

**Social media as a tool for marketing in automobile industry- A study on Nexa dealership channel at Sai Point Cars Pvt Ltd.**

An internship report for Goa Business School

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By

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**GOA UNIVERSITY**

**MAY 2023**

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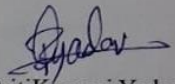


Seal of the School

### **DECLARATION BY STUDENT**

I hereby declare that the data presented in this Internship report entitled, “Social media as a tool for marketing in Automobile industry- A study on Nexa dealership channel” is based on the results of investigations carried out by me in the Master of Business Administration at the Goa Business School, Goa University, under the mentorship of Dr. Pournima Dhume and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will not be responsible for the correctness of observations experimental or other findings given the internship report/work.

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Place: Goa University

## ACKNOWLEDGEMENT

I would like to express my sincere gratitude to all those who contributed to the completion of this research project. First and foremost, I extend my heartfelt thanks to the management and staff of Sai Point Cars Pvt Ltd. (Nexa) for their invaluable support and cooperation throughout the research process.

I am deeply appreciative of the respondents who generously participated in the survey, providing valuable insights and feedback essential for the success of this study. Their willingness to share their opinions and experiences is truly commendable.

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Thank you to everyone who contributed to this research project in any way, no matter how small. Your support has been instrumental in bringing this study to fruition.

**Sai Point Cars Pvt Ltd.**

**Programme Director  
Management Discipline  
Goa Business School, Goa University  
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Date: 14.01.2024

Dear Sir/Ma'am

**Sub: Approval to undergo Internship Training for Priti Kumari Yadav**

On behalf of Sai Point Cars Pvt Ltd., we would like to notify you, that your student Priti Kumari Yadav has been accorded permission to undergo an internship in our organization from 15.01.2024 to 04.05.2024.

There will be no stipend provided to the students. The working hours will be from 9.00 AM to 6.00 PM, Monday to Saturday.

We wish Priti Kumari Yadav, a fruitful learning experience in our company.

Thanking You

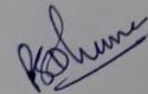
For Sai Point Cars Pvt Ltd.



Ravi Badiegr  
Showroom Manager  
Sai Point Cars Pvt Ltd.

### COMPLETION CERTIFICATE

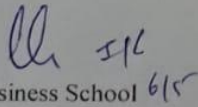
This is to certify that the internship report "Social media as a tool for marketing in Automobile industry- A study on Nexa dealership channel at Sai Point Cars Pvt Ltd." is a bonafide work carried out by Ms. Priti kumari Shivkumar Yadav, under my mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration (MBA)** in the Discipline of management studies at the Goa Business School, Goa University.



Dr. Pournima Dhume

Discipline of Management studies

Date: 06/05/2024



Dean / HOD of Goa Business School 6/5

Date: 06/05/2024

Place: Goa University



School Stamp

Sai Point Cars Pvt. Ltd.

**INTERNSHIP CERTIFICATE**

This is to certify that **Ms. Priti Kumari Shivkumar Yadav**, Student of the Goa Business School, undergoing Master of Business Administration (MBA) has successfully completed Internship between 15/01/2024 to 04/05/2024 at the **Sai Point Cars Pvt. Ltd.** She actively participated in the activities during the period of internship and learned the skills needed for various activities such as market research, product knowledge and communication skills.



Ravi Badieger

Showroom Manager

Sai Point Cars Pvt. Ltd.

Place: Near Goa Medical College, Bamblim, Goa, India

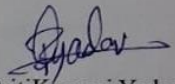
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Priti Kumari Yadav

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## Executive Summary

As a student of an MBA, it's a part of my study where everyone has to go through a summer internship at a good organization related to their field and make an internship report. I got the opportunity to do my internship at Sai Point Cars Pvt Ltd. (Nexa) dealership in Bambolim Goa India.

Sai Point Cars Pvt Ltd. was established in the year 2019. It is of Nexa car dealership, they offer premium cars, starting from lower range to higher range of car models are available in their showroom. One of the major issues is that they highly use traditional forms of marketing. They do leaflet, and organizing events by partnering with banks and they mostly rely on references, due to which they cannot meet their expected target. They have a social media account but it's not well maintained daily.

In this research, the issue is analyzed properly and an attempt is made that how social media marketing acts as a tool to build the brand and how it affects the customers. This is achieved by framing a questionnaire and collecting answers from the customers when they visit the showroom. The results shows that it needs to provide engaging content on social media platform, customers from south were not much aware of this dealership. They need to focus more on social media marketing since majority of customers uses social media platform.

# **CHAPTER 1: OVERVIEW OF MARUTI SUZUKI**

## **MARUTI SUZUKI**

### **Introduction**

Since its inception in 1982, Maruti Suzuki has consistently delivered technologically. It provides competent value-for-money vehicles to its discerning customers. During its early years, it thrived in a protected market, gaining over 50% of the market share. The Indian automobile market is well-known for the Maruti 800 and Omni vans. Other cars available at the time, such as the Hindustan Ambassador and Fiat Premier Padmini, used outdated technology. Maruti's fuel-efficient cars and vans quickly gained popularity among the middle class, resulting in lengthy wait times. During the 1980s, when the Maruti 800 cost around 50,000 rupees, there was a significant waiting period. Customers were willing to pay a premium of 50,000 rupees for quick car delivery.

Maruti Suzuki has always been a customer-oriented brand. Developing a reputation in the budget-friendly segment so that it has a significant market share in that segment. This image proved to be a hindrance when Maruti attempted to sell more expensive products such as the Grand Vitara and SX4. To address this, Maruti developed a distinct line of Nexa showrooms that look and feel far more premium than the standard showroom. This results in the creation of a premium image.

## **NEXA**

Nexa is Maruti Suzuki's retail network that caters to high-end consumers who have progressed beyond their first cars and are looking for a premium experience. It provides a high level of sophistication and is founded on the principles of exclusivity, pampering, and listening to the

customer. Nexa caters to well-traveled, digitally savvy consumers who value a world-class car-buying experience. Maruti's retail channel lacks the necessary capabilities, necessitating the establishment of a separate channel. Nexa's first car was the S-Cross, followed by the Ciaz Hybrid and the Baleno Hatchback. The cars sold by Nexa are not sold at popular Maruti dealerships.

The Nexa experience has been designed to be less intrusive, with less red tape and paperwork than is necessary. The system is designed to provide answers to customers' questions rather than pushing information. Customers expect a consistent experience across multiple channels, including the web, call center, showroom, and service center.

### **The major players in the automobile industry in India**

<b>Brands</b>	<b>Units Sold from January to September 2023</b>	<b>Market Shares as of September'23</b>
<b>Maruti Suzuki</b>	15,65,012	41.6%
<b>Hyundai Motor Company</b>	5,74,807	14.9%
<b>Tata Motors</b>	7,21,091	2.3%
<b>Mahindra &amp; Mahindra</b>	5,87,443	11.4%
<b>Toyota Motor Corporation</b>	1,70,782	6.1%
<b>Kia Corporation</b>	1,95,351	5.5%
<b>Honda</b>	73,526	2.7%
<b>MG Motor</b>	43,200	1.4%
<b>Skoda Auto</b>	35,736	1.1%
<b>Volkswagen</b>	33,190	1%

## Sai Point Cars Pvt Ltd

Sai Point Cars Pvt Ltd is an authorized Nexa car dealership in Bambolim, Goa which was Founded in 2019. The cars range starts from 584206 to 2530049. There are 8 different models available Ignis, Baleno, Fronx, Grand Vitara, XL6, Ciaz, Jimny, and Invicto. They have a dedicated team of Relationship managers who guide the customer to make the right decision for cars. The goal of the company is to always meet customer's highest expectations and win their trust for life.

### Product Profile

Cars	Price (ex-showroom)
<b>Ignis</b>	5,84,206
<b>Baleno</b>	6,65,948
<b>Fronx</b>	7,51,448
<b>Ciaz</b>	9,40,340
<b>Grand Vitara</b>	10,79,542
<b>XL6</b>	11,61,340
<b>Jimny</b>	12,74,340
<b>Invicto</b>	25,30,049

### IGNIS



Maruti Suzuki Ignis was launched in the year 2016 starting at Rs 4.59 lakh, and it faces competition from Mahindra KUV100 and Hyundai Grand i10, with that price range there is also the risk of competing with the two fastest-selling and most popular cars of Maruti Suzuki that is Swift and Celerio. Ignis is retailed through the Nexa channel. It is available in 1.2 L petrol manual transmission and 1.2 L automated manual transmission. The starting variants that come under manual transmission are Sigma, Delta, Zeta, and Alpha, and the variants in automated manual transmission are Delta, Zeta, and Alpha. The features that include are, its lighter in weight, enhanced safety, high ground clearance, LED projector headlamp and infotainment system with Android Auto support, and Apple CarPlay which only comes in the Alpha top model. Apart from that, it has a unique design with a high shoulder line, black alloys on the wheels, a dual-tone roof, a windscreen wiper, and a tailgate-mounted spoiler.

Ignis offers 6 body color options such as Pearl Arctic White, Silky Silver, Glistening Grey, Lucent Orange, Turquoise Blue, and Nexa Blue, along with this, there are three roof color options available such as Lucent orange with black roof, Nexa Blue with black roof, Nexa blue with silver roof. The company claims to provide 26.80 km which is a very impressive fuel efficiency.

## **BALENO**



Maruti Baleno is a new range of 5-seater hatchback providing a mileage of 22.35 km. The starting range of Baleno starts at 8,35,994 going to 11,67,934 which is for the top variant. This hatchback car comes with dual airbag in base model, ISOFIX (Child-Seat Mount), ABS (Anti-lock Braking System), EBD (Electronic Brake-force Distribution), EBA (Electronic Brake Assist), ESP (Electronic Stability Programme), Seat Belt Warning, Rear Middle Three Point Seatbelt, Hill Assist, Engine Immobiliser, Keyless Central Locking and Speed Sensing Door Lock. Regarding comfort, it provides climate control, all 4 power windows, AC control, full folding rear seats, and rear parking sensors

### **Fronx**



Maruti Fronx is the crossover SUV form that offers a blend of SUV and hatchback, its design is inspired by Grand Vitara and Baleno. Two engine options are available that is the 1.2-liter K-Series Dual Jet engine produces 89 bhp and 113 Nm torque and the 1.0-liter Booster jet turbo engine produces 99 bhp and 147 Nm torque. Transmission options include both manual and automatic. The claimed mileage range is 20.01 to 28.51 kmpl, depending on the variant and fuel type. There are 14 variants available in both the two engine options and transmission. It also comes with a CNG option providing better fuel efficiency.

Overall, the features remain the same in all the base models of Maruti cars, but a few features like a 360-degree camera, head-up display (HUD), Apple CarPlay and Android Auto connectivity, cruise control, UV cut glass, rear AC vents, and a wireless charger which comes in top variants. Safety Features it offers six airbags, ABS with EBD, ESP with hill hold assist and rollover mitigation, brake assist, and ISOFIX child seat anchors.

### **Grand Vitara**



Maruti Suzuki Grand Vitara is an SUV with prices starting from 13,65,387 up to 24,62,820. The company claims to give a mileage of 26.6 Kmpl. In comfort and convenience, it provides a panoramic sunroof which is available only in top variants starting from Zeta+, Alpha, And Alpha+, a paddle shifter, ventilated seats of driver and co-driver, and front sliding armrest. The top variant that is zeta, Alpha, zeta, and Alpha+, provide a bigger 9-inch Smartplay Pro+ infotainment system. Grand Vitara all variants come with Smart Hybrid except CNG and CVT which comes with Strong Hybrid. It also has different modes wherein one can switch to Sport mode, snow mode, lock, and Auto mode. This is the only car that allows the user to switch between electric and Petrol modes. It has six color options, Pearl arctic white, splendid silver, grandeur grey, opulent red, chestnut brown, and celestial blue.



## Ciaz



Maruti Suzuki launched the Ciaz in 2014 as a premium sedan to give competition to Honda City and Hyundai Verna. It combines the premium touch, luxury, and changing technology. The base model starts from 11,17,485 up to 15,17,598. It Comes in two transmissions, manual and automatic along with a Smart hybrid setup. It offers a 5-speed manual and four torque converter. It gives a mileage between 20.4 – 20.65 kmpl. The interior design has a luxurious look with the spacious cabin, and the wood finish is birch blonde. With regards to features, a customer gets rear AC vents, electrically adjustable ORVMs, LED projector headlamps with DRLs, keyless entry, cruise control, a front center armrest along with a utility box, and a rear center armrest with cup holders.

The space has consistently been one of Ciaz's strongest suites. With large and comfortable seats, the car creates a cohesive atmosphere within the cabin. In terms of technology, the Ciaz offers Maruti's popular SmartPlay infotainment system, which supports both Apple CarPlay and Android Auto. The Ciaz comes equipped with dual front airbags, ABS with EBD, seatbelt reminders for the driver and passenger, and a speed alert system. Ciaz has seven color options available that are Nexa blue, pearl midnight black, metallic magma grey, pearl metallic dignity brown, pearl sangria red, pearl snow white, and metallic premium silver.

## **XL6**



Maruti Suzuki launched XL6 in the year 2022. It has 9 variants and two fuel options, petrol and CNG. The major competitor in this segment is Kia Carens and Toyota Rumion in India. The base model price starts from 14,32,957 up to 17,88,441 for the top variant. Manual and automatic are two transmission types are available. The XL6 comes with the Next Generation K-Series 1.5L Dual Jet Dual VVT Engine with Progressive Smart Hybrid Technology, which provides a refined driving experience and impressive fuel efficiency. Maruti Suzuki claims to provide fuel efficiency of 20.97 kmpl (MT) and 20.27 kmpl (AT).

With 360 View Camera provides 360 View, Approaching Object Detection, Steering-Based Dynamic Gridlines, and much more. The Multi-Information Display provides access to critical vehicle information, while the new 17.78 cm SmartPlay Pro with advanced voice assistant manages your in-car entertainment. SmartPlay Pro allows you to play music, text, call, and navigate with Android Auto and Apple CarPlay for seamless smartphone connectivity. Suzuki Connect, the built-in advanced telematics solution, provides a suite of features such as remote access to your NEXA XL6's air conditioning system, door locking, real-time vehicle status and alerts, and much more. Another amazing feature that Suzuki Connect adds to the all-new XL6 is the ability to access the vehicle via a compatible smartwatch and voice recognition. There are 4

color options available which are prime Auburn red, pearl arctic white, metallic magma grey, and metallic premium silver.

## **Jimny**



Jimny is a 4-seater SUV ranging from Rs 15,68,073 – 1830010. It comes with two transmissions that are manual and automatic, there are 6 variants available. It gives a mileage of 16.39 – 16.94 kmpl. It's well equipped with all features required for off-roading, it has LED headlamps with a washer, Optimized bumpers, Practical drip rail, Cruise control, ABS with EBD, hill hold assist, dual airbags, 9-inch touchscreen infotainment system, multifunction steering wheels, all four power windows, reverse camera.

More additional features for roads such as an All Grip Pro 4x4 system which provides superior traction and control on challenging terrains, 3 Link Rigid Axle Suspension that ensures stability and articulation for navigating rough roads and uneven surfaces, high ground Clearance is 120 mm which allows Jimny to overcome obstacles and navigate through challenging without scraping the underbody.

## **Invicto**



Invicto is loaded with a range of features catering to comfort, convenience, technology, and safety, making it a strong contender in the premium MPV segment. It is priced from Rs 25,20,549 - to Rs 29,01,049, and it comes in two broad variants, Zeta+ and Alpha+. Zeta+ variants provide both the option of 7- and 8-seater, but Alpha+ variants are only 7-seater. It has a 2.0-liter hybrid engine unlikely to Toyota Innova Hycross. The 10.1-inch touchscreen infotainment system supports over 50 connected car features, including Android Auto and Apple CarPlay. Other features include a 7-inch digital driver's display, dual-zone climate control, ventilated front seats, and roof ambient lighting. There is also a panoramic sunroof, wireless charging, 8-way power-adjustable seats with memory, and a powered tailboard.

Safety features include six airbags, vehicle stability control (VSC), a tire pressure monitoring system (TPMS), a 360-degree camera, and front and rear parking sensors. Maruti Suzuki offers four color options that are Nexa blue, Stellar bronze, majestic silver, and mystic white.

### Services Offered

**Smart Finance:** Maruti Suzuki Smart Finance provides a one-stop solution for all customer financing requirements. It is an end-to-end digital auto financing platform where customers can view, compare, and apply for loans of their choosing. In addition, the customer can calculate his on-road price (by selecting accessories, insurance, and other options as needed) and track the loan application in real-time. Maruti Suzuki Smart Finance is India's first online and end-to-end car financing platform, offering a simple and convenient car financing solution to car buyers.

**Insurance:** At Nexa there is a separate department for handling the insurance-related work. Maruti Insurance Broking offers customized Maruti cars from a wide variety of leading companies such as ICICI Lombard, Bajaj Alliance, New India Insurance, Magma, and many

other companies. So the customer gets a cash-less claim settlement at nationwide service centers. It ensures that excellent customer service can be provided with utmost fairness and transparency.

**Test drive:** It provides the customer with the doorstep test drive so that the customer can have the experience and can make the better choice. For this, the customer can make an appointment on the website or either can contact the Nexa showroom. Once the appointment gets fixed one relationship manager is assigned to the customer for handling the future sales service.

**Maruti Suzuki True Value:** The True Value system and process ensure that transactions for used cars are fair and transparent. Each vehicle purchased through Maruti Suzuki True Value is inspected and certified by Maruti Suzuki engineers. True Value category vehicles are refurbished in cutting-edge workshops using Maruti Genuine Parts and by skilled technicians. These vehicles are then sold through Maruti Suzuki True Value outlets, with a one-year warranty and three free services. The True Value also takes the non-Maruti cars and tries to match with customers' expected valuation on that car.

All services are provided under one roof so that customers should feel the premium and experience the services conveniently. So, the whole aim of Nexa is to give the customer a more personal experience.

## Sections

**Sales department:** In this, all well-trained and certified Relationship Managers and senior Relationship managers are there to cater to the needs of customers. They are responsible for getting a new customer, providing sales services, and post-sales services. They have to maintain a good relationship with the customer since they are the one who interacts and solves the queries of the customer.

**Backend sales office:** They are the one who keeps all the data of customers, and deals with all the processes required from the time of placing the order for a new car and making it available in the showroom before the delivery of the car to the customer.

**Quality Incharge:** responsible for seeing whether the customer was satisfied with the services offered at the showroom, or if the customer faced any problems after-sales services. So, the quality in charge gathers all the feedback from the customer and tries to solve the issue at the earliest.

**Technical staff:** If there is any issue with the system, server, or other technical problems this staff tries to solve the problem instantly.

## CHAPTER 2: SOCIAL MEDIA AS A TOOL FOR MARKETING IN THE AUTOMOBILE INDUSTRY

### Introduction

Investopedia defines social media marketing as a platform on which users build social networks and share information—to build a company's brand, increase sales, and drive website traffic. It also helps businesses to connect with targeted audiences on content platforms that as YouTube, and social media such as WhatsApp, Facebook Instagram, and many more.

These traditional methods created a sense of aspiration and freedom, effectively capturing the hearts (and wallets) of prospective buyers. It makes it easier for businesses to track and do the analysis quickly unlike other types of traditional marketing such as Billboards, print ads, newspapers, radio, etc. The most notable advantages of social media marketing (SMM) are:

- **Building strong connections:** Social media platforms enable the business to interact with existing and prospective customers.
- **Drive traffic:** By posting through social media posts, creating interactive and informative content, including links to the website can attract traffic to it. This will lead to improved search engine optimization and turning visitors into customers.
- **Brand awareness:** SMM helps to showcase your brand to the whole world. It can be used to explain how a business differs from its competitors. Consistent interaction establishes a brand as a trustworthy authority and keeps a business top of mind with potential customers.
- **Interaction with target audience:** On average time spent by users on social media is about 3 hours a day. So it's the best way to interact with the customers. It also helps to collect feedback from customers through comments and likes.



Social media marketing (SMM) has emerged as an effective tool in today's digital age. Unlike traditional advertising, which is one-way communication, SMM encourages a two-way dialogue, allowing brands to interact directly with potential customers, address their concerns, and build stronger relationships.

### **Why Social Media Marketing Matters in the Automobile Industry?**

In the Era of digital, the value of social media marketing for car dealerships cannot be overemphasized. An effective social media strategy is critical in the automobile industry because it allows dealers to distribute high-quality content to potential customers, interact with them directly on various platforms, and increase online visibility.

Creating social media content that addresses current issues or events allows automotive marketers to keep their dealerships relevant. This is especially important because social media marketing is quickly becoming one of the most important marketing trends for dealerships to implement.

Active social media engagement fosters a loyal customer base that returns to the same dealership time and again. As a result, many car dealerships are now using social media management tools to maintain their competitive advantage in this increasingly digital world.

The role of social media has shifted dramatically. It's no longer just a source of fun and entertainment; it's also a go-to for product information, especially among younger generations like Gen Z, who frequently use platforms like Instagram and Facebook as their primary search engine. The days of relying solely on dealership brochures and salespeople are behind us. Today, a quick online search yields a wealth of information on car specifications, reviews, comparisons,

and even virtual test drives. This shift has made consumers more informed and discerning, necessitating a more interactive and transparent purchasing experience.

The Federation of Automobile Dealers Associations (FADA) in India researched this trend. According to their 2023 Consumer Preferences Study, 87% of Indian car buyers use online resources before making a purchase decision. This highlights the importance of a strong online presence for car dealerships, and social media platforms are an excellent way to reach this digitally savvy audience.

## **Literature Review**

Around 180 million people are active users of online services and various social media platforms. Social networking sites (SNSs) have brought a paradigm shift in word-of-mouth communications, enabling users to observe, interact, and exchange information. It has opened new avenues for businesses to reach their target customer base. Customers use social media platforms, review sites, and manufacturer websites to gather information and make purchasing decisions for cars.

(R., (2012)) is the author who researched on the role of social media in integrated marketing communication. In his paper, he discusses changing paradigms in marketing communication and emphasizes the importance of social media as an effective marketing tool. The paper goes on to examine Ford Motors and how the company used social media to build a strong brand and improve customer relationships. Ford India was able to build strong brands and strengthen their customer relationships by effectively using social media.

Ford Motors successfully adapted its vehicles and technology to the Indian market. Ford's success in the Indian market was largely due to its effective marketing strategy. The organization successfully used social media to build strong brands and strengthen customer relationships. The paper discussed Ford India's "Uncover Smart Drive" social media campaign for its Ford Figo car, as well as its results. The paper explains the key success factors and how Ford India can effectively use social media for Ford Figo's "Discover Smart Drive" campaign.

(Teena, 2014).) paper speaks about how consumers are increasingly engaging with social media rather than just receiving broadcast messages. Consumers rely on trusted recommendations from friends and family to make purchasing and service decisions. It is estimated that 78% of the time when reading a recommendation from friends online Research suggests that 60% of people trust recommendations from strangers. Consumers undergo five stages in the car-buying process, with digital media playing an essential part at each stage, highlighting the significance of online content in influencing purchasing decisions. Consumers depend on social media to gather information about different brands, models, and dealerships, aiding them in making informed purchasing decisions. Moreover, it highlights that the integration of social media in the automotive industry helps raise brand awareness, manage customer relationships, and gather feedback for product and service improvements, demonstrating its significant impact on consumer research and engagement.

(Teena, 2014).) says that potential car buyers make their purchasing decisions online. The availability of advanced foot impressions and discriminating data-enabled online shoppers to make informed purchases. Recent studies show that the car industry is the leading source of online discussions. This paper explores how the industry caters to the needs of online buyers by

offering Infosys cars Manufacturers and retailers can use tools to identify and increase support from followers.

In a 2012 report, Kevin Root and Eliza Kelly examined how Dealer.com, Driverside, and Gfk Automotive Research collaborated to study the impact of social networking on auto purchasing behavior. The researchers surveyed approximately 2,000 customers who had recently purchased or planned to purchase a vehicle within the next year and had already started shopping. Research indicates that many people use social media to search for new vehicles. Social media data assisted customers in selecting brands, models, and dealerships for purchase. Purchasing a vehicle online through peer reviews was more cost-effective for buyers compared to traditional dealership and manufacturer promotions. As a result, social networking became effective.

(Malin, (2011)) did similar interesting research They aim to provide insights into how companies can use social media platforms for marketing purposes, using the example of Saab Automobile AB. In the research, it is mentioned that the integration of social media into the company's marketing communication mix is important as it allows it to connect with consumers, build brand awareness, and drive sales. The study also discusses the importance of targeting the right audience and the need for companies to stay updated with the latest trends in social media marketing. However, only in this research paper during the literature review, the authors presented the case study of Saab Automobile AB by analyzing their social media strategies and felt the importance of staying updated with the latest trends in social media.

(Tetiana, (2023)) other authors who studied study on Social media marketing as a tool for promoting services and products online but it has not been focused on the automobile industry or the Nexa channel. The study mentions that social media marketing is a powerful tool for promoting products and services online. SMM enables businesses to build and strengthen brand awareness among potential clients by utilizing targeted settings to direct advertising to a specific audience with their interests and needs. The success can be monitored by analyzing metrics from SMM efforts such as audience engagement, conversion, and content sharing. The study also highlights that active audience interaction on social media platforms can have a positive influence on customer acquisition and retention.

(M., 2018) in his research *Influence of Social Media on Vehicle Purchasing Decisions: An Empirical Study on the Automobile Industry* in his study he explores the social media impact on vehicle purchasing decisions in India. Internet and online resources play a vital role in automotive marketing since social media has transformed communication and human interaction. However, this research was focused on South India.

(Dev, 2021) in this research highlights the increasing significance of social media as a marketing tool in the Indian automobile industry. Companies are leveraging digital platforms to enhance brand visibility, engage with customers, and drive sales. It has a direct impact on brand awareness and customer loyalty. By effectively utilizing platforms like Facebook, Twitter, and YouTube, automobile companies can reach a wider audience and create a strong brand presence. The research also indicates that a significant percentage of consumers, especially millennials, gather information online before making car purchase decisions. Positive online reviews and social media interactions can influence buying intentions and contribute to sales generation.

## **Research Gap**

Sai Point Cars Pvt. Ltd. highly relies on traditional marketing that is references, word of mouth, events, and leafletting. This study shows how Sai Point Nexa Bambolim dealership channel can use social media marketing to reach wider audience by building a brand.

Based on the literature review provided there are limited numbers of research that is carried out in the area of social media as a tool for marketing in the automobile industry. However, there is no study conducted at Nexa Dealership channels in Goa. So the research gap is social media as a tool for marketing – a study of Nexa dealership channel at Sai Point Cars Pvt. Ltd.

While few studies briefly mention the use of social media marketing in international automobile brands, all studies have considered the automobile as a whole.

This research gap is important since there are other international brands such as Skoda, Hyundai, and MG. Therefore, there is a need to analyze how social media marketing can help the Nexa dealership stand on top of its competitors.

## **Objective of this study**

- To understand the effect of social media marketing in building brand.
- To study the impact of social media marketing on customers.

## **Research Question**

- How does social media marketing play's role in building a brand?
- How does social media marketing impact on customers?

## **Research Methodology**

### **Research Design**

A research design specifies the methods and procedures for gathering necessary information. The observational patterns serve as a framework for gathering information from various sources using specific procedures.

The research will be based on a cross-sectional survey research design. The data will be collected from many different individuals at a single point in time. The study will use a quantitative research approach which will yield numerical data to describe trends and rates

### **Time Factor**

The study will be conducted between 15 Jan 024 and 4 May 2024

### **Mode of Survey**

The mode of the survey was online where in Google Forms was created and shared with the customer who visited the Nexa showroom.

### **Sample size**

The sample size is of 64 among those who has visited the showroom

### **Sample area**

The study was conducted at Sai Point Cars Pvt. Ltd Nexa dealership at Bambolim North Goa, India.

### **Sample Unit:**

The sample unit in this study is the consumers who had visited the showroom.

### **Data Sources:**



**Primary Data:** It is the type of data that is collected by the researcher directly from sources through interviews, survey, experiments etc. In this study data from questionnaires act as primary data.

### **Data collection, Instruments, and measures**

The study will employ quantitative data collection methods. Quantitative data will be collected using a self-administered questionnaire.

### **Data analysis**

The study will use questionnaires to collect quantitative data. Questionnaires with missing data will be excluded. The data will then be sorted and entered into an SPSS Excel data sheet.

The data will then be analyzed for means, standard deviations, and frequencies and presented in tables Graphs and Pie charts.

## CHAPTER 3: DATA ANALYSIS AND RESULT

Background characteristics of the study respondents The frequencies and percentages for gender, age, level of education, and occupational status of the study respondents are presented in Table 1.

### Primary Information

		Frequency	Percentage
<b>Gender</b>	Male	52	81.3
	Female	12	18.8
<b>Age Group</b>	Below 24	11	17.2
	25-34	12	18.8
	35-44	15	23.4
	45-54	14	21.9
	55-64	11	17.2
	Above 65	1	1.6
<b>household income level (Annually)</b>	Below ₹3 lakh	16	25.0
	₹3 lakh - ₹5 lakh	15	23.4
	₹5 lakh - ₹10 lakh	23	35.9
	₹10 lakh - ₹15 lakh	8	12.5
	Above ₹ 15 lakh	2	3.1
<b>District</b>	North Goa	47	73.4
	South Goa	17	26.6
<b>Occupation Status</b>	Student	11	17.2
	Professional	29	45.3
	Business owner	22	34.4
	Retired	2	3.1
<b>Which Social media Platforms used Frequently</b>	Instagram	26	40.6
	Facebook	24	37.5
	YouTube	6	9.4
	WhatsApp	8	12.5
<b>How often do you use social media platforms?</b>	Rarely (less than once a week)	9	14.1
	Occasionally (once a week)	12	18.8
	Frequently (several times a week)	21	32.8
	Daily	22	34.4

## Gender:

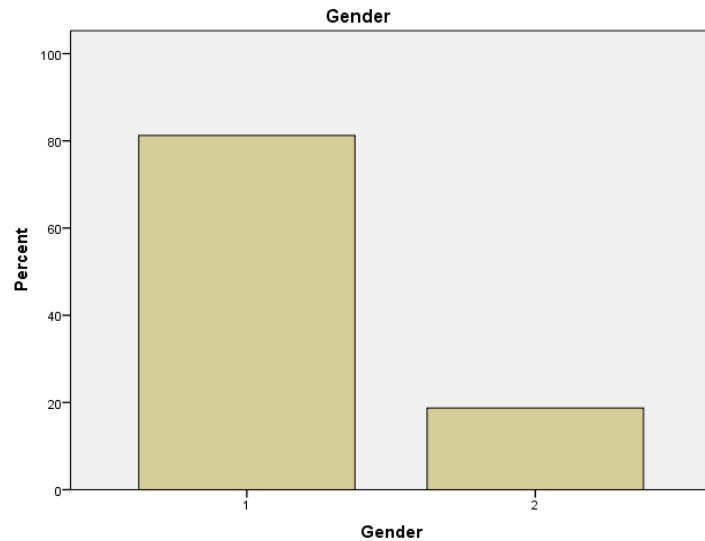


Figure 1: A bar graph showing the gender of respondents

The study results revealed that the majority of the respondents were males (78.7%) as compared to females (21.3%). This implies that the majority of the customers 81.3% are Male and basically are involved in buying decisions. Its very rare to see female involvement in buying car.

## Age of the respondent

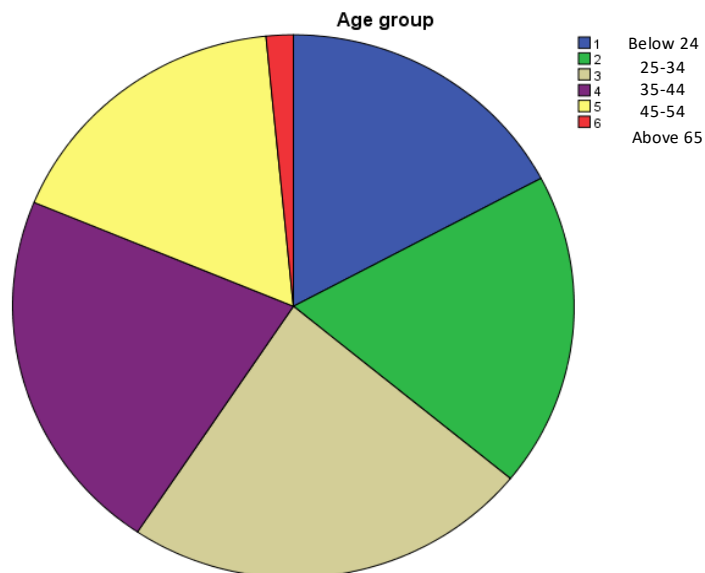
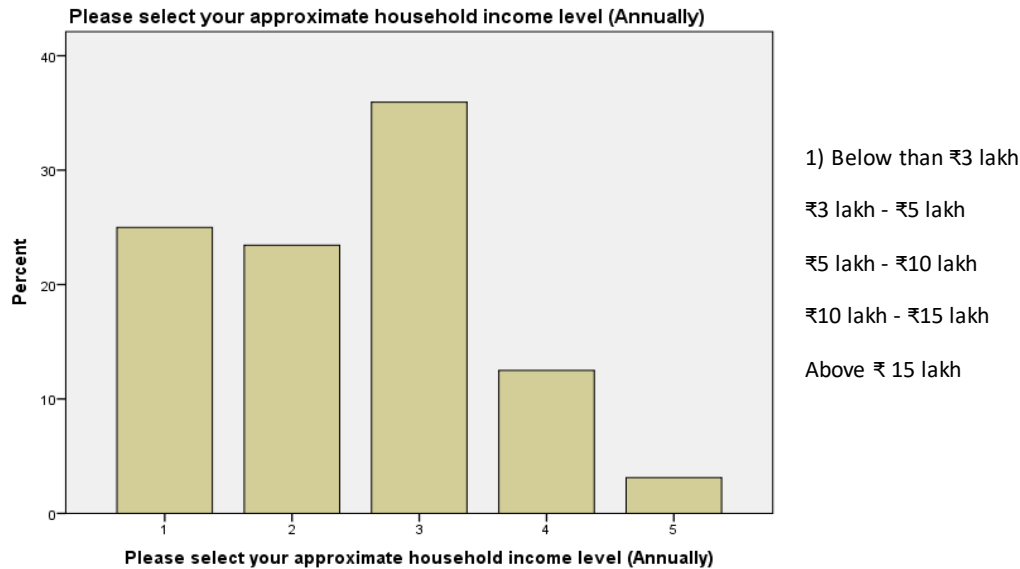


Figure 2: A pie chart showing the age of respondents

The study results revealed that the majority of the respondents were between 35-40 years (23.4 %), followed by those between 45-54 years (21%) and a few were between 25-34 years (18.8%). Only one respondent was above 65 years.

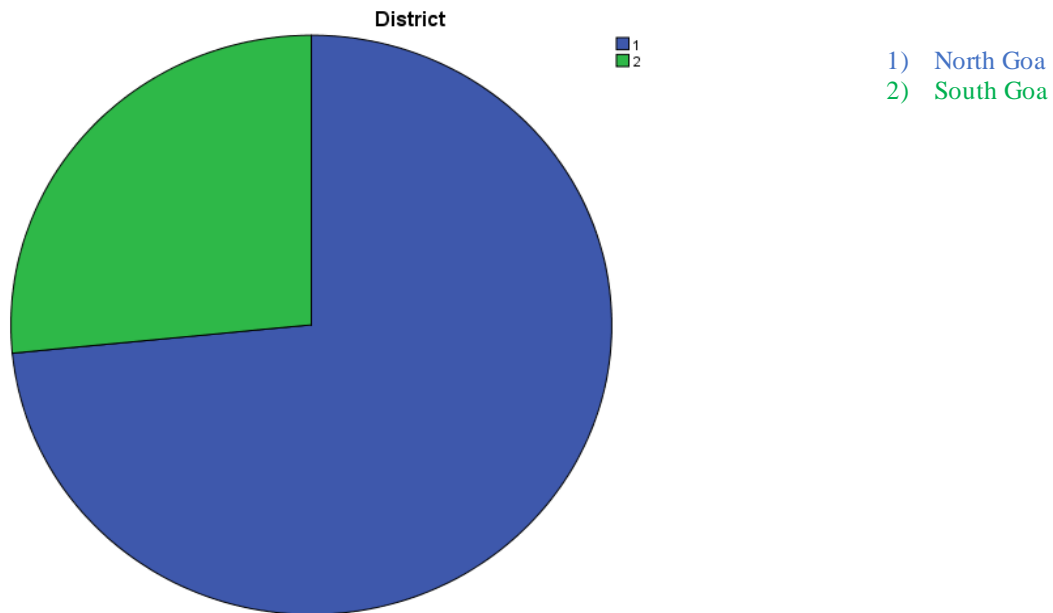
### **Household income level ( annually)**



*Figure 3: A bar graph showing annual Income of respondents*

The study results show that the majority of the respondents were earning between Rs 5 lakh to Rs 10 lakh annually, followed by people whose annual incomes were below Rs 3 lakh. People having higher incomes can easily make decisions about financing since they get a good amount of interest on their CBIL score. Since this makes the important part to know about customer income.

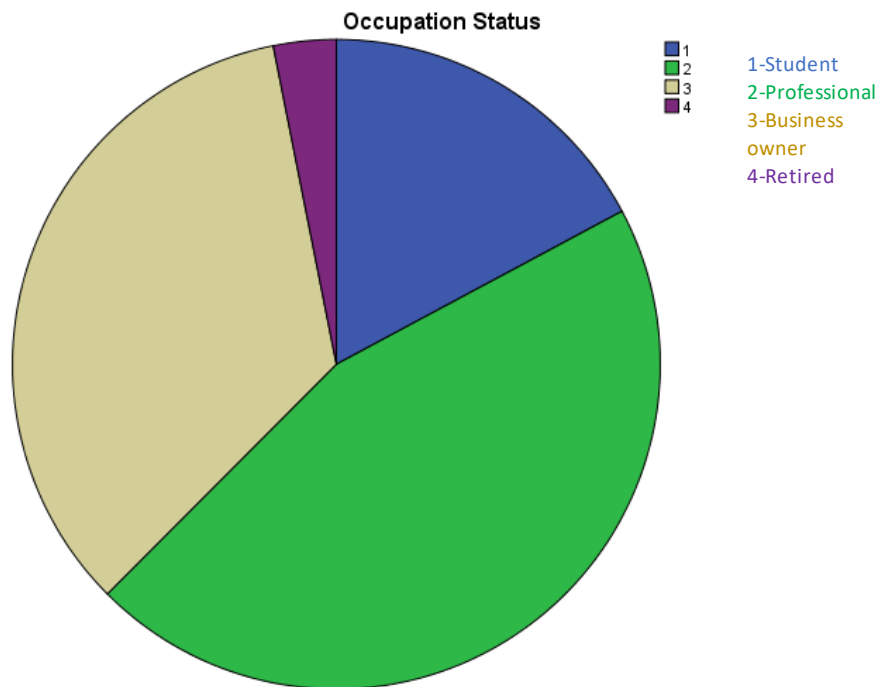
## District



*Figure 4: A pie chart showing the District from where customers belong*

As it can be seen from above pie chart that most of the customers are from North district of Goa the reason being is that Sai Point Cars pvt. Ltd is situated at North Goa, which makes it convenient for the customers for inquiry and visiting the showroom. Very Few people from south Goa comes to the showroom only when they have been referred by loyal customers, and sometimes to get the best deal, these customer often visit all showroom near to their locality.

## Occupation Status



*Figure 5: A pie chart showing the occupation status*

The percentage of professionals is 45% which is more, followed by business owners. Here the professional includes any person working in the Private sector or government jobs. Here mostly the business owners are the one who has a Taxi business, and there are a few people who may have different businesses. The student category is the one who mostly comes for inquiry of cars along with the parents.

## Social Media Usage

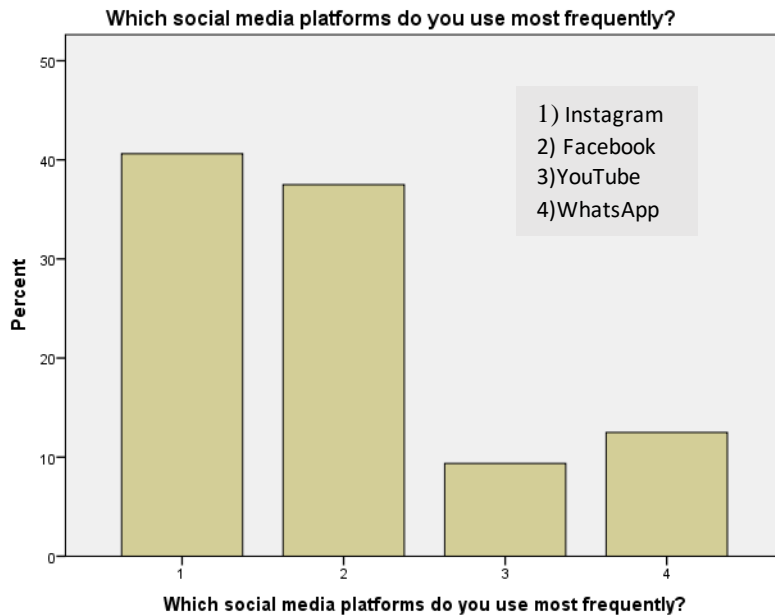


Figure 6: A bar graph showing the usage of social media platforms

From the above bar graph, it is seen that the number of social media used by people is Instagram, followed by Facebook, WhatsApp, and YouTube. Most of the people spent their time on Instagram which is the emerging and best social media platform.

## How often do you use social media platforms?

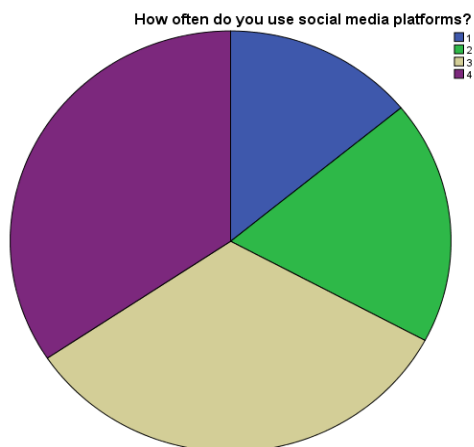


Figure 7: A pie chart showing time spent on social media platforms



This data indicates the frequency with which respondents use social media platforms. The majority of respondents (34.4%) reported using social media daily, followed by several times a week (32.8%). Less frequent usage is reported by 18.8% of respondents who use social media occasionally (once a week) and 14.1% who use it rarely (less than once a week).

**Objective 1: To Understand The Effect Of Social Media Marketing In Building A Brand.**

<b>Were you aware of Sai Point Car Pvt Ltd. dealership (Nexa) at Bambolim?</b>	<b>Frequency (%)</b>	<b>Are you aware of the social media presence of other Nexa car dealerships in Goa?</b>	<b>Frequency (%)</b>
<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	53 (82.8) 11 (17.2)	Nexa Chowgule Porvorim Nexa Sai Service Margao	42 (65.6) 22 (34.4)
<b>Which of the following sources have you encountered the Sai Point cars Pvt Ltd. (Nexa) dealership through?</b>	<b>Frequency (%)</b>	<b>Compared to other car dealerships in Goa, how would you rate the overall brand image of Sai Point cars Pvt Ltd. (Nexa) dealership?</b>	<b>Frequency (%)</b>
<ul style="list-style-type: none"> <li>• Print advertising</li> <li>• Social media</li> <li>• Online search results</li> <li>• Word of mouth</li> </ul>	16 (25.0) 8 (12.5) 11 (17.2) 29 (45.3)	Fair Neutral Good Excellent	17 (26.6) 26 (40.6) 12 (18.8) 9 (14.1)
<b>How would you describe the overall customer service experience at Sai Point Cars Pvt Ltd. (Nexa)?</b>	<b>Frequency (%)</b>		

<ul style="list-style-type: none"> <li>• Excellent</li> <li>• Very good</li> <li>• Good</li> <li>• Fair</li> </ul>	3 (4.7) 36 (56.3) 16 (25.0) 9 (14.1)		
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This data shows that a sizable portion of respondents (45.3%) learned about the Sai Point Cars Pvt Ltd. (Nexa) dealership through word of mouth. In contrast, a smaller proportion of respondents discovered the dealership through other means, including print advertising (25.0%), social media platforms (12.5%), and online search results (17.2%). It is seen that though many people uses social media at the most but still they were not aware about the Sai point showrrom its because the showroom is not active and higly relies on traditional marketing.

The frequency distribution for the variable "Are you aware of the social media presence of other Nexa car dealerships in Goa?" is as follows:Yes: 42 respondents (65.6%), No: 22 respondents (34.4%). This awareness suggests that other Nexa car dealerships in Goa have a strong social media presence, which may help them gain visibility and engage with potential customers. This insight may prompt additional research into these dealerships' social media strategies and their effectiveness in reaching and engaging with their target audience.

The majority of respondents (56.3%) rated their overall customer service experience with Sai Point Cars Pvt Ltd. (Nexa) as "Very good." A sizable proportion also rated it "Good" (25.0%). However, fewer people rated it as "excellent" (4.7%) or "fair" (14.1%).

Overall, the data show that the vast majority of respondents had a positive customer service experience at Sai Point Cars Pvt Ltd. (Nexa), with a significant percentage rating it as "Very good." This indicates that the dealership has been successful in providing satisfactory customer

service to a large portion of its customers. However, there may still be room for improvement in terms of overall customer service experience and addressing any issues raised by respondents who rated it as "Fair" or lower.

**Objective 2: To study the impact of social media marketing on customers.**

1) When considering a new car purchase, do you use social media to research car brands and models?	Frequency (%)	2) How important is social media content (posts, videos, etc.) in influencing your car purchase decision?	Frequency (%)
<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	<p>62 (96.9)</p> <p>2 (3.1)</p>	<ul style="list-style-type: none"> <li>• Not important</li> <li>• Slightly important</li> <li>• Neutral</li> <li>• Very important</li> <li>• Extremely important</li> </ul>	<p>1 (1.6)</p> <p>8 (12.5)</p> <p>16 (25.0)</p> <p>19 (29.7)</p> <p>20 (31.3)</p>
3) Have you ever interacted with the Sai Point Cars Pvt Ltd. (Nexa) Bambolim dealership on social media? (e.g., liked their page, commented on a post)	Frequency (%)	4) How does Sai Point Cars Pvt Ltd. (Nexa) social media presence compare to other car dealerships in Goa in terms of content and engagement?	Frequency (%)
<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>	<p>44 (68.8)</p> <p>19 (29.7)</p>	<ul style="list-style-type: none"> <li>• Slightly worse</li> <li>• About the same</li> <li>• Slightly better</li> <li>• Much better</li> </ul>	<p>15 (23.4)</p> <p>23 (35.9)</p> <p>18 (28.1)</p> <p>8 (12.5)</p>
5) How effective it will be if Sai Point Cars Pvt Ltd. (Nexa) updates about new car models, offers, features, and promotions on its social media?	Frequency (%)	6) What types of content you would like to see more of from Sai Point Pvt Ltd. (Nexa) dealership channels on social media?	Frequency (%)
<ul style="list-style-type: none"> <li>• Very effective</li> <li>• Effective</li> <li>• Neutral</li> </ul>	<p>22 (34.4)</p> <p>14 (21.9)</p> <p>21 (32.8)</p> <p>7 (10.9)</p>	<ul style="list-style-type: none"> <li>• Car features and specifications</li> <li>• Customer testimonials or</li> </ul>	<p>20 (31.3)</p> <p>13 (20.3)</p>

<ul style="list-style-type: none"> <li>• Ineffective</li> </ul>		success stories <ul style="list-style-type: none"> <li>• Behind-the-scenes dealership activities</li> <li>• Promotions and discounts</li> </ul>	7 (10.9) 24 (37.5)
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1) The vast majority of respondents (96.9%) use social media to research car brands and models when considering a new car purchase, with only a small proportion (3.1%) not doing so.

The high percentage of respondents who use social media to research car brands and models suggests that the surveyed population places a high value on social media in their car purchasing decisions. This finding emphasizes the significance of social media as a source of information and influence in the automotive industry, implying that car dealerships and manufacturers should prioritize their social media presence and marketing strategies to effectively reach and engage prospective customers.

2) The relatively high percentage of respondents who regard social media content as very or extremely important suggests that social media has a significant impact on their car purchasing decisions. This highlights the importance of car dealerships and manufacturers investing in compelling and engaging social media content to effectively influence potential customers and drive sales.

3) 44 respondents (68.8%) have engaged with the Sai Point Cars Pvt Ltd. (Nexa) Bambolim dealership via social media. 19 respondents (29.7%) did not interact with the dealership via social media.

4) 15 respondents (23.4%) perceive Sai Point Cars Pvt Ltd. (Nexa) social media presence as much worse compared to other car dealerships in Goa in terms of content and engagement. 23 respondents (35.9%) perceive it as slightly worse. This data suggests that

a sizable proportion of respondents believe Sai Point Cars Pvt Ltd. (Nexa)'s social media presence is significantly worse or slightly worse than that of other car dealerships in Goa. However, a sizable proportion believe it is roughly the same, indicating room for improvement in the dealership's social media content and engagement strategies.

- 5) 22 respondents (34.4%) believe that updating about new car models, offers, features, and promotions on social media by Sai Point Cars Pvt Ltd. (Nexa) would be very effective. 14 respondents (21.9%) think it would be effective. 21 respondents (32.8%) remain neutral on the effectiveness of such updates. 7 respondents (10.9%) believe it would be ineffective. According to the data, a significant portion of respondents see the value in using social media to stay up to date on new car models, offers, features, and promotions. However, a significant proportion remain neutral, implying that the effectiveness of these updates may vary depending on factors such as content quality and audience engagement.
- 6) According to the findings, customers prefer social media content from Sai Point Pvt Ltd. (Nexa) dealerships that focus on car features and specifications (31.3%), promotions and discounts (37.5%), customer testimonials (20.3%), and behind-the-scenes dealership activities (10.9%). As a result, the dealership should prioritise creating content that is relevant to these preferences to increase engagement and effectively attract potential customers.

## Chapter 4: Research Findings and Discussion

Based on the data gathered from the survey conducted among customers who visited Sai Point Cars Pvt Ltd. (Nexa) dealership channels, several findings can be observed: The majority (82.8%) of respondents were aware of the Sai Point Cars Pvt Ltd. (Nexa) dealership in Bambolim.

**Word of mouth** (45.3%) was the most common way respondents discovered Sai Point Cars Pvt Ltd. (Nexa) dealership, followed by online search results (25%).

**Brand Image:** Respondents rated the overall brand image of Sai Point Cars Pvt Ltd. (Nexa) dealership positively, with 67.2% rating it as good or excellent when compared to other car dealerships in Goa.

**Customer Service Experience:** The vast majority of respondents (81.3%) rated their overall customer service experience at Sai Point Cars Pvt Ltd. (Nexa) dealership as very good, good, or excellent. 96.9% of respondents reported using social media to research car brands and models before purchasing a new car.

**The significance of social media content in influencing** car purchasing decisions was high, with 60.9% of respondents rating it as very or extremely important.

**When comparing Sai Point Cars Pvt Ltd. (Nexa)** to other car dealerships in Goa, respondents rated their social media presence as similar or better (59.4%).

Most respondents (67.2%) believe social media updates on new car models, offers, features, and promotions are effective or very effective.

**Satisfaction with Social Media Presence:** Sai Point Cars Pvt Ltd. (Nexa) dealership channels received mixed feedback, with 43.8% satisfied and 35.9% neutral. These findings shed light on customers' awareness, perceptions, and engagement with Sai Point

Cars Pvt Ltd. (Nexa) dealership channels, as well as their preferences and attitudes towards automotive social media marketing. The Sai Point Cars Pvt Ltd. Should focus more on social media marketing since many of the customers are active on social media platform, by taking advantage of this they can reach to wider audience by covering the south Goa customers.

The content of social media should be enhanced since customers have showed interest to see content about features and demos of the car, providing testimonial of other customer.

## Conclusion

In conclusion, a survey of customers who visited Sai Point Cars Pvt Ltd. (Nexa) dealership channels yielded several key findings. Overall, customers are well aware of the dealership only in the part of North Goa, with word of mouth being a significant source of interaction. Customers generally rate the brand image positively, and they are very satisfied with their customer service experiences.

Customers' car purchasing decisions are heavily influenced by social media, with the majority using it for research and valuing social media content. Customers are actively participating in the dealership's social media activities.

These findings highlight the significance of a strong social media presence for automotive dealerships in engaging customers and influencing their purchasing decisions. Addressing any areas of dissatisfaction and identifying opportunities for improvement can help the dealership's marketing efforts and overall customer satisfaction.

## Managerial Implication

**Leverage Word of Mouth:** Since word of mouth is a significant source of encounter for the dealership, management should continue to foster positive customer experiences to encourage referrals and recommendations.

**Address Competitor Comparison:** While satisfaction with the dealership's social media presence compared to competitors is mixed, it presents an opportunity for improvement. Management should analyze competitors' strategies and identify areas where they can differentiate and excel.

**Focus on Customer Satisfaction:** Maintaining high levels of customer satisfaction, both in-store and online, should remain a priority. This involves providing excellent customer service, promptly addressing inquiries and concerns on social media platforms, and actively seeking feedback for continuous improvement. Since many times the relationship managers get busy with new customers and they can't provide after-sales service

**Optimize Social Media Content:** Understanding the importance of social media content, the dealership should focus on providing valuable and engaging content that resonates with its target audience. This includes showcasing car features, customer testimonials, behind-the-scenes activities, and exclusive promotions.

## **Task Handled**

A) Administrative Work: Assisted with general administrative tasks, including attending meetings and managing paperwork, while working under the marketing team.

B) Leaflet Marketing: have done the leaflet at various places, especially at Government offices and Banks at locations such as Panjim, Mapusa, Porvorim, Vasco, Cortalim and Margao.



C) Pitching Sales: Handled inquiries of customers and converting cold prospects into hot prospects, was able to get 2 bookings during the internship.

D) After-sales services: Communicating with customers to know about their car service due, fixing appointments for any service.

E) Handled Social media: I have created few videos for the company and post for their social media account.

## **Learnings**

Email Marketing Proficiency: a. Mastered email marketing tactics and tools.

a. Learned how to create engaging and interactive email campaigns for target audiences.

Perfecting the Art of Pitching: I developed the ability to deliver concise yet impactful pitches to potential customers. Recognized the importance of a strong pitch in closing sales and making a lasting impression. And also learned the sales technique, and how to judge the customer.

## **Challenges**

During my internship, I observed that the company didn't offer many opportunities for me to learn and grow in my skill set. My overall internship experience was impacted by the lack of growth opportunities. This is because I was new to this automobile market.

## **APPENDIX I**

### Questionnaire

#### 1) Gender

Male

Female

Others

#### 2) Age group

Below 24

25-34

35-44

45-54

55-64

Above 65

#### 3) Please select your approximate household income level (Annually)

Below than ₹3 lakh

₹3 lakh - ₹5 lakh

₹5 lakh - ₹10 lakh

₹10 lakh - ₹15 lakh

Above ₹ 15 lakh

4) District

North Goa

South Goa

5) Occupation Status

Student

Professional

Business owner

Retired

6) Which social media platforms do you use most frequently?

Instagram

Facebook

YouTube

WhatsApp

7) How often do you use social media platforms?

Rarely (less than once a week) 1

Occasionally (once a week)

Frequently (several times a week)

Daily

8) Were you aware of Sai Point Car Pvt Ltd. dealership (Nexa) at Bambolim?

Yes

No

9) Which of the following sources have you encountered the Sai Point cars Pvt Ltd. (Nexa) dealership through?

Print advertising

Social media platforms

Online search results

Word of mouth

10) Are you aware of the social media presence of other Nexa car dealerships in Goa?

Nexa Chowgule Porvorim

Nexa Sai Service Margao

11) Compared to other car dealerships in Goa, how would you rate the overall brand image of Sai Point cars Pvt Ltd. (Nexa) dealership?

Fair

Neutral

Good

Excellent

12) How would you describe the overall customer service experience at Sai Point Cars Pvt Ltd. (Nexa)?

Excellent

Very good

Good

Fair

13) When considering a new car purchase, do you use social media to research car brands and models?

Yes

No

14) How important is social media content (posts, videos, etc.) in influencing your car purchase decision?

Not important

Slightly important

Neutral

Very important

Extremely important

15) Have you ever interacted with the Sai Point cars Pvt Ltd. (Nexa) Bambolim dealership on social media? (e.g., liked their page, commented on a post)

Yes

No

16) How does Sai Point cars Pvt Ltd. (Nexa) social media presence compare to other car dealerships in Goa in terms of content and engagement?

Slightly worse

About the same

Slightly better

Much better

17) How effective it will be if Sai Point cars Pvt Ltd. (Nexa) updates about new car models, offers, features and promotions on its social media?

Very effective

Effective

Neutral

Ineffective

Very infective

18) What types of content you would like to see more of from Sai Point Pvt Ltd. (Nexa) dealership channels on social media?

Car features and specifications

Customer testimonials or success stories

Behind-the-scenes dealership activities

Promotions and discounts.

## APPENDIX II





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