

## **Influence of New Media on Purchasing of Cars in Tamilnadu; India**

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New Media stands for digital consumerism technology that has a new life to business throughout the world. The development of WWW and digital advertisement has made a leap in business. New media is a technical advancement marketing channel via handheld devices through which the marketers can reach the consumers. The automobile market in India is predominated by New Media nowadays.

A Simple Random sampling technique was adopted. Descriptive statistical tools such as Percentage, Mean, Median and Standard Deviation have been used to describe the profiles of consumers. ANOVA, t-Test and F-Test have been used to test the significant differences between the groups of respondents. Chi-Square test has been used to test the association between the consumer demographic characteristics and preferred product attributes and satisfaction. Multiple regression analysis has been used to study the influence of income and lifestyle on overall satisfaction level of the respondents. This study concludes that new media plays a vital role in marketing compact cars.

**Keywords:** *New Media, Marketing Trends, Car Purchasing Decision, Internet Marketing*

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