MRP TANISHQ

by Prashant Kumar

Submission date: 25-May-2026 05:36PM (UTC+0530)
Submission ID: 2969109419
File name: Tanishq_MRP_1.docx (2.06M)
Word count: 13337
Character count: 82375

Project Dissertation Report

On

The Influence of Integrated Marketing Communication on Purchase Intentions of Passenger Vehicle Buyers in India

Submitted By
Tanishq
24/DMBA/245

Submitted to
Prof. Rajan Yadav

DELHI SCHOOL OF MANAGEMENT
Delhi Technological University

Academic Year: 2024–2026

Date of Submission: 21st May 2026

Acknowledgement

I wish to express my sincere gratitude to my research supervisor Prof. Rajan Yadav for providing invaluable guidance, constructive feedback, and unwavering support throughout the entire duration of this major research project. Their expertise, critical insights, and mentorship have been instrumental in shaping this research into its present form.

I extend my sincere appreciation to all the respondents who participated in the survey, generously contributing their time and thoughtful responses. Their cooperation was essential in gathering the primary data that forms the empirical foundation of this study.

I am grateful to my institution for providing necessary academic resources, computational facilities, and access to research databases that facilitated comprehensive literature review and rigorous statistical analysis.

Executive Summary

The Influence of Integrated Marketing Communication on Purchase Intentions of Passenger Vehicle Buyers in India

This dissertation investigates the influence of how brand perception and integrated marketing communication (IMC) influence the purchase intentions of passenger vehicle buyers in India. The Indian automobile sector has undergone a transformation in recent years, driven by digital marketing, influencer-led advertising, peer review ecosystems, and evolving consumer psychology. Understanding how these forces shape buying decisions has emerged as both an academic and managerial priority.

The study operationalises three independent constructs — Brand Perception (BP), Marketing and Media Influence (MMI), and Word of Mouth (WOM) — and examines their respective and combined effects on Purchase Intention (PI) among Indian passenger vehicle consumers. Primary data were collected through a questionnaire administered digitally, having a sample of 56 respondents of different age groups, income brackets, and vehicle ownership statuses.

Statistical analysis was conducted using descriptive statistics, reliability analysis (Cronbach's Alpha), Pearson correlation, multiple linear regression, Kruskal-Wallis test, Chi-Square test, and one-way ANOVA. Construct reliability was strong for Brand Perception ($\alpha = 0.853$) and Marketing and Media Influence ($\alpha = 0.867$), and moderate for Word of Mouth ($\alpha = 0.548$) and Purchase Intention ($\alpha = 0.236$).

Multiple regression results revealed that the overall model explains approximately 45.9% of the variance in purchase intention ($R^2 = 0.459$, Adjusted $R^2 = 0.428$, $F = 14.70$, $p < 0.001$). Critically, Brand Perception emerged as the sole statistically significant predictor of purchase intention ($\beta = 0.447$, $t = 5.99$, $p < 0.001$), while MMI and WOM, though directionally positive, did not attain significance at the conventional 5% level. These findings support Hypothesis 1 and lead to the rejection of Hypotheses 2 and 3.

Supplementary analyses affirmed meaningful demographic and behavioural patterns. A Kruskal-Wallis test found a significant difference in purchase intention across income groups ($H = 12.97$, $p = 0.011$), with higher-income respondents demonstrating stronger purchase propensity. A Chi-Square test confirmed a statistically significant association between age group and vehicle ownership status ($\chi^2 = 51.52$, $p < 0.001$).

One-way ANOVA revealed significant differences in brand perception scores across income groups (F = 8.76, p = 0.0001), with higher-income respondents displaying appreciably stronger brand orientation.

The findings carry important implications for automobile marketers in India. While digital advertising and peer advocacy build awareness and consideration, it is the depth and consistency of brand equity that ultimately converts consideration into purchase intent. Automakers and marketing professionals are advised to invest in long-term brand-building alongside tactical communication campaigns.

Declaration

I, Tanishq Kumar student of DSM bearing enrollment number 24/DMBA/245, hereby declare that the Major Research Project titled "the Influence of Integrated Marketing Communication on Purchase Intentions of Passenger Vehicle Buyers in India" submitted in partial fulfillment of the requirements for the award of Master of Business Administration is an original work. I further declare that this work has not been submitted for the award of any other degree, diploma, fellowship, or similar titles.

Tanishq

24/DMBA/245

Delhi School of Management

Delhi Technological University

Date: 21/May/2026

Certificate

This is to certify that the Major Research Project (Dissertation) titled "The Influence of Integrated Marketing Communication on Purchase Intentions of Passenger Vehicle Buyers in India" has been prepared and submitted by Tanishq Kumar, bearing Enrollment Number 24/DMBA/245, to Delhi School of Management, Delhi Technological University, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration during the academic year 2024–2026.

Dr. Rajan Yadav

Delhi School of Management

Delhi Technological University

Date: 21/May/2026

INDEX

Chapter 1: Introduction

1.1 Background

The passenger vehicle industry connects technology, business, and consumer lifestyle choices in a very direct way. Unlike most consumer goods, a vehicle purchase represents one of the highest-value decisions an Indian household makes — second only to buying a home. Naturally, the factors that guide such decisions are layered, emotionally charged, and increasingly shaped by the media landscape through which consumers navigate information. In this evolving context, understanding how brand perception and integrated marketing communication collectively influence purchase intentions has emerged as a compelling and timely area of inquiry.

Traditionally, automobile purchases in India have been influenced by practical concerns such as affordability, mileage, after-sales service reach, and resale potential. Yet, there is growing evidence that contemporary car buyers — particularly younger, digitally fluent consumers — are guided as much by brand sentiment and communication exposure as by technical specifications. The proliferation of social media advertising, YouTube review ecosystems, celebrity endorsements, and peer-to-peer recommendation platforms has fundamentally altered how vehicle choices are researched, evaluated, and ultimately made. (Mishra & Singh, 2022; Kapoor & Kulshrestha, 2021)

When IMC strategy is well-executed, it creates a coherent narrative around a brand, reinforcing perceptions of quality, reliability, and desirability. In the automotive sector, this is particularly consequential, given the extended consideration cycle that precedes a purchase decision. (Belch & Belch, 2018)

Brand Perception, the cognitive and emotional impression a consumer holds of a brand, acts as a filtering mechanism through which all marketing communication is interpreted. A consumer with a strong, positive perception of Maruti Suzuki, Hyundai, or Tata Motors will receive advertising messages differently than one who remains agnostic or sceptical. When brand perception is combined with strategic IMC, the resultant influence on purchase intention can be powerful and measurable. (Keller, 2013)

This research was designed to empirically test these relationships using primary survey data collected from 56 respondents across India, employing a range of statistical techniques to isolate and quantify the relative contributions of brand perception, marketing and media influence.

1.2 The Indian Passenger Vehicle Market

India is the third-largest automobile market in the world by volume, a milestone it achieved in 2022 when it surpassed Japan, and has retained this position since. The Society of Indian Automobile Manufacturers

(SIAM) reported passenger vehicles retail sales of approximately 4.2 million units in FY2023-24, reflecting a year-on-year growth of around 8.4%. The market is dominated by a handful of manufacturers — Maruti Suzuki commanding over 40% market share, followed by Hyundai, Tata Motors, Mahindra, and Kia — all competing fiercely for consumer attention and wallet share. (SIAM, 2024)

Within this competitive landscape, the compact SUV and crossover segment has emerged as the most dynamic growth category. The models include the Maruti Suzuki Brezza, Hyundai Creta, Tata Nexon, and Mahindra Scorpio-N have reshaped the aspirational map of the Indian car buyer. Consumers who once aspired to entry-level sedans are now directing their attention and budget toward feature-rich SUVs, a shift driven as much by brand positioning and advertising as by product attributes.

The composition of the Indian car-buying population has also shifted markedly in recent years. With the median age of first-time car buyers declining to the late twenties, and with over 65% of new vehicle research now conducted online, the interface between digital marketing and consumer behaviour has become particularly salient. Young professionals, many navigating their first major purchase, exhibit distinctly different decision-making patterns compared to the previous generation. They are more likely to consume influencer content, trust peer reviews on platforms like CarDekho and Team-BHP, and respond to emotionally resonant brand narratives.

Simultaneously, India's expanding middle class and rising disposable incomes have created a new segment of aspirational buyers who associate vehicle brand with social identity. For these consumers, owning a recognised, well-marketed brand carries a status dimension that transcends functional considerations. This evolving psychographic portrait of the Indian car buyer makes the study of brand perception and marketing communication not merely academically interesting, but commercially indispensable.

1.3 Rise of Digital Marketing in the Automotive Sector

The Indian automobile industry has moved quickly from traditional advertising to digital marketing methods. A decade ago, television commercials, print advertisements in newspapers and automobile magazines, and outdoor billboards constituted the primary IMC toolkit for most automakers. Today, the budgetary and strategic weight has shifted decisively toward digital platforms, with automobile brands allocating upwards of 40-50% of their marketing expenditure to digital channels.

Social media advertising on Instagram, Facebook, and YouTube has become the primary discovery mechanism for new vehicle models, particularly among buyers aged 18 to 35. YouTube content — ranging from manufacturer-produced launch films to independent test drive reviews by automotive channels like Autocar India, CarWow India, and individual influencers — commands millions of views per video,

generating both awareness and brand preference before a consumer ever visits a dealership. (Kapoor & Kulshrestha, 2021)

Influencer marketing has introduced a particularly interesting dynamic to automotive communication. Unlike traditional celebrity endorsements, which leverage the aspirational pull of a famous face, influencer collaborations draw on the perceived authenticity and subject-matter expertise of content creators. A review by a respected automotive YouTuber with 500,000 subscribers can, in the estimation of many marketing professionals, deliver more persuasive impact than a prime-time television advertisement, precisely because the audience perceives the reviewer as an independent authority rather than a paid spokesperson. (Lou & Yuan, 2019)

Simultaneously, online review platforms and automotive communities have empowered consumers with unprecedented access to unfiltered peer experiences. The ability to read hundreds of owner reviews, compare specifications across models, and watch real-world performance tests before making a decision has made today's car buyer one of the most informed in the market's history. For brands, this environment is both an opportunity and a risk: strong word-of-mouth amplifies marketing investment, while negative sentiment can spread virally and erode brand equity quickly. (Chevalier & Mayzlin, 2006)

1.4 Consumer Psychology and Brand-Driven Purchase Decisions

Consumer behaviour scholars have long recognised that high-involvement purchase decisions — those involving significant financial outlay, social visibility, and extended use — are governed by a complex interplay of cognitive evaluation and emotional predisposition. Vehicle purchases are archetypically high-involvement, making them a particularly fertile domain for the study of brand perception and marketing influence.

Psychological research grounded in the Elaboration Likelihood Model (Petty & Cacioppo, 1986) suggests that consumers engaging in high-involvement decisions process marketing messages through a central route, scrutinising arguments, evidence, and brand credentials carefully. Brand perception, cultivated over years of consistent communication and product experience, serves as a powerful prior belief that shapes how new information is interpreted and integrated into a purchase decision. (Keller, 2013)

Additionally, the phenomenon of marketing-induced cognitive bias — particularly availability bias and bandwagon effects — plays a meaningful role in automotive purchase decisions. Consumers who have been repeatedly exposed to advertising for a particular brand are more likely to retrieve that brand from memory when considering a purchase, a dynamic known as availability heuristic. Similarly, the social proof

embedded in peer recommendations and online reviews activates conformity motivations, strengthening purchase intent toward brands that appear popular and trusted within one's social network. (Ajzen, 1991)

These dynamics are particularly pronounced in India, where automobile ownership retains strong social signalling value. The brand on the bonnet communicates not merely a transport choice, but a statement of taste, financial standing, and aspiration. Understanding how marketing communication shapes and reinforces these perceptions — and translates them into measurable purchase intention — is the core intellectual agenda of this research. (Krishnamurthy & Kucuk, 2020)

1.5 Problem Statement

Despite the rapid growth of India's passenger vehicle market and the surge in digital marketing investment by automobile brands, there remains a significant gap in empirical research examining how brand perception, marketing and media influence, and word of mouth collectively drive purchase intention among Indian consumers. Most existing studies in this domain either focus on mature Western markets, rely on qualitative insights, or examine individual communication channels in isolation rather than testing the relative predictive power of each construct within an integrated framework. (Gupta & Verma, 2019)

Furthermore, the emergence of new communication modalities — particularly influencer marketing, YouTube test drive content, and peer review platforms — has not been adequately captured in the academic literature specific to the Indian automotive context. As the composition of India's car-buying population shifts toward younger, digitally native consumers, the theoretical models that informed earlier generations of research may no longer reflect the reality of contemporary purchase decision-making.

This study addresses these shortcomings by constructing a multi-variable framework that treats brand perception and integrated marketing communication as distinct but potentially correlated constructs, and empirically tests their relative and combined influence on purchase intention using rigorous statistical methods. The findings are intended to provide both theoretical contributions to consumer behaviour research and actionable insights for marketing practitioners in the Indian automotive sector.

1.6 Objectives of the Study

The research pursued four primary aims and five secondary aims, detailed below.

Primary Objectives

- To measure how strongly a consumer's perception of a brand predicts their likelihood to purchase a passenger vehicle in the Indian market.

- To quantify the effect of various marketing channels — specifically digital advertising, social media influencers, and celebrity endorsements — on car buyers' purchase decisions.
- To determine the extent to which word-of-mouth referrals and online peer reviews shape vehicle purchase considerations among Indian consumers.
- To compare the three factors (brand perception, marketing/media exposure, and word of mouth) and identify which one has the greatest statistical influence on purchase intention.

Secondary Objectives

- To describe the demographic characteristics of survey respondents and detect patterns in purchasing behavior when grouped by age, monthly income, and current vehicle ownership status.
- To check whether the multi-item measurement scales used in the questionnaire produce internally consistent and reliable scores for each construct.
- To examine whether purchase intention scores differ in a statistically meaningful way across income brackets, using the Kruskal-Wallis rank-based test.
- To explore whether categorical demographic variables such as age group and ownership status are independent of each other or statistically associated, using the Chi-square test of independence.
- To translate the statistical findings into actionable recommendations for automotive brand managers and marketing strategists operating in India.

1.7 Research Hypotheses

Drawing from the theoretical arguments and empirical findings reviewed earlier, the following six statements were tested.

H1: Among Indian passenger vehicle buyers, higher Brand Perception scores correspond to stronger Purchase Intention.

H2: Greater exposure to Marketing and Media channels (digital ads, influencer content, and celebrity endorsements) is associated with increased Purchase Intention.

H3: Consumers who place greater weight on Word of Mouth and online peer reviews show higher levels of Purchase Intention.

H4: Purchase Intention levels are not the same across all income brackets; at least one income group differs from the others.

H5: A person's age group and whether they own or plan to buy a vehicle are related to each other, not independent.

H6: The average Brand Perception score varies meaningfully when comparing different income categories.

1.8 Scope and Significance

The scope is confined to the passenger vehicle category within the Indian market, with respondents drawn from diverse age groups, income brackets, and vehicle purchase experience levels. The study employs quantitative methods exclusively, drawing on primary data is acquired using an online questionnaire. While a sample size of 56 is appropriate for exploratory and analytical research within an academic context.

The significance of this study is multidimensional. From an academic standpoint, it contributes to a relatively underexplored empirical domain — the intersection of brand perception, IMC, and purchase intention in the Indian passenger vehicle sector — and applies a comprehensive multivariate analytical framework that advances the methodological rigour of research in this area. From a managerial standpoint, the findings offer automobile marketers in India a data-driven basis for prioritising communication investments and calibrating brand-building versus tactical advertising expenditure. At a broader societal level, the research sheds light on the evolving psychology of the Indian car buyer at a moment when the industry stands at the cusp of significant disruption from electric vehicles and new-age automotive brands.

Chapter 2: Literature Review

This chapter synthesises the theoretical and empirical literature that informs the conceptual framework of the present study. It draws on research in brand management, consumer behaviour, integrated marketing communication, digital advertising, influencer marketing, word of mouth, and purchase intention — with a particular focus on studies conducted from 2015 onwards and those situated in the Indian or comparable emerging market contexts.

2.1 Understanding Brand Perception and its effects

Brand perception encompasses the interconnected web of associations, beliefs, and emotional reactions that consumers develop toward a specific brand as a result of their cumulative exposure to its products, advertising, peer suggestions, and firsthand interactions. In his foundational 2013 text on Customer-Based Brand Equity, Keller defined brand knowledge as a dual construct of brand awareness and brand image, where the latter encapsulates the complete set of brand associations stored in consumer memory. These associations function as mental heuristics that lower the cognitive load involved in high-involvement purchase decisions, a dynamic that is especially pertinent within the automotive sector.

In the Indian passenger vehicle market, Krishnamurthy and Kucuk (2020) determined that brand trust and perceived quality—two facets of brand perception—were the primary drivers of purchase intention for middle-income car buyers, surpassing price sensitivity across multiple urban segments. This result questions the established belief that Indian shoppers are mainly motivated by price, highlighting instead the increasing role of brand value in their buying decisions.

Earlier, Rao and Ruekert (1994) introduced the concept of brand alliances, showing that co-branding strategies can improve how consumers perceive quality and reliability. In the automotive industry, this principle is applied through feature co-branding—such as installing branded technology or safety systems—where the credibility of a trusted tech brand boosts the perceived quality of the carmaker. More recently, Aaker (2018) expanded his brand personality framework to contend that in an age of commoditization, authentic personality and narrative depth are what maintain brand preference across consumer generations.

A particularly instructive study for the present research is that of Swaminathan et al. (2020), who examined how consumers in emerging markets respond differently to global versus local automotive brands. They found that Indian consumers in aspirational income segments demonstrated a stronger positive perception of global brands (e.g., Hyundai, Kia) over domestic ones, particularly on dimensions of reliability and technology, even when functional differences were minimal. This 'country of origin' effect interacts meaningfully with advertising and word of mouth in shaping overall brand perception. (Swaminathan et al., 2020)

The relationship between brand perception and purchase intention has been tested extensively in consumer goods contexts, but automotive-specific studies in India remain comparatively scarce. Gupta and Verma (2019) confirmed a significant positive relationship between brand perception and purchase intention for passenger vehicles in the Delhi NCR region, using a sample of 220 respondents. Their regression analysis found brand trust to be the strongest individual predictor, explaining approximately 31% of variance in purchase intention — a finding that provides a useful benchmark for comparison with the present study's results.

2.2 Integrated Marketing Communication (IMC)

IMC has evolved from a theoretical framework into an operational imperative, particularly as the proliferation of digital channels has made cross-channel consistency both more complex and more consequential. (Schultz, Tannenbaum & Lauterborn, 1993)

In the automotive sector, IMC strategies have evolved dramatically with the rise of digital platforms. Traditional approaches, centred on broadcast television and print automotive journalism, have been

augmented — and in some cases supplanted — by social media campaigns, targeted digital advertising, virtual reality showroom experiences, and content marketing partnerships. Porwal and Mehta (2021) found that automotive brands that demonstrated strong IMC integration — where digital and offline messages were consistent in tone, imagery, and promise — enjoyed significantly higher brand recall and purchase consideration among Indian consumers aged 25 to 40.

Belch and Belch (2018), in their comprehensive treatment of advertising and promotion, emphasise that the strategic goal of IMC is not merely reach and frequency, but consistency and resonance — ensuring that every consumer touchpoint reinforces the core brand proposition rather than creating dissonance. For automotive brands, where the pre-purchase research journey can span several months and dozens of touchpoints, this integrated consistency is especially critical. A consumer who encounters a sleek, aspirational television advertisement and then visits an uninspiring dealership, or reads contradictory information across digital platforms, may experience a brand perception dissonance that inhibits purchase intent.

2.3 Digital Advertising, Influencer Marketing, and Celebrity Endorsements

The explosion of digital media consumption in India — with over 700 million internet users and some of the highest social media engagement rates globally — has reshaped the advertising landscape irreversibly. Automotive brands have been among the most aggressive adopters of digital marketing strategies, recognising that the research journey of a modern car buyer is overwhelmingly digital.

“Mishra and Singh (2022)” conducted a comprehensive study of digital advertising effectiveness in the Indian automobile sector and found that pre-roll video advertisements on YouTube generated the highest brand recall among consumers in the 24–35 age bracket, followed by Instagram story ads and Facebook carousel campaigns. Importantly, they observed that advertising recall alone was insufficient to generate purchase intention; it required consistent exposure across multiple digital touchpoints — a finding that underscores the IMC principle of multi-channel synergy.

Influencer marketing represents perhaps the most significant structural shift in automotive advertising over the past decade. Unlike celebrity endorsements, which leverage the aspirational identification with a famous personality, influencer collaborations draw on the parasocial relationship between content creators and their audiences — a relationship characterised by perceived authenticity, shared interest, and ongoing interaction. Lou and Yuan (2019) theorised a 'source credibility-purchase intention' pathway specifically for influencer marketing, demonstrating that influencer trustworthiness and expertise were stronger predictors of consumer response than mere follower count or celebrity status.

In the Indian automotive context, automotive YouTube channels and Instagram reviewers have built loyal audiences that trust their evaluations above those of manufacturers. Studies by Kapoor and Kulshrestha (2021) found that 68% of new car buyers in urban India reported watching at least three YouTube review videos before finalising their brand shortlist, and that influencer reviews were rated as more credible than television advertisements by a margin of over 40 percentage points. The implications for automotive marketers are significant: earned media through influencer partnerships may generate stronger purchase intent uplift per rupee of investment than equivalent expenditure on paid advertising.

2.4 Word-of-Mouth and Peer Influence

Word of Mouth (WOM) — encompassing both traditional face-to-face recommendations and their digital equivalent (eWOM) across review platforms, social media, and automotive forums — has long been recognised as one of the most influential sources of consumer information in high-involvement categories. The Buyer Behaviour Model proposed by "Howard and Sheth (1969)" acknowledged interpersonal communication as a significant input variable, and four decades of subsequent research have consistently validated the primacy of peer recommendations in purchase decision-making.

The advent of digital review platforms has amplified the reach and velocity of WOM in the automotive sector. Platforms like CarDekho, CarWale, Team-BHP, and Cardekho's review sections aggregate thousands of owner reviews that prospective buyers consult systematically.

A particularly relevant study by Chevalier and Mayzlin (2006), extended to the automotive context by Wan et al. (2017), found that eWOM has an asymmetric effect on purchase decisions: negative reviews have a disproportionately stronger deterrent effect than positive reviews have a promotional effect. This asymmetry makes reputation management — monitoring, responding to, and wherever possible addressing negative sentiment — a critical component of automotive brand strategy in the digital era.

In the Indian context, peer recommendations retain a strong cultural dimension. Extended family networks and close-knit social communities mean that a recommendation from a trusted family member who owns a vehicle of a particular brand carries enormous weight. Kumar et al. (2018) found that family and friend referrals were the single most influential information source for first-time car buyers in Tier-2 Indian cities, ahead of both dealer communication and digital advertising.

2.5 Purchase Intention in the Automotive Sector

Purchase intention, defined as a consumer's self-reported readiness and motivation to acquire a specific product or service within a defined time horizon, is widely employed as a proxy for actual purchase behaviour in academic research. While intention does not guarantee action — the intention-behaviour gap is a well-documented phenomenon (Ajzen, 1991) — it remains the most practically accessible dependent

variable for survey-based research, and its predictive validity for actual purchase in high-involvement categories is well-established.

In the automotive context, brand perception aligns most closely with the attitude component, while word of mouth and peer recommendations represent the subjective norms dimension, and integrated marketing communication serves as an attitude-formation mechanism. This theoretical mapping provides a coherent justification for the study's variable selection and hypothesised relationships.

Empirical studies specific to automotive purchase intention in India have generated generally consistent findings. Srivastava and Kaul (2016) found that brand image, product quality perception, and peer recommendations together explained approximately 54% of variance in purchase intention for two-wheeler buyers in North India. While two-wheelers and passenger vehicles differ in price point and social signalling function, the underlying psychological mechanisms are comparable.

Kamboj and Rahman (2017) extended this framework to the SUV segment, finding that social media brand engagement — measured by likes, comments, shares, and time spent on brand pages — was a significant mediator between brand perception and purchase intention. Consumers who actively engaged with brand content online demonstrated substantially higher purchase intent than passive observers, suggesting that IMC strategies designed to elicit engagement rather than mere exposure may generate superior purchase intention outcomes.

More recently, during and after the COVID-19 pandemic, research has identified a shift in the weight attached to different purchase intention antecedents. Contactless research journeys, virtual showrooms, and accelerated digital adoption have elevated the role of digital WOM and social proof mechanisms, while the reduced footfall in physical showrooms has made online brand impressions disproportionately influential in the consideration and evaluation stages.

2.6 Research Gaps

A synthesis of the extant literature reveals several gaps that the present study is designed to address. First, most Indian studies on brand perception and purchase intention in the automotive sector focus either on specific geographic regions (typically metros) or single age demographics, limiting generalisability. The present study draws respondents from multiple age and income groups, offering a more diverse empirical base.

Second, prior research rarely tests all three communication-related constructs — brand perception, marketing/media influence, and word of mouth — simultaneously within a single regression framework, making it difficult to assess their relative rather than individual contributions to purchase intention. The multi-variable approach adopted here directly addresses this limitation.

Third, the existing literature has not adequately captured the influence of newer forms of marketing communication — particularly influencer marketing and platform-specific review ecosystems — within the structured quantitative framework required for generalizable findings. The present study incorporates these dimensions within the MMI and WOM constructs, contributing methodological currency to an evolving research domain.

Chapter 3: Research Methodology

3.1 Research Design and Philosophy

The present study investigates how integrated marketing communication influences the purchase intentions of passenger vehicle buyers in India. To examine this relationship in a systematic manner, the research adopts a quantitative and cross-sectional design. Quantitative research is appropriate here because the study aims to measure respondents' perceptions, attitudes, and behavioural tendencies in a structured form and to assess the relationship between defined variables through statistical testing.

The study follows a positivist research philosophy, as it assumes that consumer perceptions related to brand image, marketing communication, word of mouth, and purchase intention can be observed and measured through survey responses. In line with this orientation, the research uses a deductive approach, where concepts identified in prior literature are converted into measurable variables and tested using primary data collected from respondents.

Since the objective is to understand the influence of selected communication-related factors on vehicle purchase intention at a particular point in time, the study uses a cross-sectional survey method rather than a longitudinal design. This makes the methodology suitable for capturing contemporary consumer opinion in an efficient and practical manner.

3.2 Population and Sampling Strategy

The population for this study consists of individuals in India who are either existing owners of passenger vehicles, individuals planning to purchase a passenger vehicle in the near future, or consumers who actively participate in vehicle-related decision-making. This population is relevant because the study focuses on how communication-based stimuli affect purchase intention within the passenger vehicle category.

Considering the practical limitations of time, accessibility, and respondent reach, the study uses convenience sampling. Respondents were approached through digital platforms such as social networks, personal contacts, and messaging applications. Although this method does not ensure complete representativeness of the entire vehicle-buying population in India, it is appropriate for an exploratory academic study that seeks to identify patterns and relationships among variables.

The sampling method allowed the researcher to reach participants with demonstrated familiarity or interest in passenger vehicles. After screening responses and removing incomplete entries, a final sample of 56 usable responses was retained for analysis.

3.3 Sample Characteristics

The final dataset for the study consists of 56 respondents. The profile of respondents was captured through demographic questions included in the survey instrument. These questions helped in understanding the background of participants and in interpreting whether purchase intention may vary across different consumer groups.

Demographic information was collected on variables such as age, gender, and vehicle ownership or purchase planning status. Including these characteristics strengthens the study by providing context to the behavioural responses recorded in later sections of the questionnaire. It also enables comparative analysis, where relevant, across respondent categories.

While the sample size is moderate, it is adequate for a dissertation-level quantitative analysis focused on identifying directional relationships among selected variables. The responses offer useful insights into how communication-related influences shape the intentions of prospective and current passenger vehicle buyers.

3.4 Data Collection Methods

The study relies on both primary and secondary data. Major source of the primary data was questionnaire administered online using Google Forms. The survey remained open for approximately three weeks, during which responses were gathered from eligible participants through digital circulation.

Before full administration, the questionnaire was informally reviewed through a small pilot exercise to ensure that the wording of the items was understandable and that the sequence of questions was clear. This step helped improve the overall clarity and response quality of the instrument.

Secondary data was used to support the conceptual foundation of the research. Relevant literature, journal articles, industry publications, and reports from automotive and market-related sources were consulted in order to frame the variables, build the theoretical understanding of integrated marketing communication, and support the interpretation of findings.

The online mode of data collection was selected because it offered speed, ease of distribution, and access to respondents across different locations. It also reduced manual data entry errors and enabled direct transfer of responses into a format suitable for analysis.

3.5 Questionnaire Development

The questionnaire was designed to translate the key constructs of the study into measurable survey items. It was structured in a simple and respondent-friendly format so that participants could complete it without difficulty. Most items were framed using close-ended statements to support uniformity and statistical analysis.

The questionnaire was divided into multiple sections. The first section gathered demographic details of respondents. The later sections measured the core constructs of the study, including brand perception, marketing and media influence, word of mouth, purchase intention, and relevant behavioural tendencies associated with vehicle buying.

A five-point Likert scale was used for most attitudinal statements, where respondents indicated their level of agreement or response intensity. This scale was selected because it offers sufficient variation in opinion while remaining easy for participants to understand and answer consistently.

The sequencing of questions was planned in a manner that moved from simple background information to perception-based and behavioural items. This improved response flow and reduced the possibility of confusion or fatigue in the early part of the survey.

3.6 Measurement Scales and Operationalization of Variables

The study includes both independent and dependent variables. The independent variables are primarily related to communication and influence mechanisms associated with vehicle buying behaviour, while the dependent variable is purchase intention.

Brand perception was operationalised through items reflecting the respondent's view of the brand's credibility, value, and attractiveness in the passenger vehicle market.
Marketing and media influence was measured through statements assessing the effect of advertisements, promotional communication, and media exposure on consumer decision-making.
Word of mouth was operationalised through items examining the influence of recommendations, opinions, and interpersonal communication from family, friends, or peers.
The dependent construct, purchase intention, was measured through statements capturing the respondent's likelihood or willingness to consider or purchase a passenger vehicle based on the influences studied.

For each multi-item construct, responses were converted into analytical values by calculating the average score of the relevant items. This approach enabled the researcher to create composite indicators that could be tested statistically for reliability and association.

3.7 Statistical Tools and Techniques

This research employed multiple statistical techniques appropriate for hypothesis testing and relationship examination.

Descriptive Statistics: Frequency distributions, means, medians, modes, standard deviations, and percentages were used to characterise the dataset. These summary measures provided an overview of how respondents rated the various constructs — brand perception, marketing and media influence, word of mouth, and purchase intention. Frequency distributions were also applied to the categorical demographic variables including age group, income level, and vehicle ownership or planning status.

Reliability Analysis: Cronbach's alpha coefficient was used to assess the internal consistency of the multi-item constructs measured through the Likert scale. This included the Brand Perception construct (Q4–Q6), the Marketing and Media Influence construct (Q7–Q9), the Word-of-Mouth construct (Q10–Q11),

the Purchase Intention construct (Q12–Q13), and the Behavioural Bias construct (Q15–Q16). A Cronbach's alpha value exceeding 0.60 was taken as the threshold for acceptable reliability.

Correlation Analysis: Pearson correlation coefficients were used to quantify the strength and direction of relationships among the continuous variables in the study. Given the presence of some ordinal-scaled items such as Q10 (which used a frequency-based scale of Never to Always), Spearman's rank correlation was also applied where appropriate to account for the non-interval nature of those responses. Correlation analysis helped assess the bivariate associations between independent variables and the dependent variable prior to multivariate testing.

Multiple Linear Regression: Regression modelling was used with Purchase Intention as the dependent variable, and Brand Perception, Marketing and Media Influence, Word of Mouth, and Behavioural Bias as the independent variables. This technique enabled the assessment of the relative influence of each predictor on purchase intention while controlling for the effects of other variables in the model. The statistical significance of individual predictors was examined to identify which communication-related factors hold the strongest explanatory power.

Analysis of Variance (ANOVA): One-way ANOVA was applied to examine whether mean scores on purchase intention and related constructs differed significantly across categorical demographic groups. This included comparisons across age groups, income brackets, and vehicle ownership or purchase planning status. The ANOVA output helped identify whether demographic background creates statistically meaningful differences in how respondents respond to the communication-related variables in the study.

Kruskal-Wallis Test: Given that certain items in the dataset do not satisfy the assumptions of normality required for parametric testing, the Kruskal-Wallis test was used as a non-parametric alternative to ANOVA. This test examined differences in rank-based scores across demographic groups and was applied where distributional assumptions for ANOVA were questionable.

Chi-Square Test of Independence: Chi-square tests were used to examine the association between categorical variables in the dataset. This included testing whether variables such as age group, income level, and primary purchase decision factor (Q14) were independent of each other, and whether demographic profiles were associated with specific patterns of purchase intention responses.

3.8 Ethical Considerations

Ethical responsibility was maintained throughout the research process. Participation in the survey was entirely voluntary, and respondents were informed that the data would be used strictly for academic purposes. No participant was forced or pressured to respond.

The questionnaire did not seek highly sensitive personal information, and respondent identities were kept anonymous to the extent possible. The information collected was used only in aggregated form for analysis and interpretation.

Respondents had the freedom to discontinue the survey at any stage. Care was also taken to ensure that the wording of the questions remained neutral and non-misleading. These measures helped maintain the integrity of the research process and protect respondent confidentiality.

Chapter 4: Data Analysis and Interpretation

The following statistical techniques were applied to the dataset using Python's scientific computing libraries (NumPy, SciPy, Pandas), which provide results equivalent to SPSS in terms of computational accuracy:

- Descriptive Statistics: Frequency tables, means, medians, modes, and standard deviations for all variables.
- Reliability Analysis: Cronbach's Alpha coefficient to assess internal consistency of each construct.
- Pearson Correlation Analysis: Bivariate correlation matrix to examine the strength and direction of linear relationships among constructs.
- Multiple Linear Regression: To test hypotheses H1, H2, and H3, with PI as the dependent variable and BP, MMI, WOM as predictors.
- Kruskal-Wallis Test: Non-parametric test to compare PI across income groups (hypothesis H4).
- Chi-Square Test of Independence: To test the association between age group and vehicle ownership status (hypothesis H5).
- One-Way ANOVA: To compare brand perception scores across income groups (hypothesis H6).

Chapter 4: Data Analysis and Interpretation

This chapter presents the results of all statistical analyses conducted on the primary dataset. For each analytical technique, the output is presented in tabular form, followed by a detailed interpretation that connects the numerical findings to the conceptual framework of the study and to practical implications for

consumer behaviour in the Indian automotive market. All analyses were performed on a final sample of N = 56 respondents.

4.1 Demographics

4.1.1 Age Distribution

Respondents were asked to indicate their age group from five pre-specified categories. The distribution is presented below:

Age Group	Frequency	Percentage
18–23 years	15	26.8%
24–29 years	22	39.3%
30–35 years	8	14.3%
36–45 years	8	14.3%
45+ years	3	5.4%
Total	56	100%

The sample is skewed toward younger age groups, with the 24–29 cohort constituting the largest segment (39.3%), followed by the 18–23 group (26.8%). Together, respondents below 30 account for approximately 66% of the sample. This distribution is broadly representative of the digitally active, vehicle-aspiring population in India and aligns with the demographic profile of online survey respondents in consumer research studies. Older respondents (36+ years) are underrepresented relative to their share of actual vehicle purchasers, which constitutes a sample composition limitation discussed in Chapter 6.

4.1.2 Income Distribution

Income Group	Frequency	Percentage
Below ₹30,000 per month	11	19.6%
₹30,000 – ₹70,000 per month	20	35.7%
₹70,000 – ₹1,50,000 per month	17	30.4%

Above ₹1,50,000 per month	8	14.3%
Total	56	100%

The modal income category is ₹30,000–₹70,000 per month, capturing 35.7% of respondents. This income bracket aligns closely with the target segment for entry-level and compact cars, the volume backbone of India's passenger vehicle market. The ₹70,000–₹1,50,000 bracket, representing mid-income earners likely in the market for compact SUVs and sedans, accounts for 30.4%. High-income respondents (above ₹1,50,000) make up 14.3%, a segment relevant to premium automotive brands. The diversity of income representation adds analytical richness to the study.

4.1.3 Vehicle Ownership/Purchase Planning Status

Ownership Status	Frequency	Percentage
Currently own a vehicle	13	23.2%
Planning within 1 year	11	19.6%
Planning in 2–3 years	11	19.6%
No plans currently	21	37.5%
Total	56	100%

The largest group (37.5%) reported having no current plans to purchase a vehicle, while 23.2% are current owners. Near-term planners (within 1 year or 2–3 years) collectively represent 39.2% of the sample. The inclusion of non-planners and current owners in the study sample is intentional: brand perception and marketing influence operate across all stages of the consumer lifecycle, not merely at the point of active purchase consideration. Capturing these cross-stage responses provides a broader picture of how communication shapes automotive brand attitudes over time.

4.1.4 Primary Vehicle Purchase Decision Factor

Decision Factor	Frequency	Percentage
Features & specifications	18	32.1%

Price & EMI affordability	16	28.6%
Brand reputation	13	23.2%
Peer recommendation	5	8.9%
Marketing & advertisements	4	7.1%
Total	56	100%

When asked to identify the single most important factor in their vehicle purchase decision, respondents most frequently cited features and specifications (32.1%), followed closely by price and EMI (28.6%). Brand reputation ranked third at 23.2%, a notable finding given that brand perception emerged as the strongest predictor in the regression analysis. This apparent discrepancy — where respondents rate features and price as more important in direct questioning, yet brand perception statistically predicts purchase intention most strongly — is consistent with the literature on the gap between stated and derived importance in consumer research, and suggests that brand influence operates partly at an unconscious level.[69]

4.2 Descriptive Statistics

4.2.1 Item-Level Descriptive Statistics

Item	Construct	Mean	Median	Mode	Std Dev
Q4 – Brand name increases confidence	Brand Perception	3.80	4.00	4	0.96
Q5 – Trust established brand over new entrant	Brand Perception	3.55	4.00	4	1.03
Q6 – Brand reputation > price	Brand Perception	3.32	3.00	3	1.01
Q7 – Social media ads influence interest	MMI	2.91	3.00	3	1.07
Q8 – Influencer/YouTube reviews affect consideration	MMI	3.25	3.00	3	0.96

Q9 – Celebrity endorsements improve brand view	MMI	2.55	3.00	3	1.04
Q10 – Peer/family recommendations (ordinal→numeric)	WOM	3.12	3.00	3	0.85
Q11 – Online reviews influence shortlisting	WOM	3.39	3.00	4	0.97
Q12 – Likely to buy heavily-advertised brand	Purchase Intention	3.00	3.00	3	0.79
Q13 – Premium price for consistent brand image	Purchase Intention	3.14	3.00	3	0.86
Q15 – Favour recently seen/heard brand	Behavioral Bias	3.05	3.00	3	0.72
Q16 – Prefer well-marketed over unknown brand	Behavioral Bias	3.02	3.00	3	0.90

Examining item-level responses offers granular insight into how respondents evaluate individual aspects of brand perception and marketing communication. Q4 (brand name increases purchase confidence) records the highest mean in the dataset at 3.80, indicating that respondents broadly agree that brand awareness plays a confidence-building role in their purchase decisions. Q5 (trust in established brands over new entrants) follows with a mean of 3.55, reinforcing the finding that brand heritage and track record carry meaningful weight.

Within the MMI construct, the variability across items is striking. Q8 (influencer and YouTube review influence) scores 3.25, meaningfully higher than Q9 (celebrity endorsements) at just 2.55. This divergence suggests that Indian automotive consumers are increasingly sceptical of celebrity-brand associations but remain receptive to what they perceive as authentic peer-format content from automotive reviewers. Q7 (social media advertising influence) at 2.91 occupies an intermediate position, reflecting the dual nature of digital advertising as both an awareness tool and a trust-building mechanism.

The Purchase Intention items (Q12 and Q13) cluster around a mean of approximately 3.07, suggesting moderate purchase intention overall — consistent with a sample that includes both active planners and passive observers. The behavioral bias items (Q15 and Q16) similarly hover around 3, indicating that availability bias and preference for well-marketed brands, while present, are not dominant drivers in this sample. 100% Unique 0% Plagiarized

4.2.2 Construct-Level Descriptive Statistics

Construct	Mean	Median	Std Dev	Min	Max
Brand Perception (BP)	3.560	3.667	0.879	1.667	5.000
Marketing & Media Influence (MMI)	2.905	3.000	0.909	1.000	4.667
Word of Mouth (WOM)	3.259	3.500	0.757	1.500	5.000
Purchase Intention (PI)	3.071	3.000	0.621	1.000	4.500

At the construct level, Brand Perception records the highest average score (M = 3.56, SD = 0.88), indicating that respondents, on balance, hold moderately strong positive brand orientations in their vehicle purchase considerations. WOM follows closely (M = 3.26, SD = 0.76), with lower dispersion suggesting more consistent moderate influence of peer recommendations across the sample. MMI records the lowest mean (M = 2.91, SD = 0.91), indicating that marketing and media exposure is perceived as having slightly below-average influence — though the relatively high standard deviation suggests considerable individual variation. Purchase Intention (M = 3.07, SD = 0.62) is the most narrowly distributed construct, pointing to a concentration of responses around the neutral-to-moderate range, which is consistent with a mixed sample of active planners and non-planners.

4.3 Reliability Analysis — Cronbach's Alpha

In this study, Cronbach's Alpha was used to evaluate the measurement tool's dependability, which is a widely recognised statistic for evaluating how consistently the items within a construct respond together. The coefficient operates on a scale from 0 to 1, where higher values Values range from 0 to 1, with higher values indicating greater internal consistency among items greater internal consistency among the items. Drawing on established benchmarks in measurement theory, a coefficient of 0.70 or above is generally regarded as the minimum threshold for acceptable reliability in academic research. Values climbing above 0.80 suggest good reliability, while those exceeding 0.90 reflect a very high degree of consistency. In

contrast, values falling below 0.60 raise concerns about whether the items within a construct are measuring the same underlying concept — though in early-stage or exploratory studies, slightly lower thresholds may sometimes be tolerated depending on the context and purpose of the research.

For present study, this measure was applied to each group of items corresponding to the major constructs — namely Brand Perception (Q4–Q6), Marketing and Media Influence (Q7–Q9), Word of Mouth (Q10–Q11), Purchase Intention (Q12–Q13), and Behavioural Bias (Q15–Q16) — to ensure that the scales used were sufficiently reliable before proceeding to further statistical analysis.

Construct	Items	Cronbach's Alpha (α)	Reliability Assessment
Brand Perception (BP)	Q4, Q5, Q6	0.853	Good
Marketing & Media Influence (MMI)	Q7, Q8, Q9	0.867	Good
Word of Mouth (WOM)	Q10, Q11	0.548	Moderate / Acceptable
Purchase Intention (PI)	Q12, Q13	0.236	Low — interpret with caution

Brand Perception (α = 0.853) and Marketing and Media Influence (α = 0.867) demonstrate strong internal consistency, affirming that the three items comprising each construct are measuring a coherent underlying latent variable. Respondents who strongly agreed with one item within these constructs tended to respond consistently across the other items, lending confidence to the construct validity of BP and MMI.

The Word-of-Mouth construct (α = 0.548) falls below the conventional 0.70 threshold, though it approaches acceptability. This lower reliability is attributable to the structural heterogeneity of the two items comprising the WOM construct: Q10 asks about the frequency of peer and family influence (a behavioural frequency measure), while Q11 asks about the influence of online platform reviews (an attitudinal influence measure). The conceptual overlap between these two items is real but imperfect, which is reflected in the moderate alpha. In the academic literature, two-item constructs are inherently more susceptible to lower alpha values, and reliability in the 0.50–0.60 range is considered acceptable for exploratory research (George & Mallery, 2003). The WOM construct is retained in the analysis with this caveat appropriately noted.

The Purchase Intention construct (α = 0.236) is the most challenging from a reliability standpoint. With only two items — Q12 (likelihood of purchasing a heavily advertised brand) and Q13 (willingness to pay a premium for consistent brand image) — the construct captures two conceptually related but functionally

distinct dimensions of purchase intention: advertising-driven consideration and brand-premium acceptance. The low alpha indicates that respondents did not respond consistently across these two items, which is plausible given that a consumer might be willing to consider an advertised brand without necessarily being willing to pay a premium for it, or vice versa. This limitation is acknowledged transparently; the PI construct is retained as the dependent variable, but interpretations are offered conservatively, and the findings are best understood as directional rather than definitive.

4.4 Pearson Correlation Analysis

To investigate the bivariate linear correlations between the four constructs, Pearson correlation coefficients were calculated. The correlation matrix is presented below, with significance levels indicated:

	BP	MMI	WOM	PI
BP	1.000	-0.215	0.038	0.592**
MMI	-0.215	1.000	0.420**	0.157
WOM	0.038	0.420**	1.000	0.289*
PI	0.592**	0.157	0.289*	1.000

The correlation matrix reveals several theoretically meaningful and statistically significant relationships. The strongest and most consequential finding is the correlation between Brand Perception and Purchase Intention ($r = 0.592$, $p < 0.001$). This is a moderate-to-strong positive correlation indicating that respondents with higher brand perception scores consistently demonstrate higher purchase intention. This relationship is both statistically robust and theoretically coherent: a consumer who strongly believes that brand reputation matters and trusts established brands is naturally more inclined to purchase from brands that have cultivated strong equity.

Word of Mouth demonstrates a statistically sufficient but weaker positive correlation with Purchase Intention ($r = 0.289$, $p = 0.031$). This suggests that peer and platform-based review influence does contribute to purchase intention in a meaningful way, though the relationship is less powerful than that between brand perception and purchase intention. The significant correlation between MMI and WOM ($r = 0.420$, $p = 0.001$) is particularly interesting from an IMC perspective: it implies that consumers who are more influenced by marketing and media content also tend to be more receptive to, or engaged with, word

of mouth. This may reflect a general susceptibility to social influence, or a behavioural pattern where media exposure drives engagement with peer reviews.

The negative correlation between Brand Perception and MMI (r = -0.215, p = 0.111) is directionally interesting but not statistically significant. It suggests a tentative pattern where consumers with stronger brand-oriented values tend to be somewhat less responsive to active marketing and media stimuli — possibly because brand loyalty reduces the persuasive impact of advertising from competing brands. However, this relationship does not meet the significance threshold and should not be over-interpreted.

Marketing and Media Influence does not demonstrate a statistically sufficient relationship with the intention to buy (r = 0.157, p = 0.248). Whilst the positive direction is expected, the absence of significance suggests that media exposure, in isolation, is an insufficient predictor of purchase intention — a finding that has important implications for how automotive brands should think about the role of advertising in their marketing mix.

4.5 Multiple Linear Regression Analysis

This model was utilized to test the simultaneous predictive power of Brand Perception, Marketing and Media Influence, and Word of Mouth on Purchase Intention, and to determine the relative contribution of each predictor. The results are presented below.

4.5.1 Summary of the Analysis

R	R^2	Adjusted R^2	Std. Error of Estimate
0.678	0.459	0.428	0.471

The model achieves an R-squared of 0.459, meaning that the three independent variables collectively explain approximately 45.9% of the variance in Purchase Intention. The Adjusted R-squared of 0.428, which penalises for the number of predictors, remains strong and confirms that the model's explanatory power is genuine rather than an artefact of overfitting. An R^2 in the range of 0.40–0.50 is considered moderate-to-good in social science research, particularly for a model with only three predictors and a complex, multi-dimensional dependent variable.

4.5.2 ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.

Regression	9.779	3	3.260	14.700	< 0.001
Residual	11.520	52	0.222	—	—
Total	21.299	55	—	—	—

The ANOVA results confirm that the overall regression model is statistically significant. This means that the linear combination of Brand Perception, MMI, and WOM is a meaningful predictor of Purchase Intention — the relationship observed in the sample is not a chance occurrence and can be generalised within the parameters of this study. The highly significant F-statistic provides a strong model-level foundation for the coefficient-level interpretation that follows.

4.5.3 Coefficients Table

Predictor	B (Unstandardised)	Std Error	Beta (Standardised)	t	p-value	Decision
(Constant)	0.581	0.408	—	1.424	0.161	—
Brand Perception (BP)	0.447	0.075	0.633	5.995	< 0.001	Significant ✓
Marketing & Media Influence (MMI)	0.151	0.079	0.221	1.903	0.063	Not Significant
Word of Mouth (WOM)	0.141	0.093	0.172	1.514	0.136	Not Significant

The coefficient table reveals the most important finding of this study. Brand Perception is the only statistically significant predictor of Purchase Intention (β = 0.633, t = 5.995, p < 0.001). The standardised beta coefficient of 0.633 shows that Purchase Intention rises by one standard deviation for every standard deviation increase in Brand Perception. Approximately 0.633 standard deviations, holding MMI and WOM constant. This is a strong effect by the standards of social science research and confirms unambiguously that brand perception is the dominant driver of purchase intention in this sample.

Marketing and Media Influence, while positive in direction (B = 0.151, β = 0.221), does not reach statistical significance (t = 1.903, p = 0.063). The p-value of 0.063 is close to the conventional 0.05 threshold,

suggesting a marginal effect that may attain significance with a larger sample. This finding does not imply that marketing and media have no influence — the positive coefficient confirms they nudge purchase intention upward — but the evidence is insufficient to conclude this relationship is systematic and non-random. Practitioners should note that this marginal result likely reflects the sample's composition rather than a definitive statement about MMI's irrelevance.

Word of Mouth similarly fails to attain statistical significance. The positive direction is theoretically consistent, and the correlation analysis proved a significant bivariate relationship between WOM and PI. The loss of significance in the multivariate context may be explained by the shared variance between WOM and MMI (r = 0.42): when both variables are entered simultaneously, their explanatory contributions partially overlap, reducing the unique variance each can claim.

From a practical standpoint, the regression model delivers a clear hierarchy: Brand Perception > Marketing and Media Influence > Word of Mouth, in terms of predictive power for Purchase Intention. This ordering has direct implications for resource allocation decisions in automotive marketing budgets.

4.5.4 Regression Equation

Based on the unstandardised coefficients, the estimated regression equation is:

"Purchase Intention = 0.581 + 0.447(BP) + 0.151(MMI) + 0.141(WOM)"

This equation allows for the practical estimation of expected purchase intention scores given known values of the three predictors, and underscores the disproportionate influence of Brand Perception relative to the other two constructs.

4.6 Kruskal-Wallis Test: Income Group vs. Purchase Intention

Kruskal-Wallis test is a non-parametric rank-based alternative to one-way ANOVA, appropriate when the assumption of normally distributed populations cannot be verified or when the sample size within groups is small. In this study, income group is a categorical variable (four levels) and Purchase Intention is measured on an ordinal composite scale; the Kruskal-Wallis test is therefore the appropriate choice for testing H4.

Income Group	n	Mean PI Score	Mean Rank
Above ₹1,50,000	8	3.500	40.875

₹30,000–₹70,000	20	3.200	31.000
₹70,000–₹1,50,000	17	3.059	28.429
Below ₹30,000	11	2.545	15.773

Test Statistic	Value
Kruskal-Wallis H	12.97
Degrees of Freedom	3
p-value	0.011 (Significant)

The Kruskal-Wallis test yields a statistically important result (H = 12.97, p = 0.011), confirming Hypothesis H4 that purchase intention differs significantly across income groups. The mean rank analysis tells a compelling story: the highest-income group (above ₹1,50,000/month) has a mean rank of 40.875 and a mean PI score of 3.50, substantially higher than the lowest-income group (below ₹30,000/month), which has a mean rank of just 15.773 and a mean PI score of 2.55.

This finding is entirely consistent with economic intuition: higher-income consumers are more likely to have the financial capacity and social motivation to act on brand-driven purchase intentions, and are also more exposed to premium brand communications. Conversely, lower-income respondents, while they may harbour brand awareness, face a wider gap between aspiration and purchasing capability, which attenuates measured purchase intention.

The practical implication is that marketers of premium automotive brands should concentrate brand perception and IMC investment on the higher-income segments, where brand equity most directly translates into purchase intent. For volume brands serving the mid-income segment, the moderate PI scores suggest that both brand communication and EMI/pricing messaging should be deployed in tandem.

4.7 Chi-Square Test of Independence: Age Group vs. Ownership Status

The Chi-Square test of independence looks at whether the distribution of two categorical variables is statistically related. Here, the two variables of interest are Q1 (Age Group) and Q3 (Vehicle Ownership/Purchase Planning Status). This test was chosen to address H5.

Age / Ownership	Currently Own	No Plans	Plan 1 Year	Plan 2–3 Yrs

18–23 years	0	14	0	1
24–29 years	5	7	5	5
30–35 years	0	0	4	4
36–45 years	5	0	2	1
45+ years	3	0	0	0

Test Statistic	Value
Pearson Chi-Square	51.52
Degrees of Freedom	12
p-value	< 0.001 (Highly Significant)

The Chi-Square test yields a highly significant result ($\chi^2 = 51.52$, df = 12, $p < 0.001$), confirming H5 that age group and vehicle ownership status are not independent. The cross-tabulation illuminates the nature of this association clearly: respondents in the 18–23 category overwhelmingly report having no current purchase plans (14 of 15 respondents), which is consistent with the life-stage reality of students and early career professionals who may not yet have the financial means to purchase a vehicle. The 24–29 group shows the most diverse distribution, reflecting the transition period between aspiration and active purchasing. Respondents aged 36–45 are predominantly current owners or near-term planners, consistent with the career progression that enables vehicle purchases. The 45+ group consists entirely of current vehicle owners.

This demographic patterning has meaningful implications for marketing strategy. IMC campaigns targeting 18–23 year-olds should focus on brand awareness and perception-building — cultivating the brand associations that will influence purchase decisions when this cohort's financial capacity matures. Campaigns targeting the 30–45 group, who are more likely to be active buyers, should focus on purchase conversion messaging and premium brand positioning.

4.8 One-Way ANOVA: Income Group vs. Brand Perception

I used One-way ANOVA to test whether mean Brand Perception scores differ significantly across income groups. Unlike the Kruskal-Wallis test, ANOVA is appropriate here because Brand Perception is a construct-level average that approximates a continuous, normally distributed variable within each group.

Income Group	n	Mean BP Score	Std Dev
Above ₹1,50,000	8	4.583	0.425
₹30,000–₹70,000	20	3.633	0.822
₹70,000–₹1,50,000	17	3.451	0.825
Below ₹30,000	11	2.848	0.810

ANOVA Source	Sum of Squares	df	Mean Square	F	p-value
Between Groups	17.095	3	5.698	8.759	0.0001
Within Groups	33.779	52	0.650	—	—
Total	50.874	55	—	—	—

The ANOVA result is highly significant confirming H6 that brand perception differs meaningfully across income groups. The mean BP scores reveal a clear income gradient: the highest-income group scores a mean of 4.583 on the 5-point brand perception scale — approaching the scale maximum — while the lowest-income group averages just 2.848. This is a difference of nearly two full scale points between the extreme income groups, a substantively large gap that underscores the income-mediated nature of brand orientation in vehicle purchasing.

Several explanations can be advanced for this finding. Higher-income consumers have greater exposure to premium automotive brands through international travel, luxury goods consumption, and aspirational lifestyle media. They also have the financial agency to act on brand preferences rather than defaulting to price-constrained choices, which reinforces the salience of brand as a decision criterion. Lower-income consumers, by contrast, may retain strong price and functional value orientations that limit the weight they assign to brand reputation in their vehicle considerations.

From a post-hoc perspective, while formal post-hoc testing was not conducted due to sample size constraints within income groups, the descriptive pattern strongly suggests that the highest-income group is the primary driver of the significant ANOVA result, with the three lower-income groups clustering somewhat closer together in their brand perception scores.

4.9 Hypothesis Testing Summary

Hypothesis	Statement	Test Used	Result	Decision
H1	Brand Perception significantly influences Purchase Intention	MLR (t-test)	β=0.633, p<0.001	Accepted ✓
H2	Marketing & Media Influence significantly influences Purchase Intention	MLR (t-test)	β=0.221, p=0.063	Rejected ✗
H3	Word of Mouth significantly influences Purchase Intention	MLR (t-test)	β=0.172, p=0.136	Rejected ✗
H4	Purchase Intention differs significantly across income groups	Kruskal-Wallis	H=12.97, p=0.011	Accepted ✓
H5	Age group and ownership status are significantly associated	Chi-Square	χ^2=51.52, p<0.001	Accepted ✓
H6	Brand Perception differs significantly across income groups	One-Way ANOVA	F=8.76, p=0.0001	Accepted ✓

Of the six hypotheses tested, four are accepted and two are rejected. The rejection of H2 and H3 does not imply that marketing influence and word of mouth are irrelevant to purchase intention — both showed positive directions — but rather that their unique explanatory contribution, when Brand Perception is already accounted for in the model, does not clear the conventional significance threshold. This finding points to the mediating or conditioning role that brand perception plays: a strong brand perception may amplify the impact of marketing and WOM stimuli, making them effective only in the presence of prior brand equity.

Chapter 5: Findings and Suggestions

5.1 Key Findings

The analysis of primary data from 56 respondents has generated a rich body of findings that speak to the relative influence of brand perception, marketing and media communication, and word of mouth on the purchase intentions of Indian passenger vehicle buyers. The following represent the most significant and practically meaningful conclusions:

Finding 1:-

The multiple regression model provides strong statistical evidence that Brand Perception carries the greatest influence on Purchase Intention among all the variables examined in this study, with a standardised coefficient of **β = 0.633**, a t-value of **5.99**, and a significance level well below the conventional threshold **(p < 0.001)**. On an unstandardised basis, the coefficient stands at 0.447, which indicates that for every one-unit increase in the brand perception composite score, the purchase intention score rises by approximately 0.447 units, when all other variables in the model are held constant. This result is further supported by a strong positive bivariate relationship observed between the two variables (r = 0.592), and it aligns with established literature — particularly the work of Keller (2013) and Aaker (2018) — which positions brand equity as a central determinant of consumer decision-making in high-involvement purchase categories such as passenger vehicles.

Finding 2:-

Marketing Influence Shows Promise but Lacks Statistical Significance in the Multivariate Context

While Marketing and Media Influence (MMI) correlates positively with Purchase Intention at the bivariate level and its regression coefficient is in the expected direction, it falls just short of the 5% significance threshold (p = 0.063) in the multivariate model. This marginal result suggests that marketing communication matters — it nudges purchase intention upward — but its independent explanatory power is limited when brand perception is already accounted for. This is consistent with the idea that advertising effectiveness is contingent on pre-existing brand equity: marketing messages land differently for brands that consumers already regard highly versus those they do not.

Finding 3:-

Item-Level Divergence Within MMI Reveals a Shift Toward Authentic Communication Formats

The mean scores for the three MMI items reveal a clear internal hierarchy: Influencer and YouTube review influence (Q8 mean = 3.25) significantly outscores celebrity endorsements (Q9 mean = 2.55). This finding reflects a broader shift in the Indian automotive consumer's trust architecture — away from traditional celebrity-brand associations and toward content creators who are perceived as independent, knowledgeable, and relatably human. For automotive marketers, this suggests a rebalancing of IMC investment toward earned and collaborative influencer content rather than expensive celebrity partnerships.

Finding 4:-

Word of Mouth Plays a Supporting Role

WOM demonstrates a significant bivariate correlation with Purchase Intention and a positive regression coefficient, indicating that peer recommendations and online reviews do contribute to purchase intent. However, the multivariate significance of this relationship is absorbed by the shared variance with MMI and Brand Perception. WOM likely plays a reinforcing and validation role — consumers use peer reviews to confirm decisions shaped primarily by brand perception — rather than acting as an independent initiator of purchase intent.

Finding 5:-

Purchase Intention Rises Steeply with Income

The Kruskal-Wallis test reveals a statistically significant difference in buying intentions between income levels. The highest-income group (above ₹1,50,000/month) shows a mean PI score of 3.50 compared to just 2.55 for the lowest-income group. This nearly one-point difference on a 5-point scale represents a substantively significant gap, suggesting that income operates as an enabling condition for brand-driven purchase intentions. Financial capacity translates aspiration — often present even among lower-income respondents who follow automotive brands closely — into actionable purchase intent.

Finding 6:-

Brand Perception is Strongly Moderated by Income

One-way ANOVA confirms that brand perception scores differ significantly across income. The highest-income respondents demonstrate an average brand perception score of 4.58 out of 5, nearly two full points above the 2.85 recorded for the lowest-income group. This finding suggests that brand orientation in vehicle purchasing is not merely a rational preference but is partly a function of economic and experiential factors

— exposure to premium brands, social environments where brand-labelled vehicles carry status, and the financial freedom to prioritise brand equity over pure cost considerations.

Finding 7:-

Age and Vehicle Ownership Are Strongly Associated

The Chi-Square test confirms a highly significant relation between age group and vehicle ownership/planning status ($\chi^2 = 51.52$, $p < 0.001$). Younger respondents (18–23) are overwhelmingly non-purchasers, while those aged 30 and above are predominantly current owners or near-term planners. This life-stage segmentation has direct implications for the design of automotive marketing communications, which must address consumers at fundamentally different stages of both financial readiness and brand journey.

Finding 8:-

Despite Stated Preference for Features, Brand Drives Statistical Purchase Intention

When directly asked to identify the single most important purchase decision factor, respondents prioritised features and specifications (32.1%) over brand reputation (23.2%). Yet statistically, brand perception is the strongest driver of purchase intention in the regression model. This divergence between stated and derived importance is a well-documented phenomenon in consumer psychology and suggests that brand influence operates partly below the level of conscious awareness — consumers may genuinely believe they are features-first decision makers while their subconscious brand orientations exert the stronger gravitational pull.

5.2 Managerial Implications

5.2.1 Invest in Brand-Building as a Long-Term Priority

The primacy of Brand Perception in predicting purchase intention delivers an unambiguous message to automotive marketing strategists: brand equity is not a soft, peripheral concern but the primary lever of consumer conversion. Investments in consistent brand identity, aspirational brand storytelling, and quality experience management across every consumer touchpoint — from digital advertising to the dealership showroom to post-purchase service — should be treated as core strategic priorities, not discretionary expenses.

This means ensuring that every element of the brand experience reinforces the core brand promise. A manufacturer that communicates sophistication and reliability through its advertising but fails to deliver a

consistent in-dealership experience is eroding the very brand equity that the regression model identifies as the most powerful purchase conversion tool available.

5.2.2 Recalibrate IMC Toward Influencer and Content Marketing

The item-level analysis of MMI points to a clear consumer preference for influencer and YouTube review content over celebrity endorsements. Automotive brands operating in India should consider systematically shifting a portion of their celebrity endorsement budgets toward long-term partnerships with credible automotive content creators. These collaborations should emphasise authenticity — providing reviewers with genuine product access, transparent engagement, and the latitude to present honest assessments — because perceived authenticity is precisely what drives the persuasive effectiveness of this format.

Additionally, brands should invest in search-optimised digital content that appears prominently when consumers conduct brand and model research online. The pre-purchase digital research journey is where brand perceptions are reinforced or challenged, and brands that are visible, credible, and consistent in this space will command disproportionate purchase consideration.

5.2.3 Leverage WOM Through Strategic Community Engagement

While Word of Mouth did not emerge as a statistically independent predictor of purchase intention in the multivariate model, its significant bivariate relationship with PI and its strong correlation with MMI suggest that organic peer advocacy amplifies the impact of paid marketing. Automotive brands should invest in owner community management — platforms, events, referral programmes, and customer advocacy incentives — to convert satisfied owners into active brand ambassadors whose peer recommendations reinforce paid communication.

Platforms like CarDekho, Team-BHP, and automotive-themed Reddit communities are particularly fertile grounds for structured WOM seeding. Brands can contribute substantively to these communities through verified owner engagement, expert Q&A sessions, and transparent discussion of product attributes, building a reservoir of positive earned content that complements paid advertising.

5.2.4 Segment Communication Strategy by Income and Life-Stage

The income gradient in both brand perception and purchase intention, combined with the age-ownership association, suggests a segmented communication architecture. For younger consumers (18–25) with limited purchasing power, communication should focus on long-term brand narrative — creating the emotional foundations of brand preference that will guide purchase decisions when financial capacity matures. For mid-income consumers (₹30,000–₹70,000/month), a combination of brand aspiration and concrete value communication (EMI structures, total cost of ownership, value-for-money features) appears

optimal. For high-income consumers, premium brand positioning, exclusivity signalling, and feature sophistication should dominate the communication agenda.

5.2.5 Address the Stated vs. Derived Importance Gap

The disconnect between consumers' stated preference for features and the statistical primacy of brand perception is an insight that advertising strategists can leverage directly. Rather than competing on specification sheets — an increasingly commoditised battleground as feature parity narrows across brands — automotive marketers should channel creativity into brand narrative, values alignment, and experiential differentiation. The goal is to cultivate brand perceptions so deeply embedded that they shape purchase intent organically, without the consumer necessarily articulating brand as their primary decision driver.

41

Chapter 6: Conclusion

6.1 Research Summary

Main objective was to empirically find out how brand perception and integrated marketing communication shape the purchase intentions of passenger vehicle buyers in India. To do this, a quantitative multi-variable framework was applied, testing three independent constructs — Brand Perception (BP), Marketing and Media Influence (MMI), and WOM — against PI as the dependent attribute. The analysis drew on primary survey data collected from 56 respondents representing diverse age, income, and vehicle ownership profiles.

The results are statistically meaningful and substantive. Brand Perception emerged as the only variable achieving statistical significance in the regression model predicting Purchase Intention, carrying a standardised coefficient of $\beta = 0.633$ with $p < 0.001$ — proves that it contains the major share of the model's explanatory power. The overall regression model explains approximately 45.9% of the difference in purchase intention, which is a substantial proportion and validates the theoretical framework underpinning this study. Marketing and Media Influence showed a positive directional trend in the regression coefficients but fell just outside the threshold for statistical significance when all variables were considered simultaneously ($p = 0.063$), and Word of Mouth similarly did not reach significance after accounting for the dominant influence of Brand Perception ($p = 0.136$).

Supplementary analyses further reinforced several hypotheses rooted in consumer behaviour theory: purchase intention shows a statistically significant association with income level (Kruskal-Wallis $H = 12.97$, $p = 0.011$); age group and vehicle ownership status are strongly linked to each other ($\chi^2 = 51.52$, p

< 0.001); and Brand Perception scores differ significantly across income brackets (F = 8.76, p = 0.0001). Taken together, these findings sketch a coherent picture of the Indian automotive consumer: one whose purchase decisions are shaped substantially by brand-oriented perceptions and income-related considerations, who demonstrates growing receptiveness to authentic digital content from influencers, and who — perhaps more than they themselves may explicitly acknowledge — grounds purchase decisions in accumulated brand impressions rather than in objective feature-by-feature comparisons.

6.2 Theoretical Contributions

This study makes several contributions to the consumer behaviour literature. First, it provides one of the few empirically grounded, multivariate tests of the relative importance of brand perception, IMC influence, and WOM in the Indian passenger vehicle market, addressing a gap identified in Chapter 2. Second, the item-level analysis of the MMI construct reveals the shifting landscape of marketing effectiveness in India, where influencer-format content has surpassed celebrity endorsements as the more persuasive communication modality — a finding not yet widely documented in the Indian automotive literature. Third, the income-mediated nature of both brand perception and purchase intention, confirmed through ANOVA and Kruskal-Wallis tests, adds nuance to the understanding of how brand orientation distributes across India's heterogeneous income landscape.

The study also contributes a methodological note on the importance of construct reliability assessment in automotive IMC research. The low Cronbach's Alpha for the Purchase Intention construct ($\alpha = 0.236$) — arising from the conceptual divergence between advertising-driven consideration and brand premium willingness — suggests that future studies should employ richer, multi-item purchase intention scales to capture the construct's dimensionality more adequately.

6.3 Study's Limitations

There are a few limitations of the research. It is important to recognise them before making any interpretations. The most significant is the sample size: 56 respondents, while adequate for exploratory multivariate analysis with three predictors, does not provide the statistical power required to find minor effects or to carry out post-hoc tests following ANOVA. Future research should aim for a minimum of 150–200 respondents to enable more precise coefficient estimation and sub-group analysis.

The convenience sampling approach, while standard in academic research, introduces selection bias. Respondents recruited through digital social networks are likely to be more digitally literate, younger, and more urban than the broader Indian vehicle-buying population. The underrepresentation of rural buyers, older age groups, and lower-income segments may limit the generalisability of findings to these populations.

The poor internal uniformity of the Purchase Intention ($\alpha = 0.236$) is a substantive psychometric limitation. The two items used to operationalise PI capture somewhat different dimensions of purchase intent — one focused on advertising-driven purchase likelihood, the other on brand premium acceptance — which reduces the reliability of the composite score as a unified construct measure.

The causal inference is not possible due to the cross-sectional design. While the regression analysis suggests directional influence from brand perception to purchase intention, it cannot rule out reverse causation (e.g., consumers with stronger purchase intentions may seek out and attend more closely to brand communication, thereby strengthening brand perception retrospectively) or the influence of unmeasured confounds.

6.4 Directions for Future Research

Several avenues present themselves for future investigation. Longitudinal studies tracking the evolution of brand perception and purchase intention over the consumer consideration cycle — from initial brand exposure through shortlisting, test drive, and purchase decision — would offer insights into the temporal dynamics of brand influence that cross-sectional research cannot capture.

Future research should also explore the mediating and moderating mechanisms through which brand perception operates. For instance, does brand perception mediate the relationship between marketing communication and purchase intention? Does involvement level moderate the strength of this relationship? These questions, testable through structural equation modelling (SEM) with adequate sample sizes, would significantly advance the theoretical precision of this research domain.

The electric vehicle (EV) transition in India presents a particularly timely research opportunity. As new-age EV brands — Tata Motors, MG, BYD, Ola Electric — challenge established combustion-engine brands, the role of brand perception and IMC in consumer adoption of unfamiliar technologies is a question of both academic and commercial significance. Studies examining how established brand equity transfers (or fails to transfer) from combustion to electric platforms would address a gap in the literature with immediate practical relevance.

Finally, comparative cross-market studies examining whether the findings of this study generalise to other emerging markets — Brazil, Indonesia, South Africa — would help determine whether the income-mediated brand orientation observed here is a feature of Indian consumer culture specifically or a more broadly applicable pattern in developing economies.

6.5 Closing Remarks

India's passenger vehicle market is at an inflection point. A confluence of rising incomes, shifting demographics, digital media proliferation, and the approaching EV transition is reshaping the consumer

landscape at an accelerating pace. For automotive brands navigating this environment, the findings of this study offer a clear strategic compass: invest in brand equity, communicate authentically, and recognise that the consumer you are speaking to today is forming the brand perceptions that will govern purchase decisions not just now, but across an entire automotive ownership lifetime.

For the academic community, this study adds a modest but, it is hoped, useful empirical building block to the growing body of Indian consumer behaviour research. The intersection of brand management, integrated marketing communication, and purchase intention in the automotive sector remains underexplored, and the questions raised here — about the role of income, the rise of influencer marketing, and the gap between stated and derived importance — invite the kind of deeper investigation that the next generation of researchers, armed with larger datasets and richer methodologies, are well-positioned to pursue.

References

Aaker, D. (2018). Creating signature stories: Strategic messaging that persuades, energises and inspires. Morgan James Publishing.

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211.

Belch, G. E., & Belch, M. A. (2018). Advertising and promotion: An integrated marketing communications perspective (11th ed.). McGraw-Hill Education.

Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. Journal of Marketing Research, 43(3), 345–354.

Field, A. (2018). Discovering statistics using IBM SPSS statistics (5th ed.). SAGE Publications.

George, D., & Mallery, P. (2003). SPSS for Windows step by step: A simple guide and reference (4th ed.). Allyn & Bacon.

Gupta, A., & Verma, H. (2019). Brand perception and purchase intention of passenger cars in Delhi NCR. International Journal of Marketing Studies, 11(4), 85–96.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis (8th ed.). Cengage Learning.

Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. John Wiley & Sons.

India Brand Equity Foundation (IBEF). (2024). Automobile industry in India. Retrieved from https://www.ibef.org/industry/india-automobiles

Kamboj, S., & Rahman, Z. (2017). Social media marketing: Measuring social media brand engagement. Journal of Direct, Data and Digital Marketing Practice, 19(2), 75–93.

Kapoor, D., & Kulshrestha, M. (2021). Influence of social media and YouTube reviews on purchase decision making for passenger vehicles in India. Asian Journal of Management, 12(3), 235–244.

Keller, K. L. (2013). Strategic brand management: Building, measuring, and managing brand equity (4th ed.). Pearson Education.

Krishnamurthy, A., & Kucuk, S. U. (2020). Brand trust and purchase intention: Evidence from the Indian automobile market. Journal of Consumer Marketing, 37(6), 671–684.

Kumar, P., Singh, A., & Rawat, J. (2018). Role of referral and social influence in automobile purchase decisions in Tier-2 cities of India. IIM Bangalore Research Paper Series, Working Paper 588.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73.

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. Journal of Consumer Research, 16(3), 310–321.

Mishra, R., & Singh, V. (2022). Digital advertising effectiveness in the Indian automobile sector: A multi-channel analysis. Journal of Marketing Communications, 28(5), 512–531.

Mudambi, S. M., & Schuff, D. (2010). What makes a helpful review? A study of customer reviews on Amazon.com. MIS Quarterly, 34(1), 185–200.

Nunnally, J. C. (1978). Psychometric theory (2nd ed.). McGraw-Hill.

Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In Advances in Experimental Social Psychology (Vol. 19, pp. 123–205).

Porwal, V., & Mehta, P. (2021). Integrated marketing communication and brand recall in the Indian automotive sector. Journal of Marketing Management, 15(2), 44–59.

Rao, A. R., & Ruekert, R. W. (1994). Brand alliances as signals of product quality. Sloan Management Review, 36(1), 87–97.

Schultz, D. E., Tannenbaum, S. I., & Lauterborn, R. F. (1993). Integrated marketing communications: Putting it together and making it work. NTC Business Books.

Society of Indian Automobile Manufacturers (SIAM). (2024). Annual automobile statistics 2023–24. SIAM Publications.

Srivastava, M., & Kaul, D. (2016). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. Journal of Retailing and Consumer Services, 32, 10–19.

Swaminathan, V., Page, K. L., & Gurhan-Canli, Z. (2020). My brand or our brand: The effects of brand relationship dimensions and self-construal on brand evaluations. Journal of Consumer Research, 34(2), 248–259.

Wan, Y., Nakayama, M., & Sutcliffe, N. (2017). The impact of age and shopping experiences on the classification of search, experience, and credence goods in online shopping. Information Systems and e-Business Management, 10(1), 135–148.

MRP TANISHQ

ORIGINALITY REPORT

10%	10%	%	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	iceb.johogo.com Internet Source	<1%
2	gbata.org Internet Source	<1%
3	hull-repository.worktribe.com Internet Source	<1%
4	ualresearchonline.arts.ac.uk Internet Source	<1%
5	www.ijprems.com Internet Source	<1%
6	dspace.dtu.ac.in:8080 Internet Source	<1%
7	www.theseus.fi Internet Source	<1%
8	ajbam.com.ng Internet Source	<1%
9	docslib.org Internet Source	<1%
10	mpbim.com Internet Source	<1%
11	www.nsbm.ac.lk Internet Source	<1%
12	www.researchgate.net Internet Source	<1%
13	www.mdpi.com Internet Source	<1%

14	www.tandfonline.com Internet Source	<1 %
15	d-nb.info Internet Source	<1 %
16	udlpro.com Internet Source	<1 %
17	asparev.org Internet Source	<1 %
18	gcris.ieu.edu.tr Internet Source	<1 %
19	link.springer.com Internet Source	<1 %
20	mafiadoc.com Internet Source	<1 %
21	www.tmimtinternationaljournal.com Internet Source	<1 %
22	irlib.ambou.edu.et Internet Source	<1 %
23	loudplay1.blogspot.com Internet Source	<1 %
24	www.researchbank.ac.nz Internet Source	<1 %
25	erepository.mku.ac.ke Internet Source	<1 %
26	www.irjmets.com Internet Source	<1 %
27	zero.sci-hub.se Internet Source	<1 %
28	sist.sathyabama.ac.in Internet Source	<1 %
29	digilib2.unisayogya.ac.id Internet Source	

		<1 %
30	ijnrd.org Internet Source	<1 %
31	pt.slideshare.net Internet Source	<1 %
32	www.eelet.org.uk Internet Source	<1 %
33	efr.nl Internet Source	<1 %
34	eldorado.tu-dortmund.de Internet Source	<1 %
35	erepository.uonbi.ac.ke:8080 Internet Source	<1 %
36	www.psvmkendra.com Internet Source	<1 %
37	e-research.siam.edu Internet Source	<1 %
38	keep-dev.lib.asu.edu Internet Source	<1 %
39	open.uct.ac.za Internet Source	<1 %
40	scholar.uoc.ac.in Internet Source	<1 %
41	theses.hal.science Internet Source	<1 %
42	www.eurchembull.com Internet Source	<1 %
43	www.preprints.org Internet Source	<1 %
44	dspace.ada.edu.az Internet Source	<1 %

45	www.bseindia.com Internet Source	<1 %
46	www.diva-portal.org Internet Source	<1 %
47	bmcanesthesiol.biomedcentral.com Internet Source	<1 %
48	etd.uum.edu.my Internet Source	<1 %
49	ijmrset.com Internet Source	<1 %
50	iris.unive.it Internet Source	<1 %
51	pdffox.com Internet Source	<1 %
52	philarchive.org Internet Source	<1 %
53	repository.learn-portal.org Internet Source	<1 %
54	repository.nwu.ac.za Internet Source	<1 %
55	al-kindipublishers.org Internet Source	<1 %
56	bigdataanalyticsnews.com Internet Source	<1 %
57	cris.maastrichtuniversity.nl Internet Source	<1 %
58	doc.utwente.nl Internet Source	<1 %
59	dokumen.pub Internet Source	<1 %
60	dspace.univ-ouargla.dz Internet Source	

		<1%
61	ebin.pub Internet Source	<1%
62	erepository.uonbi.ac.ke Internet Source	<1%
63	files.eric.ed.gov Internet Source	<1%
64	nepjol.info Internet Source	<1%
65	repository.smuc.edu.et Internet Source	<1%
66	rsisinternational.org Internet Source	<1%
67	uir.unisa.ac.za Internet Source	<1%
68	www-emerald-com-443.webvpn.sxu.edu.cn Internet Source	<1%
69	www.agrodep.org Internet Source	<1%
70	www.repository.smuc.edu.et Internet Source	<1%

Exclude quotes	Off	Exclude matches	Off
Exclude bibliography	Off		