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INFLUENCE OF EMOTIONAL AND COGNITIVE FACTORS ON DIGITAL MARKETING EFFECTIVENESS: AN EMPIRICAL STUDY AMONG CONSUMERS IN BENGALURU

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Keywords	Abstract
<i>Digital Marketing, Consumer Behaviour, Emotional Factors, Cognitive Factors, Automobile Industry, Purchase Intention</i>	Digital marketing has transformed the automobile industry by reshaping consumer engagement, purchase behaviour, and brand interaction through online platforms. The present study examines the influence of emotional and cognitive factors on digital marketing effectiveness in the automobile sector with special reference to Bengaluru. The study focuses on emotional dimensions such as safety and security, emotional traits, emotional ability, and visual appeal, along with cognitive dimensions including cognitive engagement, cognitive ability, brand value, and cognitive dissonance. A descriptive and analytical research design was adopted using both primary and secondary data. Primary data were collected from 300 respondents through a structured questionnaire administered through Google Forms and direct interaction. Statistical tools such as Cronbach's Alpha, Chi-square test, ANOVA, and Multiple Regression Analysis were employed using SPSS software. The findings indicate that emotional and cognitive factors significantly influence consumer purchase intention in digital automobile marketing. Among the variables, brand value, emotional engagement, and cognitive ability emerged as strong predictors of digital marketing



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	effectiveness. The study highlights the growing importance of psychologically driven digital marketing strategies in influencing automobile consumers in Bengaluru.
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1. INTRODUCTION

The automobile industry has emerged as one of the most dynamic sectors contributing significantly to economic growth, employment generation, industrial development, and technological advancement. In India, the automobile sector has witnessed rapid transformation due to urbanization, rising disposable income, increasing consumer aspirations, and technological innovations. Simultaneously, the emergence of digital technologies has transformed the marketing environment, forcing automobile companies to redesign their communication strategies and customer engagement models.

Digital marketing has become an indispensable component of automobile marketing strategy. Consumers increasingly depend on digital platforms such as social media, search engines, online reviews, company websites, YouTube advertisements, influencer campaigns, and automobile comparison portals for gathering information prior to purchase decisions. Digital platforms not only facilitate product awareness but also influence emotional perception, cognitive evaluation, and purchase intention.

Automobile purchase decisions are no longer purely rational or price-driven. Emotional dimensions such as trust, safety perception, excitement, aesthetics, and emotional attachment significantly influence customer attitudes towards automobile brands. Simultaneously, cognitive dimensions including product comparison, technical evaluation, feature analysis, and brand credibility shape consumer judgement and decision-making.

Bengaluru, being one of India's largest metropolitan and technology-driven cities, represents a highly relevant market for studying digital consumer behaviour in the automobile sector. The city exhibits high internet penetration, digital literacy, automobile ownership, and online engagement, making it an ideal setting for examining the interaction between emotional and cognitive determinants in digital marketing.

The present study therefore attempts to analyze how emotional and cognitive factors influence digital marketing effectiveness and automobile purchase intention among consumers in Bengaluru.

2. REVIEW OF LITERATURE

Digital marketing has transformed the way businesses communicate and engage with consumers. Researchers across the globe have emphasized the increasing importance of emotional and cognitive factors in shaping consumer behaviour within digital environments.



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(Hoeft, 2024) observed that digital marketing plays a crucial role in strengthening customer engagement, enhancing brand visibility, and improving sales performance in the automobile industry. The study highlighted that digital transformation has significantly changed customer interaction patterns and marketing communication strategies.

(Diana Cruz et al. 2023) emphasized the significance of emotional marketing in the automotive sector. According to the study, emotional attachment, brand love, customer satisfaction, and emotional trust positively influence customer loyalty and purchase behaviour.

(Zhong, 2023) stated that digital platforms enable automobile brands to adopt personalized marketing approaches by using content marketing, influencer campaigns, and social media engagement strategies. The study also observed that digital-savvy consumers increasingly rely on online information while evaluating automobile brands.

(Delphine et al. 2022) identified emotional branding as an important strategy for creating meaningful customer relationships in the automobile industry. Emotional branding enables firms to move beyond product utility and create long-term emotional attachment with customers.

(Guitart & Stremersch, 2021) examined emotional and informational advertising appeals in automobile advertising. Their findings suggested that emotional advertising is more effective for premium automobile brands, whereas informational advertising significantly influences sales for economy and low-price automobile segments.

(Suresh Raghavan and Ramesh Pai 2021) highlighted the growing significance of customer engagement through digital marketing. The study emphasized that interactive and personalized digital campaigns positively influence consumer behaviour and purchase intention.

Although several studies have explored digital marketing and automobile consumer behaviour independently, limited empirical research has examined the combined impact of emotional and cognitive dimensions in digital automobile marketing within the Indian metropolitan context. The present study attempts to bridge this research gap.

3. RESEARCH GAP

Existing literature predominantly focuses either on digital marketing effectiveness or on general consumer behaviour in the automobile sector. Limited studies have examined the integrated role of emotional and cognitive determinants in shaping digital marketing effectiveness among automobile consumers. Furthermore, very few studies have focused specifically on Bengaluru despite its significance as a technologically advanced metropolitan automobile market.

Hence, the present study attempts to examine the role of emotional factors in digital automobile marketing, the influence of cognitive factors on purchase intention, the relationship between



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demographic variables and digital marketing responsiveness, the effectiveness of emotionally and cognitively driven digital marketing strategies in the automobile sector.

4. OBJECTIVES OF THE STUDY

- To examine the influence of emotional and cognitive factors on consumer engagement, decision-making, and automobile purchase intention through digital marketing.
- To evaluate the effectiveness of digital marketing strategies adopted by automobile companies in influencing consumer behaviour.
- To analyse the relationship between digital marketing practices and consumer responses in the automobile sector.

5. RESEARCH METHODOLOGY

The present study adopted a descriptive and analytical research design to examine the influence of emotional and cognitive factors on digital marketing effectiveness in the automobile sector. The study primarily focuses on understanding how emotional responses and cognitive evaluations influence consumer engagement, decision-making, and purchase intention towards automobiles through digital marketing platforms.

Both primary and secondary sources of data were used for the study. Primary data were collected through a structured questionnaire administered among automobile consumers in Bengaluru. The questionnaire consisted of statements relating to emotional factors, cognitive factors, digital marketing influence, and purchase intention. Secondary data were collected from journals, books, research articles, conference proceedings, industry reports, websites, and previous academic studies related to digital marketing and consumer behaviour.

The study employed convenience sampling technique for selecting respondents. A total of 300 valid responses were collected from automobile consumers. Google Forms were used for collecting online responses. The respondents included consumers from different age groups, educational backgrounds, occupations, and income categories.

The variables considered for the study were grouped into emotional and cognitive dimensions.

- **Emotional Factors:** Safety and Security, Emotional Traits, Emotional Ability, Visual Appearance and Shape
- **Cognitive Factors:** Cognitive Ability, Cognitive Engagement, Brand Value, Cognitive Dissonance
- **Dependent Variable:** Consumer Purchase Intention and Digital Marketing Effectiveness

The collected data were analysed using Statistical Package for Social Sciences (SPSS). The statistical tools employed for analysis included:

Reliability Analysis, Frequency Analysis, Chi-square Test, ANOVA, Multiple Regression Analysis



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The reliability of the questionnaire was tested using Cronbach's Alpha. The reliability coefficient value obtained was 0.834, indicating high internal consistency and reliability of the research instrument.

6. DATA ANALYSIS AND INTERPRETATION

6.1 Reliability Analysis

Reliability analysis was conducted to assess the internal consistency of the variables included in the study. A total of 51 attributes representing emotional and cognitive dimensions were considered for analysis. The Cronbach's Alpha value of 0.834 confirmed that the measurement scale possesses satisfactory reliability and consistency.

The high reliability coefficient indicates that the selected variables effectively measure the emotional and cognitive dimensions influencing digital marketing effectiveness in the automobile sector.

6.2 Demographic Profile of Respondents

The demographic analysis revealed significant insights regarding automobile consumers in Bengaluru.

The gender-wise distribution indicated that 63% of the respondents were male, while 37% were female respondents. This indicates comparatively higher automobile ownership and engagement among male consumers.

Age-wise classification revealed that majority of the respondents belonged to the 26–30 years age category, accounting for 60% of the total respondents. This demonstrates that young consumers are highly active users of digital platforms and are significantly influenced by digital automobile marketing strategies.

Educational qualification analysis indicated that 44% of respondents were graduates and 39% were postgraduates. This suggests that digitally engaged automobile consumers predominantly belong to educated segments capable of critically analysing digital marketing information.

Occupation-wise distribution revealed that private company employees constituted the largest respondent category followed by entrepreneurs and working professionals. Income-wise analysis indicated that majority of the respondents belonged to the annual income category of ₹3–6 lakhs.

The findings clearly suggest that urban young professionals and educated consumers represent the major target audience for digital automobile marketing in Bengaluru.

6.3 Influence of Emotional Factors on Consumer Behaviour

The study identified emotional factors as major determinants influencing automobile purchase intention through digital marketing.



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Consumers demonstrated strong emotional attachment towards automobile brands that emphasized:

- Safety and security features, Emotional trust, Brand reputation, Attractive visuals, Lifestyle compatibility, Emotional storytelling whose mean value was around 3.21.

The analysis revealed that consumers are emotionally influenced when digital advertisements create feelings of reliability, confidence, comfort, and aspirational value. Visual appearance and design aesthetics also significantly influence consumer attention and desirability perception.

The findings further indicate that emotionally appealing digital campaigns positively influence:

- Brand recall, Customer engagement, Consumer trust, Purchase intention, Brand loyalty.

The role of emotional marketing is particularly significant in the automobile sector because automobiles are often perceived not merely as transportation products but as symbols of identity, status, lifestyle, and emotional satisfaction.

6.4 Role of Cognitive Factors in Consumer Engagement and Decision-Making

The study found that cognitive dimensions significantly influence consumer engagement and purchase decisions in digital marketing environments.

Consumers actively engage in:

- Comparing automobile models
- Evaluating technical specifications
- Reviewing product features
- Analysing online reviews
- Assessing brand credibility
- Comparing prices and benefits.

Cognitive ability and cognitive engagement positively influence the consumer's ability to process information available through digital platforms. Consumers with higher cognitive involvement demonstrate greater confidence in evaluating automobile alternatives before making purchase decisions (Mean value was 3.20).

Brand value (Mean value was 3.22). emerged as one of the strongest cognitive determinants influencing digital automobile marketing effectiveness. Consumers tend to trust digital advertisements associated with reputed automobile brands. Strong brand value positively influences perceived quality, reliability, and customer satisfaction (Mean value was 3.11).

The study also identified the role of cognitive dissonance in post-purchase evaluation (Mean value was 3.28). Consumers experience doubt or psychological discomfort when product performance does not align with marketing expectations. Effective digital communication and accurate product representation help reduce cognitive dissonance and enhance customer satisfaction.



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6.5 Analysis of Digital Marketing Effectiveness

The study evaluated the effectiveness of digital marketing strategies adopted by automobile companies.

The findings revealed that social media platforms emerged as the most influential source of automobile-related information among respondents. Consumers frequently use:

- Instagram, YouTube, Facebook, Online advertisements, Company websites, Automobile review channels, Influencer content, E-commerce platforms.

Interactive and personalized digital campaigns significantly influence consumer behaviour. Digital marketing enables automobile companies to:

- Reach target audiences effectively
- Provide detailed product information
- Build emotional connection
- Enhance customer interaction
- Improve brand visibility
- Influence purchase intention.

The findings further indicate that consumers prefer visually rich and information-oriented digital content that allows product comparison and enhances purchase confidence.

6.6 Chi-square Analysis

Table 6.6.1: Chi-square Analysis between Demographic Variables and Digital Marketing Influence

Sl. No	Demographic Variable	Pearson Chi-square Value	p-value	Result	Interpretation
1	Gender and Digital Marketing Influence	0.024	0.604	Not Significant	No significant association exists between gender and digital marketing influence.
2	Place and Digital Marketing Influence	27.462	0.439	Not Significant	No significant association exists between geographical location and digital marketing influence.
3	Age and Digital Marketing Influence	33.821	0.003	Significant	Significant association exists between age and digital marketing influence. Younger consumers are more responsive towards digital automobile



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					marketing campaigns.
4	Qualification and Digital Marketing Influence	25.212	0.002	Significant	Educational qualification significantly influences digital marketing responsiveness. Educated consumers actively analyse digital marketing information before making purchase decisions.
5	Marital Status and Digital Marketing Influence	20.785	0.002	Significant	Marital status significantly influences digital marketing responsiveness.
6	Occupation and Digital Marketing Influence	19.604	0.184	Not Significant	Occupation does not significantly influence digital marketing responsiveness.
7	Income and Digital Marketing Influence	20.851	0.050	Significant	Income level significantly influences digital marketing influence and consumer responsiveness.

Source: Computed from Primary Data

6.7 ANOVA Analysis

ANOVA analysis was conducted to identify differences between demographic variables and emotional and cognitive dimensions.

Age and Emotional/Cognitive Factors

The ANOVA results revealed:

- Safety and Security: $F = 1.937$, $p = 0.087$
- Emotional Trait: $F = 1.829$, $p = 0.106$
- Emotional Ability: $F = 0.659$, $p = 0.655$
- Visuals and Shape: $F = 1.569$, $p = 0.167$
- Cognitive Ability: $F = 0.450$, $p = 0.813$

Since all p-values are greater than 0.05, no statistically significant differences were observed among age groups with respect to emotional and cognitive dimensions.

The findings suggest that emotional and cognitive influences of digital marketing are relatively consistent across age categories.

6.8 Multiple Regression Analysis



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Multiple Regression Analysis was conducted to examine the influence of emotional and cognitive variables on purchase intention.

The dependent variable considered was:

- Purchase Intention / Digital Marketing Effectiveness.

The independent variables included:

- Safety and Security, Emotional Traits, Emotional Ability, Visual Appearance, Cognitive Ability, Cognitive Engagement, Brand Value, Cognitive Dissonance.

The regression analysis revealed that:

- Brand Value, Cognitive Engagement, Safety and Security, Visual Appeal, demonstrated positive and statistically significant influence on automobile purchase intention.

The regression findings confirm that emotionally engaging and cognitively informative digital marketing campaigns significantly improve customer engagement, brand perception, consumer trust, purchase intention.

The results strongly support the research objectives of the study.

7. FINDINGS OF THE STUDY

The major findings of the study are summarized as follows:

1. The reliability analysis produced a Cronbach's Alpha value of 0.834, indicating high internal consistency and reliability of the research instrument.
2. Majority of the respondents belonged to the younger age group of 26-30 years, indicating higher digital platform usage among younger automobile consumers.
3. Most respondents were from urban Bengaluru, suggesting higher exposure towards digital marketing practices in metropolitan areas.
4. Social media emerged as the most preferred source for automobile-related information among consumers.
5. Emotional factors such as safety and security, emotional trust, visual appearance, and emotional appeal significantly influence automobile purchase intention through digital marketing.
6. Consumers demonstrated positive response towards emotionally engaging digital advertisements emphasizing safety features, lifestyle compatibility, and visual attractiveness.
7. Cognitive factors such as product comparison, information evaluation, brand value, and cognitive engagement significantly influence consumer decision-making and purchase behaviour.



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8. Brand value emerged as one of the strongest cognitive determinants influencing consumer trust and purchase intention.
9. The Chi-square analysis revealed significant association between age, qualification, marital status, income level, and digital marketing influence.
10. Gender and occupation did not show significant association with digital marketing responsiveness.
11. Multiple regression analysis revealed that safety and security, visual appeal, cognitive engagement, and brand value positively influence digital marketing effectiveness and purchase intention.
12. The study confirms that digital marketing strategies adopted by automobile companies significantly influence consumer behaviour and responses in the automobile sector.

8. CONCLUSION

The present study examined the influence of emotional and cognitive factors on consumer engagement, decision-making, and automobile purchase intention through digital marketing in the automobile sector.

The findings reveal that emotional factors such as safety perception, emotional trust, visual attractiveness, and emotional attachment significantly influence consumer attitudes towards automobile brands. At the same time, cognitive factors including information processing, product comparison, cognitive engagement, and brand value play an important role in influencing purchase decisions.

The study also found that digital marketing platforms, especially social media, have become highly influential sources of automobile-related information among consumers. Consumers actively depend on digital platforms to evaluate product features, compare alternatives, and assess brand credibility before making purchase decisions.

The statistical analysis confirmed significant relationship between digital marketing practices and consumer responses in the automobile sector. Emotional and cognitive dimensions collectively influence digital marketing effectiveness and automobile purchase intention.

The study concludes that effective digital marketing strategies in the automobile sector should combine emotional appeal with informative and engaging content to positively influence consumer behaviour.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.



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CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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