQual instrument for customer assessment of Web locales. They refined it through a writing survey and meetings with Web fashioners and clients, and tried it utilizing four specimens of Web customers. WebQual includes 12 dimensions (informational fit-to-task, tailored information, trust, response time, ease of understanding, intuitive, visual appeal, consistent image, on-line completeness, relative advantage) and shows strong measurement validity. It is an exceedingly accepted instrument that can give both wide-and fine-grained estimations of authoritative Web locales.

Wang and Wilkinson et. Al (2009) depicted that the utilization of the Internet in Romania has become significantly. As a transitional economy and an individual from the European Union, Romania exhibits new open doors for both residential and global firms. This study

was an underlying, exploratory exertion that analyzed the beliefs and attitude of Romanians toward Internet publicizing. Among the discoveries in light of information from 366 Internet clients, (1) Internet use designs have all the earmarks of being a noteworthy variable impacting Romanian buyers' mentalities toward web promoting, (2) respondents demonstrated that a standout amongst the most imperative elements of publicizing is to give information, (3) while Romanian buyers trust that web publicizing is fun and fascinating they have questions about its validity, and (4) Romanian customers with genius, undecided, and commentators' states of mind toward web promoting were essentially diverse in their web publicizing conduct.

Mehta et al. (2010) found that the new period showcasing exercises require mixing of ordinary and current techniques. Today's situation of advertising joining has been to a great extent because of Internet and related advancements. The Internet insurgency has prompted general coordination of electronic-advertising and ordinary showcasing attempts to make the best techniques. Banner promotions are found as a rectangular standard put on such site. It was an experimental research led in 2008 to discover the viability of pop-up and pennant notices. There were 450 respondents that included young executives working in banking, insurance, retail, telecom and hospitality divisions in Indore and Bhopal.

Saikat Guha et al. (2012): explained that web advertising support numerous Internet administrations, for example, inquiry, email, and social networks. In the meantime, there are boundless worries about the security misfortune connected with client focusing on. However, almost no is freely thought about how advertisement systems work, particularly as to how they utilize client data to target clients. This paper investigated estimation systems for advertisement systems. It proposed new measurements that are strong to the large amounts of commotion natural in advertisement appropriation, recognizes estimation pitfalls and ancient rarities, and gives moderation procedures.

James Mathew et al. (2013): opined that web publicizing is an innovative type of promoting that numerous organizations everywhere throughout the world are wandering

into, with the end goal of informing shoppers of their items and administrations. Studies have demonstrated that web have impact on customers than whatever other broad communications with regards to settling on buy choices. As per Dever (2012) "the web is the most persuasive in the shopper acquiring choice procedure than exhortation from companions/family and whatever other medium, for example, Television, Newspaper... 66% of online buyers consider the web helping them settle on obtaining choice contrasted with 61% from companions/family and 42% from Television".

Pallavi Mishra (2014) characterized web publicizing as the paid sort of advancement of thoughts, products and services to focused customers utilizing web. Web has swarmed into each zone of human life in recent decades. It has taught distinctive most recent and energizing measurements to promoting furnished sponsors with apparatuses to catch consideration of target gatherings of people with more noteworthy precision and adequacy. The most imperative viewpoint that web has added to publicizing is that of 'quantifiability'. That is, the feedback to any promoting effort on web can be measured decently precisely, rendering it feasible for publicists to find out efficiency of their interest in the campaign objectively.

2.3 Conclusion

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 150 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's satisfaction

3.5 TECHNIQUES OF ANALYSIS

The data collected from various sources have been suitably classified and tabulated to suit the purpose of study. The dominant factors influencing the buying decision in online shopping are analyzed with the help of weighted average method. The factor with the highest weighted average score is considered as the most decisive factor in the purchase decision of the consumer. The opinion of online shoppers regarding the effectiveness of advertisement in their buying decision is analyzed with the help of percentages. Charts are also used to illustrate and compare the collected data.

3.6 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.7 ANALYTICAL TOOLS

Percentage analysis, Column Chart.

3.7.1 Percentage analyzes

Percentage analysis is the method to represent google forms (effects of online advertisement) of the data as a percentage (a part in 100 – percent) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the questioner and represent the collected data for better understanding.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	Male	101	67.3
2	Female	49	32.7
3	Other	0	0.00
TOTAL		150	100.00

Source: Primary data

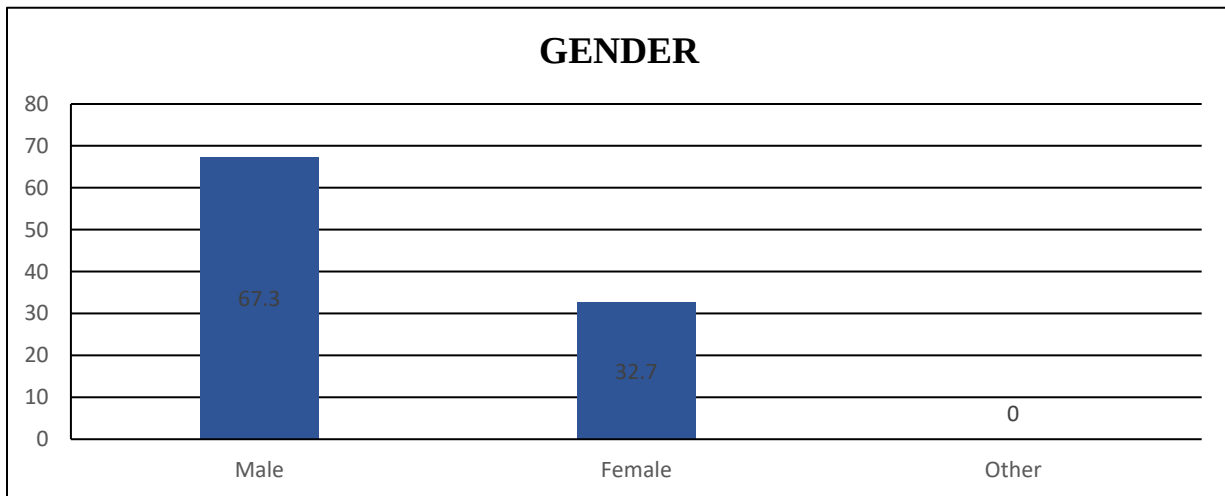


Chart 4.1.1: Gender of the respondents

Interpretation

From the above tables it is interpreted that the number of male respondent is 67.3% and female respondent is 32.7%.

Inference

Majority (67.3%) of the respondents are Male.

Table 4.1.2: Age of the respondents

S NO	Particulars	NO. OF Respondents	Percentage
1	18 to 25	105	70
2	25 to 30	36	24
3	30 to 50	6	6
TOTAL		150	100.00

Source: Primary data

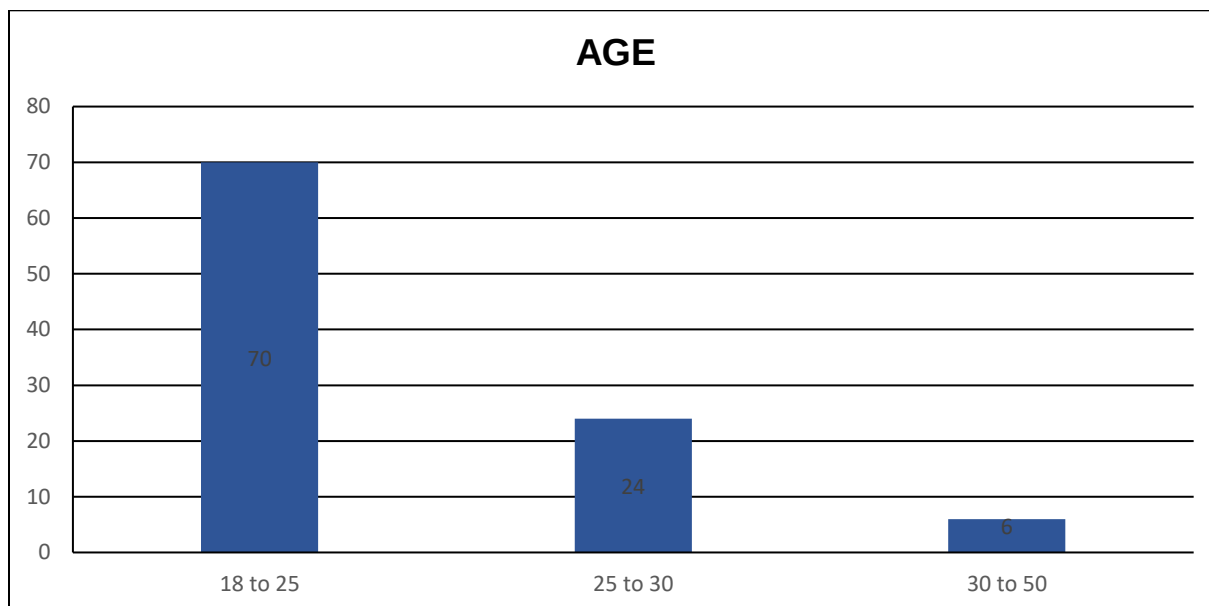


Chart 4.1.2 : Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 18 to 25 age of respondents are 70%, between 25 to 30 age of respondents are 24%, between 30 to 50 age of respondents are 6%.

Inference

Majority (70%) of the respondents are age between 18 to 25 years

Table 4.1.3: Education of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	SSLC	5	3.3
2	HSC	7	7.3
3	UG	123	82.00
4	PG	11	7.3
TOTAL		150	100.00

Source : Primary data

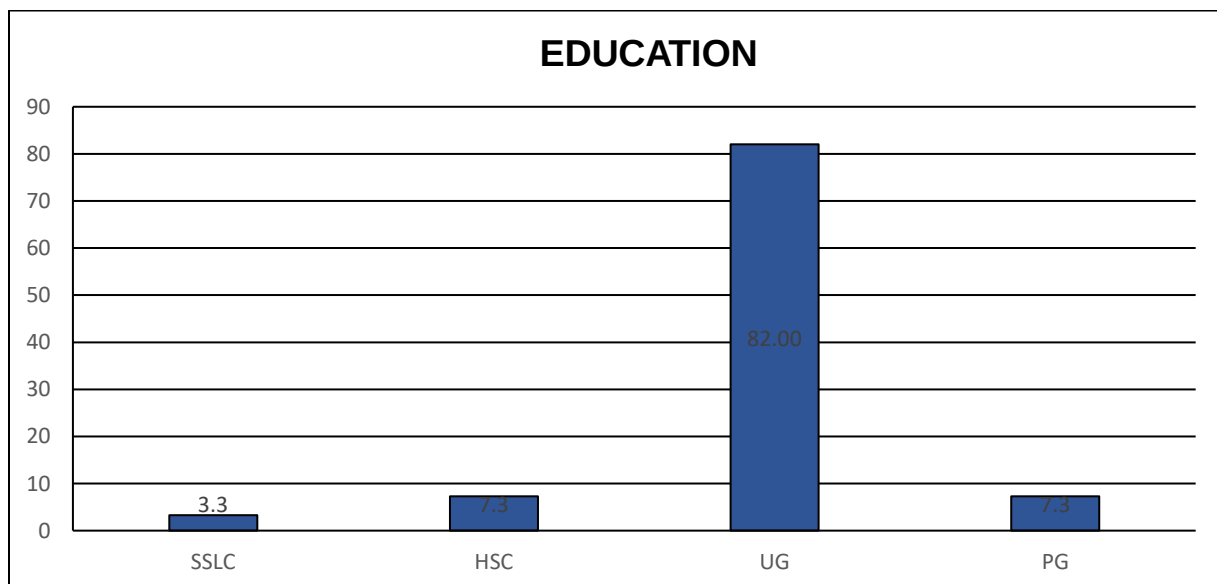


Chart 4.1.3 : Education of the respondents

Interpretation

From the above table it is interpreted that the number of respondents SSLC is 3.3%, HSC is 7.3%, UG is 82%, PG is 7.3%.

Inference

Majority (82%) of the respondents are UG.

Table 4.1.4 : Marital status of the respondents

S.NO	Particular	No. of Respondents	Percentage
1	Married	27	18.00
2	Unmarried	123	82.00
TOTAL		150	100.00

Source : Primary data

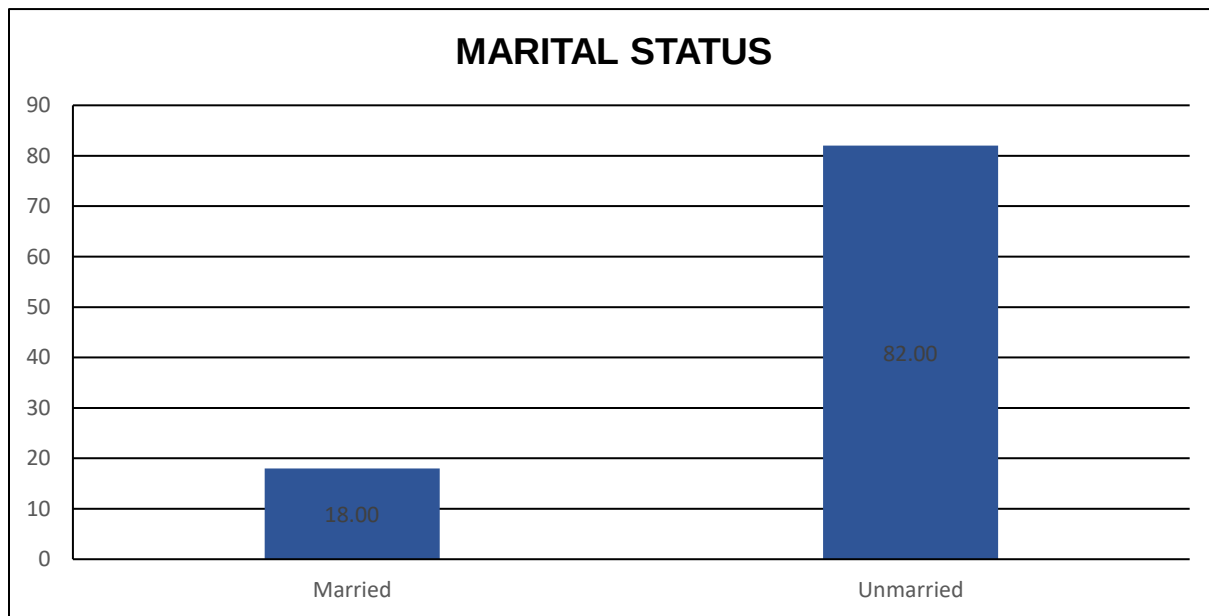


Chart 4.1.4 : Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 18% in married, 82% in unmarried.

Inference

Majority (82%) of the respondents are unmarried

Table 4.1.5 : Profession of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Employees	80	53.3
2	Businessman	4	2.7
3	Student	62	41.3
4	Others	4	2.7
TOTAL		150	100.00

Source : Primary data

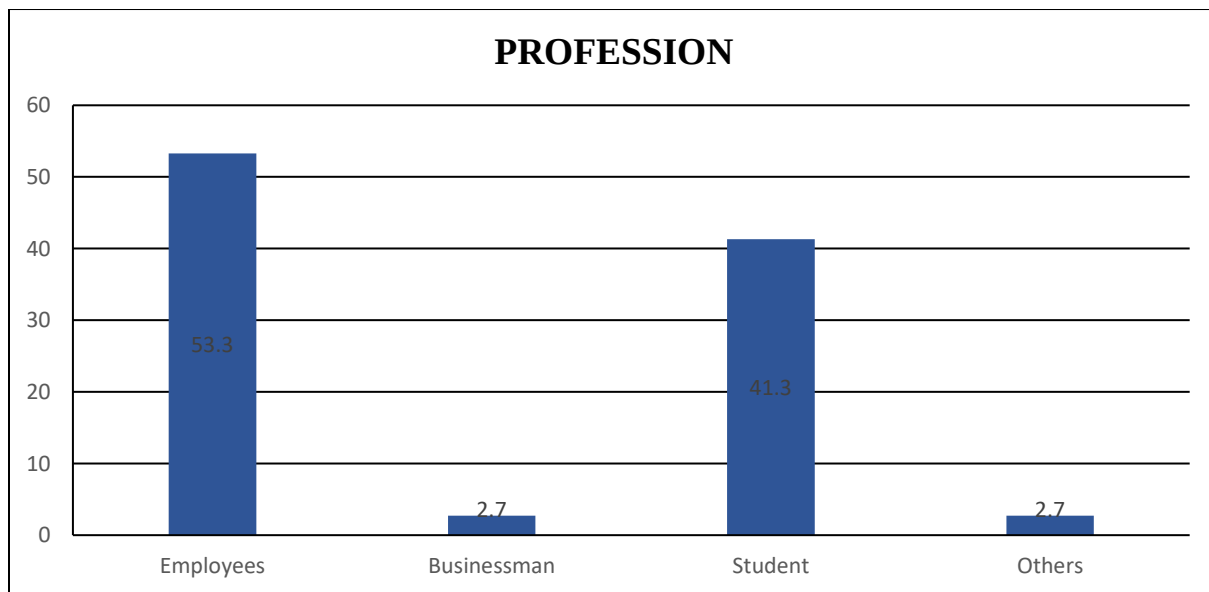


Chart 4.1.5: Profession of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 53.3% is Employees, 2.7% is Businessman, 41.3% is Student, 2.7% is others.

Inference

Majority (53.3%) of the respondents are Employees.

Table 4.1.6 : Spend on the online advertising per day of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Less than 1 hour	43	28.7
2	1 hour to 2 hours	29	19.3
3	3 hours to 4 hours	45	30
4	4 hours to 5 hours	27	18
5	Above 5 hours	6	4
TOTAL		150	100.00

Source : Primary data

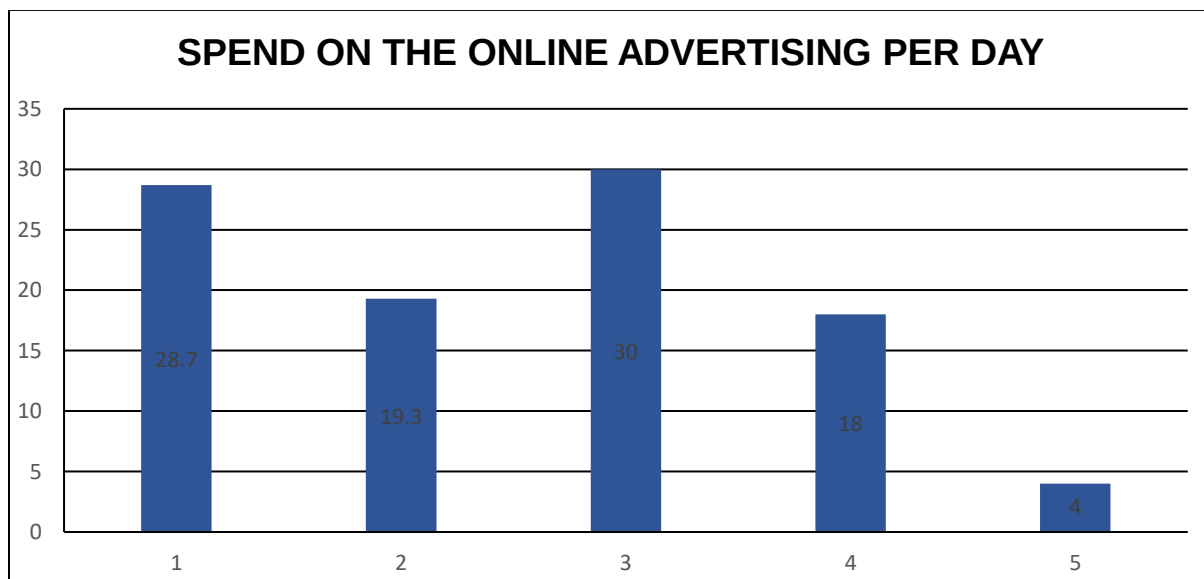


Chart 4.1.6 : Spend on the online advertising per day of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were spend 28.7% in less than 1 hour, 19.3% in 1 hour to 2 hours, 30% in 3 hours to 4 hours, 18% in 4 hours to 5 hours, 4% in above 5 hours.

Inference

Majority (30%) of the respondents are says 3 hours to 4 hours.

Table 4.1.7 : Influence of online advertisements on automobile sales of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Large influence	33	22
2	Medium influence	61	40.7
3	Low influence	20	13.3
4	Sometimes	27	18
5	Not sure	9	6
TOTAL		150	100.00

Source : Primary data

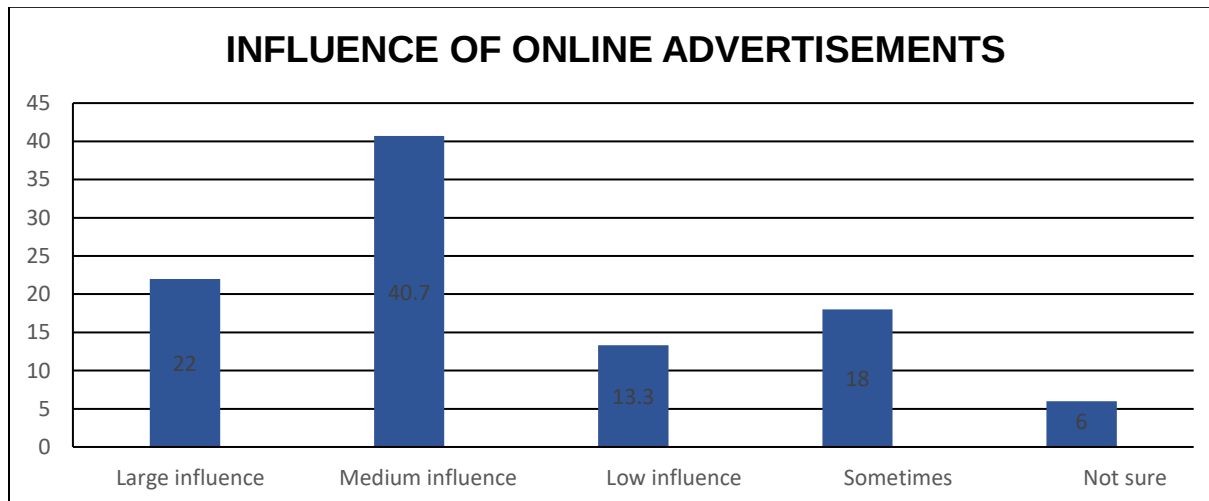


Chart 4.1.7 : Influence of online advertisements on automobile sales of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were influenced 22% in large influence, 40.7% in Medium influence, 13.3% in Low influence, 18% in sometimes, 6% in not sure.

Inference

Majority (40.7%) of the respondents says Medium influence

Table 4.1.8 : Look for in an automobile sales in online advertisement of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Price of automobile	46	30.7
2	Discount and deals	18	12
3	Customer review	66	44
4	Accessories and after service	9	6
5	Other	11	7.3
TOTAL		150	100.00

Source : Primary data

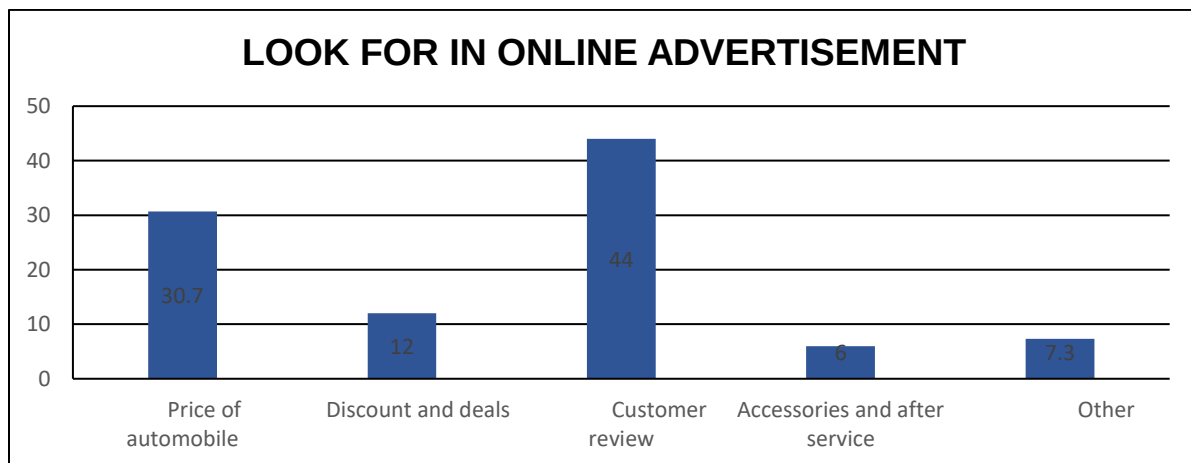


Chart 4.1.8 : Look for in an automobile sales in online advertisement of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were look for 30.7% in Price of automobile, 12% in Discount and deals, 44% in Customer review, 6% in Accessories and after service, 7.3% in others.

Inference

Majority (44%) of the respondents says Customer review.

Table 4.1.9 : Which online sources plan to use researching your automobile purchase of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	General internet search	46	30.7
2	Insurance websites	20	13.3
3	Personal social networking websites	23	15.3
4	Automobile safety rating website	50	33.3
5	Dealership websites	11	7.3
TOTAL		150	100.00

Source : Primary data

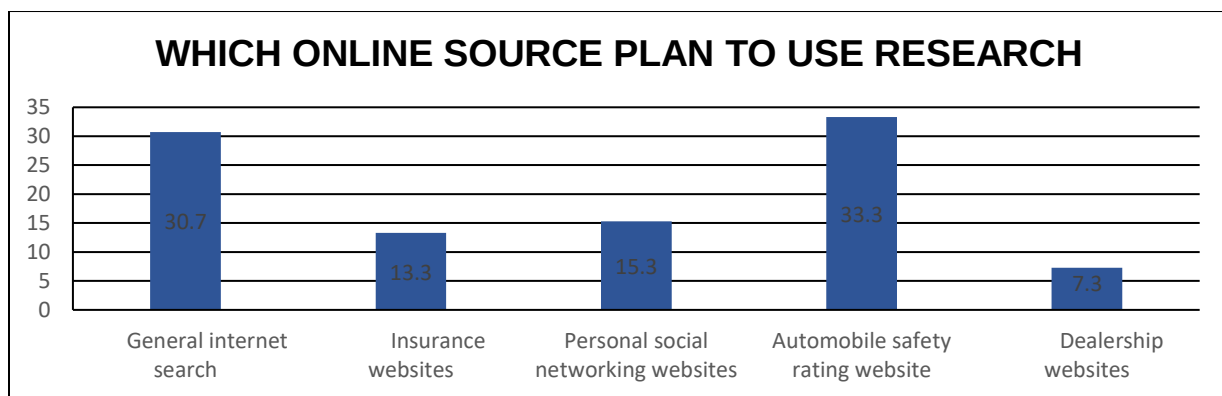


Chart 4.1.9 : Which online sources plan to use researching your automobile purchase of the respondents

Interpretation

From the above table it is interpreted that the 30.7% of respondents researching by General internet search, 13.3% in Insurance websites, 15.3% in Personal social networking websites, 33.3% in Automobile safety rating website, 7.3% in Dealership websites.

Inference

Majority (33.3%) of the respondents are researching by Automobile safety rating websites.

Table 4.1.10: Buying an automobile in online which factor is most important of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Driving performance	43	28.7
2	Mileage	31	20.7
3	Brand reputation	14	9.3
4	Quality of automobile	33	22
5	Safety	29	19.3
TOTAL		150	100.00

Source : Primary data

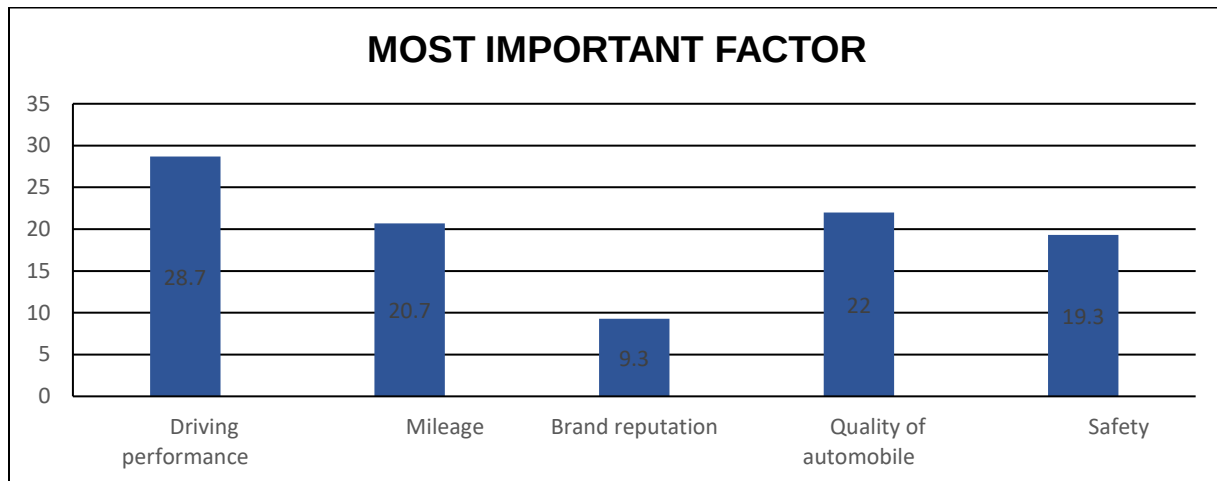


Chart 4.1.10 : Buying an automobile in online which factor is most important of the respondents

Interpretation

From the above table it is interpreted that the 28.7% of respondents important factor by Driving performance, 20.7% in Mileage, 9.3% in Brand reputation, 22% in Quality of automobile, 19.3% in Safety.

Inference

Majority (28.7%) of the respondents are says important factor is Driving performance.

Table 4.1.11 : Rate the value for money of the online advertising on automobile of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Excellent	21	14
2	Very good	53	35.3
3	Good	59	39.3
4	Fair	12	8
5	Poor	5	3.3
TOTAL		150	100.00

Source : Primary data

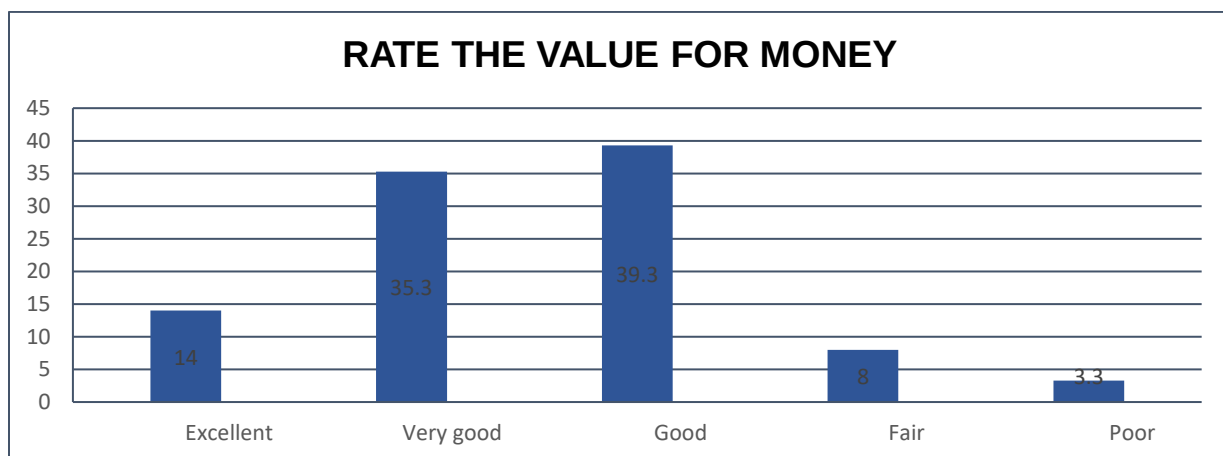


Chart 4.1.11 : Rate the value for money of the online advertising on automobile of the respondents

Interpretation

From the above table it is interpreted that the number of respondents says 14% excellent in the rate the value of money, 35.3% in very good, 39.3% in good, 8% in fair, 3.3% in poor.

Inference

Majority (39.3%) of the respondents says good in the rate the value of money.

Table 4.1.12 : Online sales price of an automobile compare to show room price of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	High	31	20.7
2	Same	61	40.7
3	Low	35	23.3
4	Very low	11	7.3
5	Considerable	12	8
TOTAL		150	100.00

Source : Primary data



Chart 4.1.12 : Online sales price of an automobile compare to show room price of the respondents

Interpretation

From the above table it is interpreted that the 20.7% of respondents says high sales price, 40.7% says same , 23.3% says low, 7.3% says very low, 8% says considerable.

Inference

Majority (40.7%) of the respondents are says same in online price compare to show room price.

Table 4.1.13 : Opinion about advertising on automobile sales provide EMI option of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Excellent	24	16
2	Very good	35	23.3
3	Good	45	30
4	Fair	26	17.3
5	Poor	20	13.3
TOTAL		150	100.00

Source : Primary data

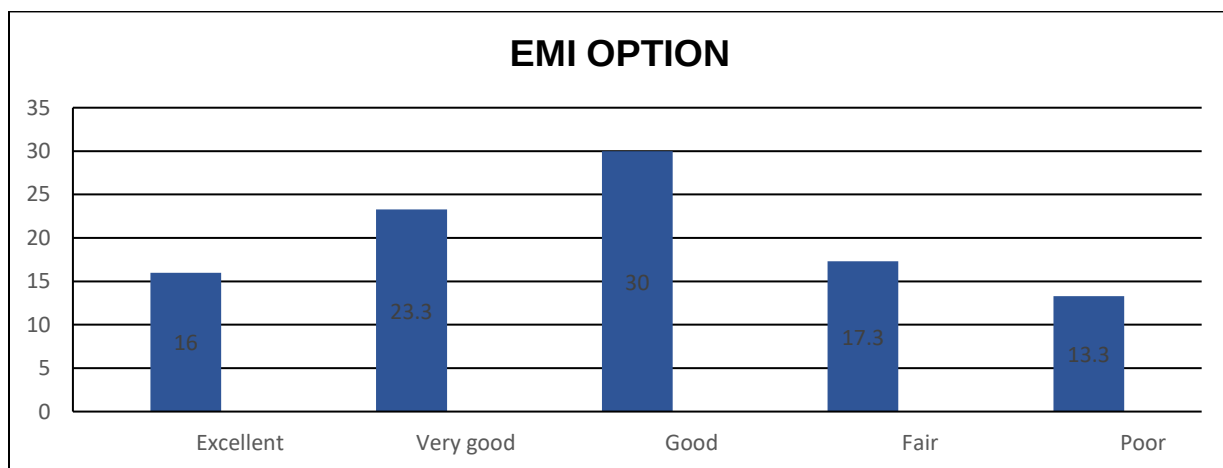


Chart 4.1.13 : Opinion about advertising on automobile sales provide EMI option of the respondents

Interpretation

From the above table it is interpreted that the number of respondents says 16% excellent in EMI option, 23.3% in very good, 30 % in good, 17.3% in fair, 13.3 in poor.

Inference

Majority (30%) of the respondents are says good in the EMI option.

Table 4.1.14 : Quality of the online advertising automobile of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Excellent	23	15.3
2	Very good	42	28
3	Good	42	28
4	Fair	25	16.7
5	Poor	18	12
TOTAL		150	100.00

Source : Primary data

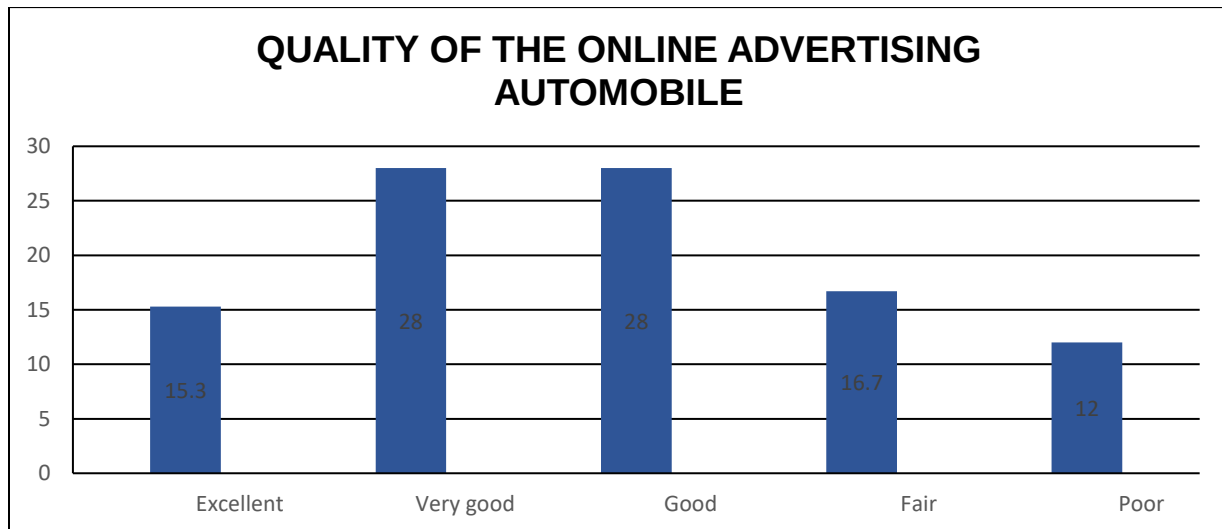


Chart 4.1.14 : Quality of the online advertising automobile

Interpretation

From the above table it is interpreted that the 15.3% of respondents says excellent, 28% says very good, 28% says good, 16.7% says fair, 12% says poor.

Inference

Majority (28%) of the respondents says very good, good for quality of the online advertising on automobile.

Table 4.1.15 : “Advertising is beneficial to customers because it provides important information about goods and service” do you agree this statement

S.NO	Particulars	NO. OF Respondents	Percentage
1	Strongly agree	45	30
2	Agree	54	36
3	Neutral	41	27.3
4	Disagree	7	4.7
5	Strongly disagree	3	2
TOTAL		150	100.00

Source : Primary data

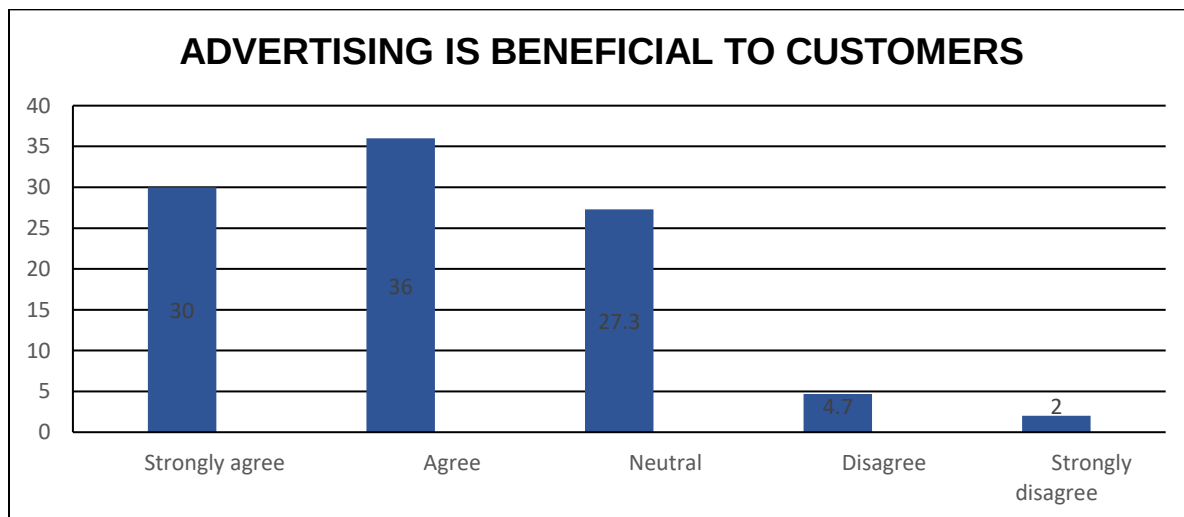


Chart 4.1.15: “Advertising is beneficial to customers because it provides important information about goods and service” do you agree this statement

Interpretation

From the above table it is interpreted that the 30% of respondents says Strongly agree, 36% says agree, 27.3% says neutral, 4.7% says disagree, 2% says strongly agree.

Inference

Majority (36%) of the respondents says agree for advertising is beneficial to customers.

Table 4.1.16 : online advertising not possible in test drive option in your opinion of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Very satisfied	19	12.7
2	Satisfied	37	24.7
3	Neither	24	16
4	Dissatisfied	47	31.3
5	Very dissatisfied	23	15.3
TOTAL		150	100.00

Source : Primary data

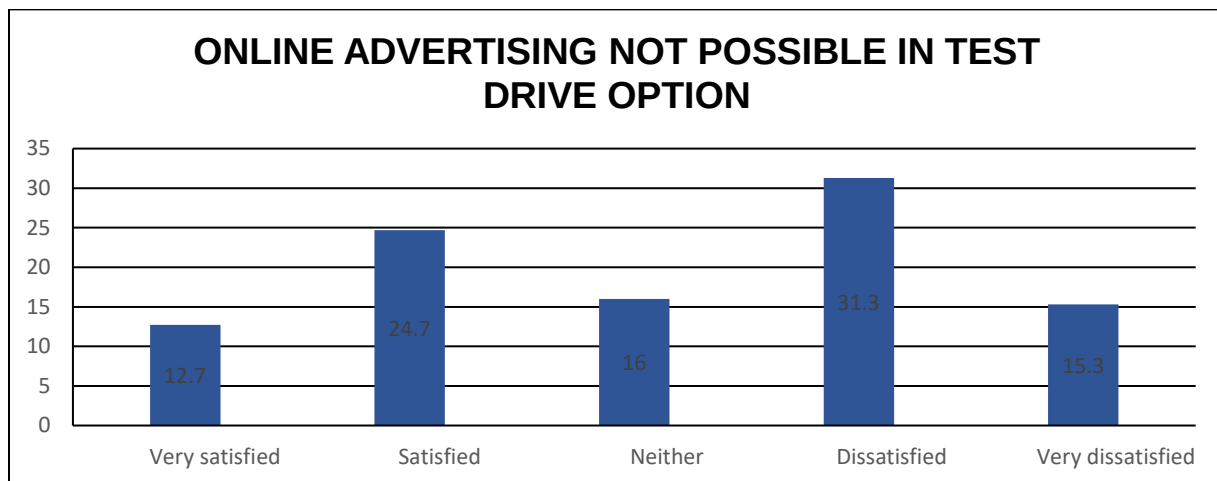


Chart 4.1.16 : online advertising not possible in test drive option in your opinion of the respondents

Interpretation

From the above table it is interpreted that the 12.7% of respondents says very satisfied, 24.7% says satisfied, 16% says neither, 31.3 says dissatisfied, 15.3% very satisfied.

Inference

Majority (31.3%) of the respondents says dissatisfied for online advertising not possible in test drive option.

Table 4.1.17 : The more times an advertisement of new automobile sales is viewed by a consumer, the more likely the consumer is to go and buy the product.do you agree with this statement.

S.NO	Particulars	NO. OF Respondents	Percentage
1	Strongly agree	43	28.7
2	Agree	64	42.7
3	Neutral	31	20.7
4	Disagree	5	3.3
5	Strongly disagree	7	4.7
TOTAL		150	100.00

Source : Primary data

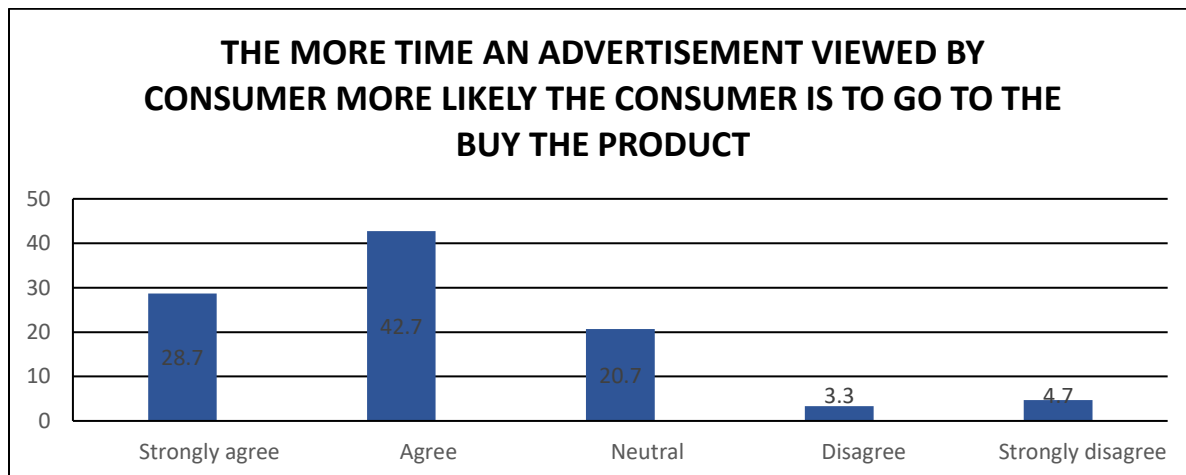


Chart 4.1.17 : The more times an advertisement of new automobile sales is viewed by a consumer, the more likely the consumer is to go and buy the product.do you agree with this statement.

Interpretation

From the above table it is interpreted that the 28.7% of respondents says strongly agree, 42.7% says agree, 20.7% says neutral, 3.3% says disagree, 4.7% says disagree.

Inference

Majority (42.7%) of the respondents says agree this statement.

Table 4.1.18 : People become victims of online advertising by using fake websites, agree with this statement of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Strongly agree	48	32
2	Agree	47	31.3
3	Neutral	32	21.3
4	Disagree	18	12
5	Strongly disagree	5	3.4
TOTAL		150	100.00

Source : Primary data

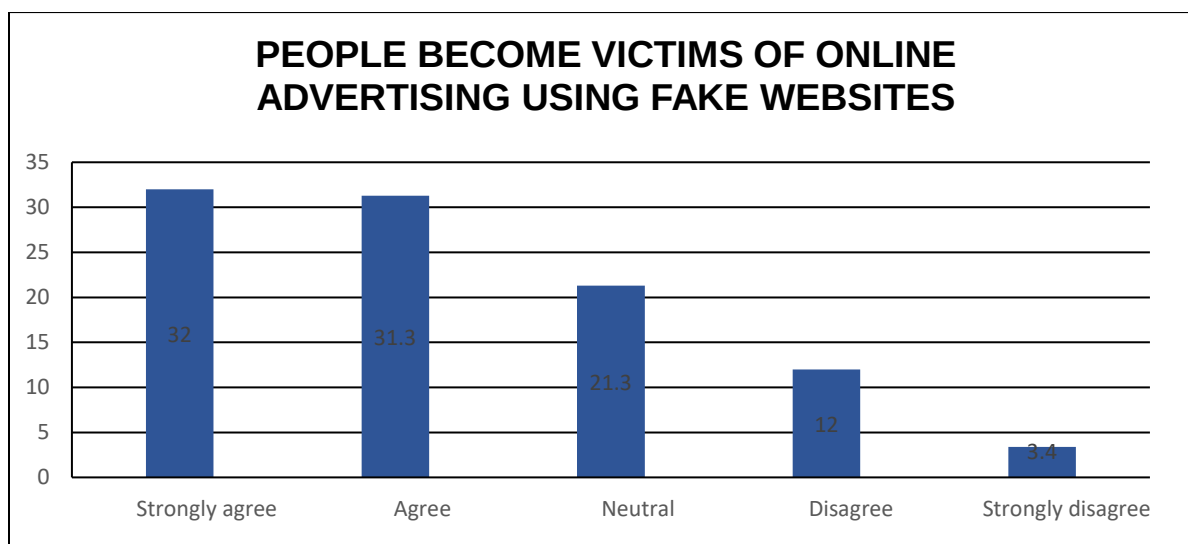


Chart 4.1.18: People become victims of online advertising by using fake websites, agree with this statement of the respondents

Interpretation

From the above table it is interpreted that the 32% says strongly agree, 31.3% says agree, 21.3% says neutral, 12% says disagree, 3.4% says strongly disagree.

Inference

Majority (32%) of the respondents strongly agree for the people using fake websites.

Table 4.1.19: Easy is it to understand the information on online advertising websites of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Extremely easy	30	20
2	Very easy	43	28.7
3	Some what easy	35	23.3
4	Not so easy	21	14
5	Not at all easy	21	14
TOTAL		150	100.00

Source : Primary data

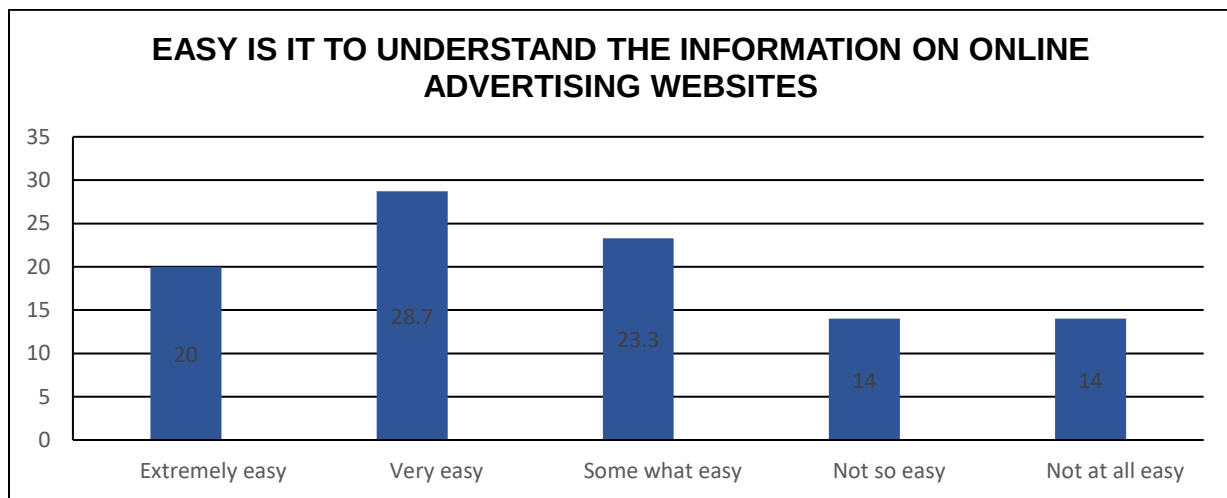


Chart 4.1.19 : Easy is it to understand the information on online advertising websites of the respondents

Interpretation

From the above table it is interpreted that the 20% of respondents extremely easy, 28.7% says very easy, 23.3% says some what easy, 14% says not so easy, 14% says not at all easy.

Inference

Majority (28.7%) of respondents says easy to information on online advertising websites

CHAPTER 5

5.1 FINDINGS

- 1) Majority (67.3%) of the respondents are Male.
- 2) Majority (70%) of the respondents are age between 18 to 25 years
- 3) Majority (82%) of the respondents are UG.
- 4) Majority (82%) of the respondents are unmarried.
- 5) Majority (53.3%) of the respondents are Employees.
- 6) Majority (30%) of the respondents are says 3 hours to 4 hours.
- 7) Majority (40.7%) of the respondents says Medium influence
- 8) Majority (44%) of the respondents says Customer review.
- 9) Majority (33.3%) of the respondents are researching by Automobile safety rating websites.
- 10) Majority (28.7%) of the respondents are says important factor is Driving performance.
- 11) Majority (39.3%) of the respondents says good in the rate the value of money.
- 12) Majority (40.7%) of the respondents are says same in online price compare to show room price.
- 13) Majority (30%) of the respondents are says good in the EMI option.
- 14) Majority (28%) of the respondents says very good, good for quality of the online advertising on automobile.
- 15) Majority (36%) of the respondents says agree for advertising is beneficial to customers.
- 16) Majority (31.3%) of the respondents says dissatisfied for online advertising not possible in test drive option.
- 17) Majority (42.7%) of the respondents says agree this statement.
- 18) Majority (32%) of the respondents strongly agree for the people using fake websites.
- 19) Majority (28.7%) of respondents says easy to information on online advertising websites.

5.2 SUGGESION

- The overall experience index from the study reveals that the online performing very well and customers buying are much experience with the services given to them
- Some of the customers have complained about the not possible of test drive process. Therefore, I recommend to the online shopping to focus a little bit more. It needs to improve its test drive process. Need to become little quick and fast.
- The customers must have the right to know about the truth of matters in advertisement.
- Misleading and fraudulent advertisement should be banned.
- Only offer best and quality products in your shopping sites.
- Advertisement should include complete and correct information regarding the products.

5.3 CONCLUSION

The success of a product depends on its advertising strategy. This study reveals that the most important fact that influences the online shopping is the online advertisement. The consumers are much influenced by the advertisement in the purchasing decision. The study shows that an advertisement is must for the success of a product in its marketing strategies. An attractive advertisement can boost up the sale of a product. So an advertisement, which improves from the several factors such as quality of products, delivery time, not possible test drive option, products checking on the spot, influencing online ads, fake websites etc. which customer look before online shopping. So the online websites must look after those factors to be successful and retain the customers. Finding of the study is that online shopping is grown in positive manner among customers. The above study will be help the customers to get more awareness about online advertising on automobile sales.

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APPENDIX (Questionnaire)

1) Personal Details

- i. Gender (a) Male (b) Female (c) Other
- ii. Age (a) 18 to 25 (b) 25 to 30 (c) 30 to 50
- iii. Education (a) SSLC (b) HSC (c) UG (d) PG
- iv. Profession (a) Employees (b) Businessman (c) Student
- v. Marital status (a) Unmarried (b) Married (c) others

2) On average, how many hours do you spend on the online advertising per day?

- (a) Less than 1 hour (b) 1 hour to 2 hours (c) 3 hours to 4 hours
- (d) 4 hours to 5 hours (e) Above 5 hours

3) How much influence do you feel online advertisements on automobile sales?

- (a) Large influence (b) Medium influence (c) Low influence (d) Sometimes
- (e) Not sure

4) What do you look for in an automobile sales in online advertisement?

- (a) Price of automobile (b) Discount and deals (c) Customer review
- (d) Accessories and after service (e) Other

- 5) Which of the following online sources do you plan to use when researching your automobile purchase?
- (a) General internet search (b) Insurance websites (c) Personal social networking websites (d) Automobile safety rating websites (e) Dealership websites
- 6) When buying an automobile in online which factor is most important?
- (a) Driving performance (b) Mileage (c) Brand reputation (d) Quality of automobile (e) Safety
- 7) How would you rate the value for money of the online advertising on automobile?
- (a) Excellent (b) Very good (c) Good (d) Fair (e) Poor
- 8) In online sales price of an automobile compare to show room price?
- (a) High (b) Same (c) Low (d) Very low (e) Considerable
- 9) What is your opinion about advertising on automobile sales will provide EMI option?
- (a) Excellent (b) Very good (c) Good (d) Fair (e) Poor
- 10) would you rate the quality of the online advertising automobile?
- (a) Excellent (b) Very good (c) Good (d) Fair (e) Poor

11)Advertising is beneficial to consumers because it provides Important information about goods and service” do you agree with this statement?

(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

12) In online advertising not possible in test drive option, what is your opinion?

(a) Very satisfied (b) Satisfied (c) Neither (d) Dissatisfied (e) Very dissatisfied

13) The more times an advertisement of new automobile sales is viewed by a consumer, the more likely the consumer is to go and buy the product.do you agree with this statement?

(a) Strongly agree (b) agree (c) Neutral (d) Disagree (e) Strongly disagree

14) Do you agree that people become victims of online advertising by using fake websites?

(a) Strongly agree (b) agree (c) Neutral (d) Disagree (e) Strongly disagree

15) How easy is it to understand the information on online advertising website on automobile sales?

(a) Extremely easy (b) Very easy (c) Some what easy (d) Not so easy
(e) Not at all easy

16) Give your suggestion to improve online advertising on automobile sales?
