


**IMPACT OF INFORMATION PARAMETERS OF ONLINE AUTO DEALERSHIP WEBSITE
TOWARDS CONSUMER PURCHASE INTENTION**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 21 November 2022</p> <p>Accepted 16 February 2023</p>	<p>Purpose: Information plays a significant role in the online business space where consumers perform information search before making the final purchase decision. Information is the source for the word of mouth marketing which becomes critical in achieving the marketing goals of the organization. The study aims to understand the role of information presented to the customers in determining the purchase intention.</p>
<p>Keywords:</p> <p>Digital Marketing; Information Management; Consumer Behavior; Purchase Intention.</p>	<p>Theoretical Framework: Consumers make their purchase decision in various stages and the role of information search plays a vital role in making the decision. Theory of planned behavior and theory of reasoned action are the base theories in studying consumer behavior. However the theories take into account the usage behavior and present lesser relevance to the information presented. This study focus on the nature of the information based on the existing literature.</p> <p>Methodology: The scale to measure the Purchase Intention based on the intention attributes weretaken from (Javier A. Sánchez Torres et al,2018).Data were analysed using the MS Excel and structural equation modelling is carried out using SmartPLS3. Purposive sampling was adopted and the respondents who have used at least one Online auto dealership website were considered for the study</p>
	<p>Findings: Credibility of the information has a higher influence towards the Purchase intention among consumers. The second highest factor that influence the purchase intention of consumers is found to be the need for the information.</p> <p>Research Implications: Affordable and ease of access towards internet has opened the path towards information overload through various mobile and social media applications. In this era. Online autodealership business owners have to create methods to emphasize on authenticity of the information presented in their website. The need analysis of the consumers based using the online tools and algorithms have to be improved to suggest the type of cars.</p> <p>Originality/Value: The research is one among the few studies in understanding the information parameters for an online auto dealership website and it would play a vital role in designing the content and marketing campaigns.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i2.1073</p>

**IMPACTO DOS PARÂMETROS DE INFORMAÇÃO DO SITE DA CONCESSIONÁRIA DE
AUTOMÓVEIS ON-LINE SOBRE A INTENÇÃO DE COMPRA DO CONSUMIDOR**

RESUMO

Objetivo: A informação desempenha um papel significativo no espaço comercial on-line onde os consumidores realizam a busca de informações antes de tomar a decisão final de compra. A informação é a fonte da palavra

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marketing boca a boca que se torna crítica para atingir os objetivos de marketing da organização. O estudo visa compreender o papel da informação apresentada aos clientes na determinação da intenção de compra.

Estrutura teórica: Os consumidores tomam suas decisões de compra em várias etapas e o papel da busca de informação tem um papel vital na tomada de decisão. A teoria do comportamento planejado e a teoria da ação fundamentada são as teorias básicas no estudo do comportamento do consumidor. Entretanto, as teorias levam em conta o comportamento de uso e apresentam menor relevância para as informações apresentadas. Este estudo enfoca a natureza da informação com base na literatura existente.

Metodologia: A escala para medir a Intenção de Compra com base nos atributos de intenção foi feita por (Javier A. Sánchez Torres et al,2018). Os dados foram analisados usando o MS Excel e a modelagem da equação estrutural é feita usando o SmartPLS3. A amostragem proposital foi adotada e os respondentes que utilizaram pelo menos um site de concessionárias de automóveis on-line foram considerados para o estudo.

Conclusões: A credibilidade das informações tem uma influência maior na intenção de compra entre os consumidores. O segundo maior fator que influencia a intenção de compra dos consumidores é a necessidade da informação.

Implicações da pesquisa: A acessibilidade econômica e a facilidade de acesso à Internet abriram o caminho para a sobrecarga de informação através de várias aplicações móveis e de mídia social. Nesta era. Os proprietários de empresas de autodefesa online têm que criar métodos para enfatizar a autenticidade das informações apresentadas em seu website. A análise das necessidades dos consumidores com base nas ferramentas e algoritmos online tem que ser melhorada para sugerir o tipo de carros.

Originalidade/Valor: A pesquisa é um dos poucos estudos de compreensão dos parâmetros de informação para um website de concessionária de automóveis on-line e teria um papel vital na concepção do conteúdo e das campanhas de marketing.

Palavras-chave: Marketing Digital, Gestão da Informação, Comportamento do Consumidor, Intenção de Compra.

IMPACTO DE LOS PARÁMETROS DE INFORMACIÓN DEL SITIO WEB DE UN CONCESIONARIO DE AUTOMÓVILES ONLINE EN LA INTENCIÓN DE COMPRA DEL CONSUMIDOR

RESUMEN

Objetivo: La información desempeña un papel importante en el espacio comercial en línea, donde los consumidores realizan búsquedas de información antes de tomar la decisión final de compra. La información es la fuente del marketing boca a boca, que resulta fundamental para alcanzar los objetivos de marketing de la organización. El estudio pretende comprender el papel de la información presentada a los clientes en la determinación de la intención de compra.

Marco teórico: Los consumidores toman su decisión de compra en varias etapas y el papel de la búsqueda de información desempeña un papel vital en la toma de la decisión. La teoría del comportamiento planificado y la teoría de la acción razonada son las teorías en las que se basa el estudio del comportamiento del consumidor. Sin embargo, estas teorías tienen en cuenta el comportamiento de uso y dan menos relevancia a la información presentada. Este estudio se centra en la naturaleza de la información basada en la bibliografía existente.

Metodología: La escala para medir la Intención de Compra basada en los atributos de intención se tomaron de (Javier A. Sánchez Torres et al,2018). Los datos se analizaron utilizando el MS Excel y el modelado de ecuaciones estructurales se lleva a cabo utilizando SmartPLS3. Se adoptó un muestreo intencional y se consideraron para el estudio los encuestados que han utilizado al menos un sitio web de concesionarios de automóviles en línea

Resultados: La credibilidad de la información influye más en la intención de compra de los consumidores. El segundo factor que más influye en la intención de compra de los consumidores es la necesidad de información.

Implicaciones de la investigación: El acceso asequible y fácil a Internet ha abierto el camino a la sobrecarga de información a través de diversas aplicaciones móviles y de medios sociales. En esta era. Los propietarios de negocios de venta de vehículos en línea tienen que crear métodos para hacer hincapié en la autenticidad de la información presentada en su sitio web. El análisis de las necesidades de los consumidores basado en el uso de herramientas y algoritmos en línea tiene que ser mejorado para sugerir el tipo de coches.

Originalidad/Valor: La investigación es uno de los pocos estudios en la comprensión de los parámetros de información para un sitio web de concesionarios de automóviles en línea y que jugaría un papel vital en el diseño de los contenidos y campañas de marketing.

Palabras clave: Marketing Digital, Gestión de la Información, Comportamiento del Consumidor, Intención de Compra.

INTRODUCTION

Internet has transformed the consumer behaviour drastically from convenience goods purchases to white goods purchases. One of the major aspect of the consumer behaviour is the information search which has a major influence on the sales of product and services. The nature of the information forms a significant aspect of enhancing the word of mouth marketing among the consumers. Due to the entry of more foreign players, the automobile industry has witnessed massive evolution in terms of design and technology. Customers spend more time to collect the information regarding their automobile purchase using the online website. Online auto dealership websites ease the customers for their information search and provides huge alternatives for their customers.

LITERATURE REVIEW

(Lv.s,2019) Modern technologies like artificial intelligence and data mining enable the auto retailers to understand the buying pattern and profile of the customers in the digital space. There are various methods by which marketers can attract the customers to focus on the model of automobile of their choice which gives them higher margin of profit. (Chen et.al,2011) Consumer who browse information in the internet have developed the habit of writing reviews on their favourite products and especially on the features when it comes to the automobiles. The review will help us evaluate the impact of the new model of products and services in the automobile industry. (Pergelova, A., Prior, D., & Rialp, J.,2008). The content design in the website and consumer engagement in the online platforms creates an impact towards the online auto dealership website and increases its footfalls. The interactive design drives the consumers towards the sales conversion which is the major objective of the online dealership. (Kulkarni, G., Ratchford, B. T., & Kannan, P. K. ,2012) Omnipresence has always a strategy for auto retailers because customers browse the internet and make their purchase decision in the physical stores and vice versa

(Jalilvand, M. R., & Samiei, N. ,2012). Consumers perform the Electronic Word of Mouth is in the form of tags in social networking sites and sharing the information to the friends and peers as well as enrolling in the referral programs of the online business owners. (Chen, Y., Fay, S., & Wang, Q. 2003) Consumer product review in the video platforms like youtube helps understand the pros and cons of the automobile taking into account of all the dimensions which has been overlooked by the consumer searching for a particular product or service. (Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. ,2005) The design of the website as well as the responsiveness of the business owner to the customer enhances the trust towards the online

store thereby enhancing the patronizing behaviour among the consumers. (Samson, R., Mehta, M., & Chandani, A., 2014) Young consumers have easy access to the technology which enables the organization to design customized communication in order to target brands which are closer to their demography.

(Nwokah, N. G., & Aeenee, F. L. ,2017) Social media has always proven to be the best medium to reach the customers who have an online browsing behaviour. The information search in the automobile industry have been greatly tapped by these social networking sites. (Grein, A. F. ,2000) Product or services might be different and targeted towards different customer groups, however the marketing strategies remain almost the same in the online shopping medium.

RESEARCH METHODOLOGY

The scale to measure the Purchase Intention based on the intention attributes were taken from (Javier A. Sánchez Torres et al,2018). Data were analysed using the MS Excel and structural equation modelling is carried out using SmartPLS3. The sample size adopted after finalizing from the pilot study is found to be 429. The sampling method adopted is judgement sampling where consumers searched for the automobile information at least once in the online auto dealership websites.

Analysis and Interpretation

Reliability of Constructs

Constructs	Cronbach's Alpha
Attitude of Information	0.784
Credibility of Information	0.809
Need of Information	0.765
Purchase Intention	0.762
Quality of Information	0.813

From the above table it is inferred that all the values are above .7, hence the reliability of the constructs are established. Therefore the instrument used for the research is found to produce consistent result upon repetition of the study.

Average Variance Extracted

Constructs	Average Variance Extracted (AVE)
Attitude of Information	0.698
Credibility of Information	0.635
Need of Information	0.681
Purchase Intention	0.678
Quality of Information	0.641

From the above table the average variance extracted for the constructs is above 0.5. It is inferred that the model parameters are intact with respect to the variance within the samples.

Composite Reliability

Constructs	Composite Reliability
Attitude of Information	0.874
Credibility of Information	0.874
Need of Information	0.865
Purchase Intention	0.863
Quality of Information	0.877

From the above table it is inferred that the composite reliability is above 0.7. This depicts the reliability of constructs as a whole fraction within the sample which assures the stability of the model taken into consideration

	R Square	R Square Adjusted
Purchase Intention	0.718	0.715

From the above table the constructs taken into consideration for defining the purchase intention by the consumer were able to define 71.5 percentage. The threshold value for the regression test is .6.

Loading Values of Constructs

Items	Attitude of Information	Credibility of Information	Need of Information	Purchase Intention	Quality of Information
AI1	0.842				
AI2	0.836				
AI3	0.829				
CI1		0.781			
CI2		0.794			
CI3		0.796			
CI4		0.816			

IQ1					0.792
IQ2					0.819
IQ3					0.796
IQ4					0.796
NO1			0.827		
NO2			0.828		
NO3			0.82		
PI1				0.819	
PI2				0.817	
PI3				0.833	

From the above table it is inferred that the loading values are above .7 for all the items. Therefore the factor analysis of the constructs were established.

Path Values of the Constructs

Path	T Statistics (O/STDEV)	P Values
Attitude of Information -> Purchase Intention	3.516	0
Credibility of Information -> Purchase Intention	7.607	0
Need of Information -> Purchase Intention	5.411	0
Quality of Information -> Purchase Intention	4.068	0

From the above table showing the path analysis the p values are less than 0.05 and the T value of all the paths are above the threshold value of 0.2

CONCLUSION

It is found that credibility of the information from the website influences the purchase intention among the consumers. Credibility enhances with the cross check of information from the sources before displaying in the website. It is also found that the need for the information is the next highest influencer of purchase intention among consumers. Therefore the need analysis from the consumer point of view enhances the purchase intention among the consumers.

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