Impact of Digital Marketing Communication on Consumer Buying Decision Process: A Study of Indian Passenger Car Market

We are conducting a study to analyze the impact of Digital Marketing Communication by Indian Car Marketers on Consumer Decision Making Process. Digital communication is made through various marketing channels like Website, Social Networking Sites, YouTube, Mobile Phone, Digital Outdoors, Online Communities, and Digital TV etc. Marketing and Communication over digital media is known as Digital Marketing. Consumer Decision making process deals with stages like need recognition, information search, evaluation of alternatives, purchase and post purchase behaviour.

Instructions:
From 2nd Statement onwards, Please rate the following statements which make a comparison between digital and traditional marketing on a scale of 1 to 5.

- Rate 1 when you strongly disagree with the statement.
- Rate 2 when you disagree with the statement.
- Rate 3 when you are neutral with the statement.
- Rate 4 when you agree with the statement.
- Rate 5 when you strongly agree with the statement.

Q.1 Which of the following channels do you use for getting information about various brands of car?

(Tick as many as applicable) If answer to first question is 'Traditional Sources' only; then move to Question No. 61.

- Websites
- Social Networking Sites
- YouTube
- Phone (Through SMS/MMS)
- Smartphone (Apps/SMS/MMS/internet surfing)
- Online Communities
- Digital Outdoors
- Digital TV
- Traditional Sources (Newspaper, TV, Radio, Friends, Family etc.)
- E-mails
- Others

2) Digital marketing communication makes me aware of my need of buying a car.

Strongly Disagree [ ] [ ] [ ] [ ] [ ] Strongly Agree
3) Digital marketing communication enables me to prepo my car buying decision.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

4) I have started using digital channels more than the traditional channels for getting information about car brands.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

5) Digital media provides huge quantity of information about a car as compared to traditional marketing while buying.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

6) I can take informed decisions because of availability of information over digital channels as compared to traditional media.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

7) It is easy to have expert advice about car over digital channels as compared to traditional media.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

8) I can easily select the car's brand based on the expert's advice over digital media as compared to traditional media.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

9) Customers’ reviews available over digital channels help me in evaluating the car brand.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

10) I feel positive towards that car brand that has maximum positive reviews.

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |

11) I give more weightage to consensus recommendations while selecting a car brand rather than manufacturer's claim.

(Consensus recommendation refers to situation where majority people favour a particular brand)

| Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly Agree |
12) I may change the brand considered for purchase after searching online.

Strongly Disagree 1 2 3 4 5 Strongly Agree

13) I can easily compare the various car brands over digital media as compared to traditional media.

Strongly Disagree 1 2 3 4 5 Strongly Agree

14) I can get the best value deal for a car on digital media.

Strongly Disagree 1 2 3 4 5 Strongly Agree

15) I doubt the authenticity of information over digital channels more as compared to information available with traditional media.

Strongly Disagree 1 2 3 4 5 Strongly Agree

16) I cannot take decisions solely based on the basis of information available on digital channels while buying a car.

Strongly Disagree 1 2 3 4 5 Strongly Agree

17) Digital media is technical in nature as compared to traditional media.

Strongly Disagree 1 2 3 4 5 Strongly Agree

18) I don’t feel at ease while searching for information about cars over digital channels due to its technicality.

Strongly Disagree 1 2 3 4 5 Strongly Agree

19) I feel digital media is more interactive as compared to traditional media.
(Interactive here means producing output as per user's input/needs such as text, graphics, animation, video, audio, games, etc.)

Strongly Disagree 1 2 3 4 5 Strongly Agree

20) I get more relevant information about cars over digital media as compared to traditional media.

Strongly Disagree 1 2 3 4 5 Strongly Agree
21) I think digital media reduces the time taken for collecting necessary information while buying a car.

   Strongly Disagree 1 2 3 4 5 Strongly Agree

22) I appreciate the time saved by digital channels while buying a car.

   Strongly Disagree 1 2 3 4 5 Strongly Agree

23) Digital media helps reducing the visits to showroom before buying a car.

   Strongly Disagree 1 2 3 4 5 Strongly Agree

24) Using Digital channels for car buying fits well the way I generally look for information.
   (This question deals with compatibility. Compatibility means ability of digital channels to align with the existing behavioural pattern of individual.)

   Strongly Disagree 1 2 3 4 5 Strongly Agree

25) I prefer digital channels for getting information as these channels fit well with the way I look for information.

   Strongly Disagree 1 2 3 4 5 Strongly Agree

26) I use digital channels while buying car as digital channels don't require significant change in behaviour.

   Strongly Disagree 1 2 3 4 5 Strongly Agree

27) I prefer those channels which don't demand significant change in behaviour.

   Strongly Disagree 1 2 3 4 5 Strongly Agree

28) I find digital media easy to use while buying car.

   Strongly Disagree 1 2 3 4 5 Strongly Agree

29) The easiness of using digital media motivates me to use it more than traditional media while buying car.

   Strongly Disagree 1 2 3 4 5 Strongly Agree
30) My friends suggested me to use digital channels before making a car purchase decision.

Strongly Disagree □□□□□ Strongly Agree

31) Generally Speaking, I pay attention to what my friends suggest me to do.

Strongly Disagree □□□□□ Strongly Agree

32) My family doesn't support the use of digital channels for making a car purchase decision.

Strongly Disagree □□□□□ Strongly Agree

33) What my family thinks about use of digital media while buying a car is important to me.

Strongly Disagree □□□□□ Strongly Agree

34) My online friends advocate the use of digital media while buying a car.

Strongly Disagree □□□□□ Strongly Agree

35) My online friends' opinion is important to me.

Strongly Disagree □□□□□ Strongly Agree

36) I think I am comfortable with using new age digital technologies while buying a car.

Strongly Disagree □□□□□ Strongly Agree

37) It is important for me to feel comfortable for using digital media.

Strongly Disagree □□□□□ Strongly Agree

38) I can use the digital channels on my own without any help while buying a car.

Strongly Disagree □□□□□ Strongly Agree

39) I would use digital channels while buying a car only if I know how to use them.

Strongly Disagree □□□□□ Strongly Agree
40) The cost involved in searching information about cars over digital media is less as compared to traditional media.  

Strongly Disagree  1 2 3 4 5  Strongly Agree

41) Due to low cost, I tend to use digital channels more than traditional channels.

Strongly Disagree  1 2 3 4 5  Strongly Agree

42) Compatibility of digital content with different kind of devices is an important issue in digital communication about cars.

Strongly Disagree  1 2 3 4 5  Strongly Agree

43) I only use that digital information that is compatible with my device.

Strongly Disagree  1 2 3 4 5  Strongly Agree

44) I don't trust the digital channels completely while buying a car.

Strongly Disagree  1 2 3 4 5  Strongly Agree

45) I only seek information from channels that I trust.

Strongly Disagree  1 2 3 4 5  Strongly Agree

46) Using Digital Channels throughout the decision making process while buying a car is good idea.  
(Decision making process here means need recognition, information search, evaluation, selection and post purchase.)

Strongly Disagree  1 2 3 4 5  Strongly Agree

47) It is wise to use digital channels as information like car servicing, due date of insurance and new offers are easily communicated to the customers.

Strongly Disagree  1 2 3 4 5  Strongly Agree

48) I like the idea of using digital media channels as digital channels help in easy selection of car dealer as compared to traditional media.

Strongly Disagree  1 2 3 4 5  Strongly Agree
49) It is good to use digital channels as registering complaints is easy with digital media as compared to traditional media.

Strongly Disagree 1 2 3 4 5 Strongly Agree

50) People who are important to me think that I should use digital media while buying a car.

Strongly Disagree 1 2 3 4 5 Strongly Agree

51) I am capable of using digital channels while buying a car.

Strongly Disagree 1 2 3 4 5 Strongly Agree

52) I have all the resources to use digital channels while buying a car.

Strongly Disagree 1 2 3 4 5 Strongly Agree

53) I intend to join the consumer forums/blogs/SNS of car brands. (SNS: Social Networking Sites)

Strongly Disagree 1 2 3 4 5 Strongly Agree

54) I would subscribe to the newsletter of car brands to avail the important information.

Strongly Disagree 1 2 3 4 5 Strongly Agree

55) I participate in online discussions about car brands.

Strongly Disagree 1 2 3 4 5 Strongly Agree

56) I recommend my friends any exciting digital content about cars that I come across.

Strongly Disagree 1 2 3 4 5 Strongly Agree

57) I would buy car based upon the information available over digital media.

Strongly Disagree 1 2 3 4 5 Strongly Agree

58) I would like to book a car online for purchasing.

Strongly Disagree 1 2 3 4 5 Strongly Agree
59) I find financing options more easily through digital media sources as compared to traditional media.

Strongly Disagree [ ] [ ] [ ] [ ] Strongly Agree

60) I would like to give feedback about my satisfaction/dissatisfaction over digital channels.

Strongly Disagree [ ] [ ] [ ] [ ] Strongly Agree

61) I don't use digital media channels while buying a car as

Only answer this question when you don't use digital channels. Tick as many as applicable.

- I find digital media technical
- I find digital media costly.
- I don't have that much time.
- I don’t have the knowledge about how to use digital channels.
- I don't trust digital media.
- I don't find digital media interesting.
- I am not aware of digital media channels.
- Others [ ]

Classification Variables

a) Brand of Car You Own

b) Age (In Years)

- 18-25
- 26-30
- 31-35
- 36-40
- Above 40

c) Education

- Senior Secondary
- Graduate
- Post Graduate
- Others [ ]

d) Occupation

- Student
- Service
- Business
- Home-maker
e) Annual Household Income
- Below 4 Lakhs
- 4 Lakhs and above but below 8 Lakhs
- 8 Lakhs and above but below 20 Lakhs
- 20 Lakhs and above

f) Place of Living
(Write the Exact Location; not just Delhi or New Delhi)


g) Gender
- Male
- Female
Appendix II

Glossary

- **Advertising**: Advertising is a 'paid form' communication for masses with the help of mass media by an identified sponsor. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market.
- **Affiliate Marketing**: It is a performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.
- **Alternative Hypothesis**: The alternative hypothesis, denoted by H1 or Ha, is the hypothesis that sample observations are influenced by some non-random cause. If the null hypothesis is rejected, then the alternative hypothesis may be accepted.
- **AMOS**: Analysis of Moment Structures is statistical software which enables researcher to specify, estimate, assess and present models to show hypothesized relationships among variables. It is an added SPSS module specially used for Structural Equation Modeling, path analysis, and confirmatory factor analysis.
- **Analytics**: Analytics deals with the information that results from the statistical analysis of data. Analytics includes the discovery, interpretation, and communication of meaningful patterns in data. Organizations may apply analytics to business data to describe, predict, and improve business performance.
- **Area Wise Proportionate Cluster Sampling**: In this technique target population is divided into mutually exclusive and exhaustive sub-groups called clusters. Thereafter each cluster is sampled in the ratio of its contribution towards the total population.
- **Augmented Reality**: This refers to a technology that superimposes a computer-generated image on a user's view of the real world, thus providing a composite view. The technology turns the environment around a user into a digital interface by placing virtual objects in the real world, in real-time. Mobile Apps, Webcam, head mounted displays, glasses and lenses are some of the devices that can be used to experience the augmented reality.
- **Banking, Financial Services and Insurance (BFSI)**: This is an industry term commonly used by IT firms and data mining firms, for the companies that provide a range of financial products/services. BFSI usually comprises commercial banks, insurance companies, non-banking financial companies, cooperatives, pension funds, mutual funds and other smaller financial entities.
- **Banner Ad**: A Popular form of web advertising. The image based advertisement displayed on a website having a link to advertisers’ website is known as banner ad. The host (the website where banner is displayed) is paid normally paid on the basis of impressions, click and purchase. Banner ads could be static or animated.
- **Billboard:** A billboard is also known as "hoarding" in many parts of the world. It is a large board fixed high on a wall outside on which large advertisements are shown, typically found in high traffic areas. Billboards present large advertisements to passing pedestrians and drivers.

- **Blog:** It is a regularly updated website or web page similar to personal diary with, typically one run by an individual or small group. Blog includes the chronological entries made by individuals. The style of writing blog is informal or conversational. Blog may include the recording of thoughts, opinions and experiences related to particular theme.

- **Bounce Rate:** This refers to the percentage of the online visitors to a particular website who go away or leave the site after viewing only one page.

- **Brand:** A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor.

- **Buzz Marketing:** This refers to a technique that is focused on maximizing the word-of-mouth potential of a particular campaign or product, either through personal conversation among customers or by using social media.

- **Call to Action:** Call to Action (CTA) is an instruction/direction to the audience to provoke an immediate response. CTA is a banner, button, or some type of graphic or text on a website meant to prompt a user to click it and motivating them to buy. ‘Call Now’, ‘Buy Now’ and ‘Find Out More’ and ‘Visit the Nearest Store’ are some of the phrases used in CTA.

- **Categorical Data:** The data which serves only as labels or tags to identify objects, properties or events. It can only establish whether two observations are alike or different.

- **Chi-square:** The common non-parametric test used to compare the observed data with the expected data that is supposed to be obtained as per particular hypothesis. The test is carried out to see the association if any between two categorical variables. It is applied to evaluate how likely the observed difference has arisen because of chance. The test is also used a goodness of fit test.

- **Cluster Analysis:** An explorative analysis that tries to identify structures within the data. It is also known as segmentation analysis or taxonomy analysis. The technique aims to identify homogenous groups of cases, i.e., observations, participants, respondents.

- **Co-creation:** A customer centric marketing philosophy whereby customers and producers jointly design and produce the offering

- **Communication:** Communication is the activity of conveying information. Communication comes from the Latin word ‘communis’ which means common. Communication requires a sender, a message, and an intended recipient.

- **Compact Car:** A vehicle carrying the length between 3401 to 4000 mm is known as Compact Car as per SIAM. Car brands like Alto, Wagon r, Zen, i10, A-Star, Swift etc. come in this segment.

- **Comparison Websites:** These are the websites that specialise in comparing the price and features of a product available over different websites. Junglee.com, PriceDekho.com, Mysmartprice.com, Mypriceindia.com are the common comparison website in online shopping. Cardekho.com, carwale.com,
cartrade.com, autoportal.com, zigwheels.com are the popular car comparison sites in India.

- **Competitive Advantage:** A condition in which a company has an edge over its competitors in the market. A company can avail competitive advantages due to variety of factors, including cost structure, brand image, product quality, distribution network, intellectual property and customer loyalty.

- **Confidence Level:** This refers to the expected probability that actual value would fall in the stated precision terms. Most common confidence level is 95% which states that 95 times out of 100 times, the sample results would containing the true population results within stated precision limits.

- **Consumer Behaviour:** The study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas. It also refers to the study of when, why, how, where and what people do or do not buy products.

- **Consumer:** A wider term encompassing not only the actual buyer or customer but also all its users i.e. consumers. A consumer is engaged activities like selecting, acquiring, using and disposing a product.

- **Convenient Sampling:** Convenience sampling attempts to obtain a sample of convenient elements. Often, respondents are selected because they happen to be in the right place at the right time.

- **Cookie:** A small piece of data sent from a website which gets stored in a user's web browser while the user is browsing that website. Cookies are used to keep track of visitor’s movements within the site, help them resume where they left off, remember their registered login, theme selection, preferences, and other customization functions.

- **Cross Selling:** Practice of selling a different product to an existing customer.

- **CTR:** Click through Rate is a measure of success of web advertising. It refers to the ratio of visitors who clicked on a link to the total number of visitors who view a page, email, or advertisement. For instance, if out of 100 visitors who viewed a banner ad, 3 clicked on the ad, CTR would be 3%.

- **Customer Engagement:** A customer centric philosophy that recently gained importance in marketing arena. This refers to the depth of the relationship a customer has with a brand. Consumer engagement is built with every interaction of customers with the brand. Consumer engagement leads to increased purchase, positive word of mouth, increased interaction with the brand and enhanced loyalty.

- **Customer Involvement:** Customer involvement refers to how much time and efforts a customer will put while buying a particular product.

- **Customer Relationship Management:** Customer Relationship Management (CRM) is the managerially relevant application of relationship marketing across an organization focused on customers, which leverages IT to achieve performance objectives. CRM restricts the relationship target to “key customers and customer segments. It focuses more on integration of process, people, operations, and marketing capabilities that is enabled though information, technology, and applications.
- **Customer**: A customer defined in terms of a specific product or company and is the one who actually purchases a product or service from a particular organization or shop.

- **Customization**: Changing the products as per the needs and requirements of the customers.

- **Data Mining**: This refers to the practice of examining large pre-existing databases in order to generate new information. Data mining includes the analysis of data from different perspectives and summarizing it into useful information which can be used to increase revenue, cut costs, or both.

- **Data Storage**: This refers to the practice of archiving data in electromagnetic or other forms for use by a computer or device.

- **Data Transmission Technology**: Movement of data in form of bits between two or more digital devices via channels such as copper wires, optical fibers, wireless communication channels, storage media and computer buses.

- **Database Marketing**: Database marketing is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.

- **Descriptive Analysis**: Statistics that quantitatively describe the basic features of the data in a study. Descriptive statistics helps describing or summarizing data in a meaningful way.

- **Descriptive Statistics**: Descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures.

- **Digital Darwinism**: A phenomenon where society and technology evolve faster than the natural capacity of the firms to adapt.

- **Digital Outdoors**: Out of home media capable of interacting with the individual customers using contemporary technology of internet, Wi-Fi, Bluetooth etc.

- **Direct Mails**: Direct mails are the mails or letters in physical forms that are sent by the firms to the prequalified customers’ address. Companies make a list of its target customers who are more likely to respond to the given program.

- **Direct Marketing**: Direct marketing refers to connecting directly with carefully targeted individual customers to obtain both an immediate response and cultivating customer relationship.

- **Discount Coupons**: A ticket or document offered by marketer to its customers who can redeem for financial discount it at the time of purchase.

- **Discriminant Analysis**: Advanced statistical analysis using a classification function to assign data to one of two or more groups.

- **Discussion Forums**: These are the online consumer communities whereby frequent discussions happen about various topics.

- **Display Ads**: Display Ads are interactive ads that appear on the Web next to content on Web pages. Formats include static banners, pop ups, videos, and floating units. Customers can click on the ad to respond directly to the message or to find more detailed information.

- **DTH**: Direct to home refers to reception of satellite signals on a TV with a personal dish in an individual home.
- **E-commerce**: E-commerce is a form of direct marketing and refers to buying and selling on-line. Here business transactions are made on-line rather than the typical brick and mortar setting.
- **Electronic Media**: The broadcast media that uses electronic technology. The major electronic channels include may include television, radio and internet.
- **Email Marketing**: This is the most common method used in direct marketing. Here mails are sent to the target customers’ mail ids. This method is popular because it is inexpensive and marketers can send the messages round the clock.
- **E-newsletter**: E-newsletters are the publications which are regularly developed and distributed by businesses to its customers.
- **Extended Problem Solving**: This is a kind of CDM where high level of involvement is there along with many brands available in the market to choose from. Here the customer is engaged in extensive information search as huge financial commitment is involved. There are high chances of having post purchase dissonance. Products like Car, Homes, PC and televisions are the categories which are likely to go through this kind of decision making.
- **Factor Analysis**: It is a data reduction technique which extracts a small set of factors (not related to each other) from a larger set of observable variables (correlated with each other). This allows researcher to summarize a large number of variables into a smaller number of factors.
- **Frequency**: Frequency refers to average number of times target audience is likely to be exposed to the ad in a given time frame.
- **Global Positioning System**: GPS in mobile phones can be used to give both real-time and historical navigation data using Global Navigation Satellite System (GNSS) network.
- **Google Adwords**: It is an advertising service by Google for businesses wanting to display ads on Google and its advertising network. Normally advertisers pay on the basis of Pay-per-Click method.
- **Hatchback**: A classification of the vehicle on the basis of body type. In Hatchback vehicle, engine area has a separate cabin while Passenger area and luggage area are together.
- **Hedonic Motivation**: A motivational principle which states that people seek pleasure and avoid pain.
- **High Involvement Product**: These are the product categories where customer is highly involved in the decision making process. He/she collects information from various sources i.e. both internal and external and then evaluates carefully the various alternatives. This happens in situations when item is expensive, bought infrequently and there lies a significant difference among the brands.
- **HTML**: Hyper Text Mark-up Language, the standard authoring language for creating web pages and web applications. HTML defines the structure and layout of a Web document by using a variety of tags and attributes.
- **Hypothesis Testing**: Hypothesis testing refers to the formal procedures used by statisticians to accept or reject statistical hypotheses.
- **Hypothesis**: A hypothesis is an assumption about a population parameter. This assumption may or may not be true. There are two types of statistical hypotheses namely null hypothesis and alternate hypothesis.
- **IAMAI**: Internet & Mobile Association of India is a not-for-profit industry body registered under the Societies Act, 1896. AMAI is the only specialized industry body in India representing the interests of online and mobile value added services industry.

- **Impulse Purchase**: An unplanned decision to buy a particular product or service made just before the purchase.

- **IMRB**: IMRB International (formerly Indian Market Research Bureau) is a multi-country market research, survey and business consultancy firm that offers a range of syndicated data and customized research services.

- **Inbound Marketing**: Marketing technique having pull focus. It aims to draw customers to products and services through content marketing, social media marketing and search engine optimization.

- **Inferential Analysis**: Drawing inferences about the population based on the sample results using statistical techniques is known as inferential analysis.

- **Instant Gratification**: It is the desire to experience pleasure or fulfillment without delay or deferment.

- **Interval Scale**: Interval scales possess a constant unit of measurement and permit one to make meaningful statements about differences separating two objects. This type of scale possesses the properties of order and distance, but the zero point of the scale is arbitrary.

- **Key Performance Indicators**: The measurable indicators in online advertising in which marketers are interested as these indicators might indicate the success of online marketing initiatives. The indicators might include number of unique site visitors, opt in registrations, return to websites, time spent on website, direct traffic, referral traffic, organic traffic, bounce rate, CTR, CPC, CPA (cost per action), mobile traffic etc.

- **Kiosk**: A kiosk is a free standing structure that may be attended or not. Some kiosks are interactive with the addition of computer screens and possibly an internet connection.

- **Landing Page**: This refers to a webpage where a web visitor lands on after clicking an advertisement. The landing pages can be of two types namely click through landing pages and lead generation landing page. Click through landing page pushes the visitor close to the sale by providing vital details about the advertised product. Lead generation pages aim to collect information about the visitor like name, e-mail address and contact number.

- **LCD**: liquid Crystal Display is the technology used for thin displays in notebook and other smaller computers. The LCD doesn't produce its own light; this is done by additional lighting.

- **LED**: Light Emitting Diode that produces light from electricity. LEDs are often used to backlight LCD displays, which results in a clearer picture.

- **Level of Significance**: Also known as significance level. The probability of committing a Type I error is called the significance level. It happens when the researcher rejects a null hypothesis when it is true. This probability is also called alpha, and is often denoted by $\alpha$.

- **Likert Scale**: The most common scale used in research which was developed by Rensis Likert. It requires the respondents to indicate their degree of agreement or disagreement with the series of the statements about the subject of interest.
- **Location-based Mobile Services**: Location-based services (LBS) use real-time location data from a mobile device or smartphone to provide information, entertainment or security. These services can be query based or push based also wherein relevant information is delivered to the customer based on his/her location.

- **Low Involvement Product**: These are the product categories where involvement of consumer is less. Consumer spends less time in evaluation a particular product and normally is not a brand loyal. This happens in situations when item is bought frequently, buyer has all the information about the brand and its competitors and there is less difference among the competitive brands.

- **Luxury Car**: A vehicle carrying the length above 5000 mm come under luxury car segment as per SIAM. Car brands like Mercedes S class, 5 series, BMW come under this segment.

- **Marketing Communication**: Marketing communications is the science and art of communicating information that the company wants to reveal to or share with the public.

- **Measurement model**: The measurement model represents the theory that specifies how measured variables come together to represent the theory.

- **MMS**: Multimedia Messaging Service (MMS) refers to a messaging service including multimedia content to and from a mobile phone over a cellular network.

- **Mobile Apps**: A software application designed to run on mobile devices such as Smartphones and tablet computers. Most common examples of mobile apps which are generally pre-installed in phones are web browser, email, calendar, map, scanner, games etc.

- **Mobile Banking**: A service provided by a bank that allows its customers to conduct financial transactions normally through an app using a mobile device. This might include money transfer, bill payments, checking balance statements etc.

- **Mobile Marketing**: Mobile Marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

- **NASDAQ**: National Association of Securities Dealers Automated Quotations is the second largest stock exchange of the world after New York Stock Exchange.

- **Non-Parametric Test**: These tests are known as distribution free tests as they are not dependent on the assumptions regarding a population distribution. They test hypothesis on nominal and ordinal data. Some examples of non-parametric tests are Cho-Square Test, Run Testy, One Sample Wilcoxon Sign Rank Test.

- **Normal Distribution**: A probability distribution that plots all of its values in a symmetrical fashion and most of the results are situated around the probability's mean. This distribution which is bell shaped is a Normal Distribution.

- **Null Hypothesis**: The null hypothesis, denoted by H0, is usually the hypothesis that sample observations result purely from chance.

- **Opinion Leader**: An individual or organization that has the ability to influence public opinion on the subject matter for which the opinion is sought.
- **Outdoor Advertising**: Outdoor advertising aims to attract the customers outdoor and includes Billboards, Kiosks, Tradeshows and Events.
- **Pay-per-Click**: This is one of the most common buying models especially with Google, Yahoo and Bing in which advertisers pay the publisher only when the ad is clicked.
- **Personal Selling**: Personal selling is a promotional method in which one party (e.g., salesperson) uses skills and techniques for building personal relationships with another party (e.g., those involved in a purchase decision) that results in both parties obtaining value.
- **Positioning**: A marketing strategy that aims a brand to occupy a distinct image in the target customer’ mind in relation to its competitors.
- **Precision Level**: The level of precision is the closeness with which the sample predicts where the true values in the population lie. It is also known as Margin of Error.
- **Prospect**: A person regarded as likely or potential customer, client, etc.
- **Prosumers**: A term referred to a person who is both producer and consumer of content in digital media. The term was coined by Alvin Toffler, the American author of ‘The Third Wave’.
- **QR Codes**: Quick Response Code is a matrix barcode which is machine-readable optical label that contains information about the item to which it is attached. It consists of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone.
- **Questionnaire**: Questionnaire is a tool for primary data collection that consists of series of questions, written or verbal, that a respondent answers.
- **Reference Group**: A reference group includes individuals or groups that influence our opinions, beliefs, attitudes, behaviours and product and brand choice. They often serve as our role models and inspiration.
- **Relevance Algorithms**: This refers to an algorithms used by various search engines to rank the various pages in search engine results. PageRank is the relevance algorithm used by Google.
- **Reliability**: This is measure of internal consistency in a scale. This refers to the degree to which an assessment tool produces stable and consistent results. Cronbach’s Alpha is the most common tool of measuring reliability.
- **Response Rate**: It refers to the number of people who completed the survey to all the people selected for survey.
- **Sales management**: Sales management means the planning, direction and control of personal selling which includes selecting, equipping, assigning, routing, supervising, paying and motivating.
- **Sales Promotion**: Sales promotion refers to many kinds of incentives and techniques directed towards consumers and traders with the intention to produce immediate or short-term sales effects.
- **Sample**: Sample is the representative of the population that a researcher targets to carry out a specific research.
- **Sampling Frame**: Also known as frame of reference. A list containing all sampling units from where the sample is to be drawn is known as sampling frame.
Sampling Plan: Also known as sampling technique. It refers to a technique or the procedure for obtaining a sample from the sampling frame.

Scale: The tool used to assign number and symbols to characteristics of objects according to certain rules is known as scale. Scale represents a continuum on which measurements on the object are located. A scale of measurement allows the investigator to make comparisons of amounts and changes in the variable being measured. A scale might have the characteristics of description, order, distance and origin.

Search Engine Marketing: Using search engines to help connect users with the products and services they are most interested in. The advertisers pay for prominent placement among listings in search engines whenever a potential customer enters a relevant search term, allowing ads to be delivered to customers based upon their already-indicated search criteria.

Search Engine Optimization: A free and organic way for companies to improve their visibility on search engines. SEO helps search engines find and rank the marketer’s site higher than the millions of other sites in response to a search query.

Search Engines: A website that searches the Internet for documents that contain a key word, phrase, or subject specified by the user and provides a list of documents containing the specified word, phrase or subject.

Sedan: A classification of the vehicle on the basis of body type. In a sedan vehicle, engine area, passenger area and luggage area have different cabin.

SEM: Structural Equation Modeling is a Multivariate data statistical analysis technique that is used to analyse structural relationships. This technique is the combination of factor analysis and multiple regression analysis, and it is used to analyze the structural relationship between measured variables and latent constructs.

SIAM: Society of Indian Automobile Manufactures is an apex organisation representing vehicle and vehicle engine manufacturers in the country.

Significant: A result is said to be statistically significant when researcher proves that result obtained are not by chance and there are some underlying causes for the observed phenomenon.

SIM: Subscriber Identity Module is a smart card that stores data for GSM cellular telephone subscribers which encrypts voice and data transmissions and stores data about the specific user. The data includes user identity, location and phone number, network authorization data, personal security keys, contact lists and stored text messages.

Smartphone: A digital device having the features of both phone and computer. Generally a Smartphone runs over an operating system, allows apps to install and run, have access to web, have QWERTY keyboard and has messaging and e-mailing capabilities. A Smartphone understands the users’ requirements and uses artificial intelligence to manage the applications, memory and other most used tools.

SMS: Short Message Service also known as text messaging, is a service for sending short messages of up to 160 characters to mobile devices, including cellular phones, smartphones and PDAs.
- **Social Media**: A collective term used to refer online platforms or communication channels which enable users to create and share the content and participate in social networking.
- **SPSS**: Statistical Package for the Social Sciences is a software package used for statistical analysis.
- **Statistic**: A characteristic of sample is known as statistic.
- **Structural model**: It represents the theory that shows how constructs are related to other constructs.
- **Structured Questionnaire**: Here a researcher specifies the set of response alternatives and response formats. A structured question may be dichotomous (with two options), multiple choice (with more than two options) or scale.
- **Survey**: The Survey method is the technique of gathering data by asking questions to people who are thought to have desired information. A formal list of questions known as questionnaire is prepared. Generally a non-disguised approach is used.
- **SUV**: Sports Utility Vehicle is a classification of vehicle on the basis of body type. These vehicles have large tyres, higher seating, higher ground clearance. The engine area is separate, but the passenger and luggage area are enclosed together.
- **Tablet**: A tablet is a wireless, portable personal computer with a touch screen interface. Normally smaller than a computer and larger than a Smartphone.
- **Tier I, Tier II and Tier III cities**: The classification of the Indian cities on the basis of business, infrastructure, population and commercialization. Tier I cities are highly populated and are highly commercialized metropolises like Delhi, Mumbai, Kolkata, Bangalore, Chennai etc. Tier II cities are basically smaller cities having a population of more than 1 million with regional hubs like state capitals or industrialized centres. Some examples include Pune, Cochin, Mangalore, and Dehradun. Tier III cities include minor cities like Nasik, Baroda, Trichy, Madurai, etc. with a population of less than a million.
- **Up Selling**: Practice of convincing a customer to buy high priced or more expensive product.
- **User Generated Content**: This refers to the content in the form of blog, chat, audio, video, post, tweets etc. created by the users of an online system. Normally the content is made available to other users via social media.
- **Validity**: This refers to the degree to which a scale measures what it is supposed to measure.
- **VAS**: Value-added service (VAS) is a popular telecommunications industry term for all services beyond standard voice calls and fax transmissions.
- **Virtual Community**: A virtual community is a social network of individuals who interact through specific social media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals.
- **Wallets**: In online marketing, wallets (e-wallet) include digital device and technology which enables a user to make electronic transactions. The users’ bank account can also be linked to the e-wallet. Payumoney, Paytm, Pockets, Oxygen and Mobikwik are the most popular e-wallets in India.
- **Wearable Technology**: Also known as Wearable. This refers to the smart electronic devices with micro-controllers which are worn on the body as
accessories or implants. Fitness trackers, watches, heart rate monitors, internet enabled headphones and GPS collars are some of the examples of wearable technology.

- **Web 2.0:** This refers to second stage development of ‘World Wide Web’ characterized especially by the change from static web pages to dynamic or user-generated content and the growth of social media.

- **Web Browser:** A software application for retrieving, presenting, and traversing information resources on the World Wide Web.

- **Web Crawler:** An Internet bot or software application which systematically browses the World Wide Web, typically for the purpose of Web indexing. Also known as spider.

- **Web Marketing:** It refers to any marketing activity conducted online. Most popular marketing activities include search engine marketing, search engine optimization, display advertising, social media marketing, video marketing, e-mail marketing etc.

- **Wireless Application Protocol (WAP):** This refers to the technical standard for accessing information over a mobile wireless network.