

Nimish Mishra & Ravindra Bharadwaj (2026). Consumer Response to Zero-Click Marketing and Its Influence on Buying Behaviour: A Study of Electric Vehicle Consumers in Ayodhya. International Journal of Multidisciplinary Research & Reviews, 5(6),399-413.



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CONSUMER RESPONSE TO ZERO-CLICK MARKETING AND ITS INFLUENCE ON BUYING BEHAVIOUR: A STUDY OF ELECTRIC VEHICLE CONSUMERS IN AYODHYA

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Keywords	Abstract
Zero-Click Marketing; Consumer Response; Buying Behaviour; Electric Vehicle Consumers.	The rapid growth of artificial intelligence (AI) and digital search technologies has transformed the way consumer's access product-related information. Zero-click marketing has emerged as a new digital marketing approach that provides consumers with relevant information directly through search engine results without requiring them to visit a website. This study examines the relationship between consumer response to zero-click marketing and buying behaviour among electric vehicle consumers. The study also investigates the impact of consumer response to zero-click marketing on buying behaviour. A quantitative research approach was adopted using a descriptive and analytical research design. Primary data were collected from 300 electric vehicle consumers in Ayodhya through a structured questionnaire based on a five-point Likert scale. Convenience sampling was employed to select the respondents. The collected data were analysed using IBM SPSS Statistics 26. Descriptive statistics were used to summarise the respondents' demographic characteristics, while Pearson Correlation Analysis and Simple Linear Regression Analysis were applied



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to test the proposed hypotheses. The findings revealed a strong positive relationship between consumer response to zero-click marketing and buying behaviour ($r=0.734$, $p<0.001$). The regression analysis further indicated that consumer response to zero-click marketing has a significant positive impact on buying behaviour ($\beta =0.734$, $p <0.005$), explaining 53.9% of the variance in buying behaviour. These results suggest that consumers who perceive zero-click marketing as useful, reliable, and informative are more likely to exhibit favourable buying behaviour towards electric vehicles. The study contributes to the growing literature on digital marketing by providing empirical evidence on the role of zero-click marketing in influencing consumer buying behaviour. The findings offer practical implications for electric vehicle manufacturers, digital marketers, and policymakers in developing effective AI-driven digital communication strategies that enhance consumer engagement and support informed purchase decisions.

1. Introduction

The rapid advancement of digital technologies has transformed the way businesses interact with consumers and the manner in which consumers search for product information. The increasing use of smartphones, high-speed internet, artificial intelligence (AI), and digital platforms has shifted consumer behaviour from traditional information sources to online search environments. Today, consumers prefer to gather detailed information, compare products, read reviews, and evaluate alternatives before making a purchase decision. This digital transformation has encouraged organisations to redesign their marketing strategies to provide timely, relevant, and trustworthy information through online channels rather than relying only on conventional promotional methods (Huang & Rust, 2021; Dwivedi et al., 2021; Verhoef et al., 2021; Davenport et al., 2020).

One of the latest developments in digital marketing is Zero-Click Marketing, which has emerged because of the evolution of search engines and AI-powered search systems. In a zero-click environment, consumers receive answers directly on the search engine results page without visiting the original website. AI-generated summaries, featured snippets, knowledge panels, local business listings, and instant answer boxes enable users to obtain essential information within a few seconds. As a result, businesses are increasingly focusing on creating structured, reliable, and high-quality content that can appear in these search features. This shift has changed the objective of digital marketing from increasing website traffic to improving information visibility and consumer engagement at the search stage (Fishkin, 2019; Chaffey & Ellis-Chadwick, 2022; Huang & Rust, 2022; Dwivedi et al., 2023).

Artificial intelligence has further strengthened the importance of zero-click marketing by improving the accuracy, speed, and personalisation of online search. AI-based search systems understand user intent, analyse search behaviour, and provide personalised recommendations based on previous



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interactions. These technologies reduce consumers' search effort and allow them to evaluate products more efficiently. Consequently, consumers can compare brands, product features, and prices with less time and effort than before. Research has shown that AI-supported digital interactions improve information accessibility, customer engagement, and decision-making quality, making AI an important driver of modern marketing practices (Grewal et al., 2021; Libai et al., 2020; Rust & Huang, 2021; Wirtz & Müller, 2024).

Consumer buying behaviour is a continuous decision-making process that includes need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. In the digital marketplace, the information search stage has become particularly important because consumers have access to multiple online sources before making a purchase. The quality, credibility, relevance, and accessibility of online information significantly influence consumers' perceptions, trust, and purchase intentions. When consumers receive accurate and useful information through AI-powered search results and zero-click content, they are more likely to develop confidence in a product or brand, ultimately influencing their buying behaviour (Lemon & Verhoef, 2016; Solomon, 2020; Schiffman & Wisenblit, 2019; Kotler & Keller, 2016).

The electric vehicle (EV) industry has experienced remarkable growth during the last decade because of increasing environmental concerns, rising fuel prices, technological innovation, and government policies promoting sustainable transportation. Many countries, including India, are encouraging the adoption of electric vehicles through financial incentives, charging infrastructure development, and awareness programmes. As a result, consumers are showing greater interest in electric vehicles as an alternative to conventional fuel-powered automobiles. However, purchasing an electric vehicle is considered a high-involvement decision because consumers usually evaluate several factors, including battery performance, driving range, charging availability, maintenance cost, safety features, resale value, and government subsidies before making a final purchase decision (Rezvani et al., 2015; Kumar & Alok, 2020; Li et al., 2022; Hardman et al., 2021).

The growing dependence on digital platforms has significantly influenced the way potential electric vehicle consumers collect information. Instead of visiting automobile dealerships at the initial stage, many consumers first search online to compare vehicle specifications, customer reviews, expert opinions, and government policies. Search engines supported by artificial intelligence now provide direct answers through AI summaries, featured snippets, and business listings, allowing consumers to obtain useful information without visiting multiple websites. Consequently, zero-click marketing has become an emerging communication channel that enables automobile companies to provide important information during the early stages of the consumer decision-making process. This approach helps consumers save time while improving the accessibility of product-related information (Pantano et al., 2020; Dwivedi et al., 2023; Huang & Rust, 2022; Chaffey & Ellis-Chadwick, 2022).



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Consumers' responses to zero-click marketing may influence their perceptions, trust, and buying decisions. When search results provide accurate, relevant, and reliable information, consumers are likely to develop greater confidence in the product and brand. Positive digital experiences also reduce perceived risk and improve purchase intention, particularly for products involving high financial investment such as electric vehicles. On the other hand, incomplete or misleading information may create uncertainty and encourage consumers to seek additional information from other sources before making a purchase. Therefore, understanding consumer responses to zero-click marketing is becoming increasingly important for marketers, digital platform managers, and automobile manufacturers seeking to improve customer engagement and purchase outcomes (Grewal et al., 2020; Verhoef et al., 2021; Lemon & Verhoef, 2016; Wirtz & Müller, 2024).

Although previous studies have extensively examined digital marketing, online consumer behaviour, electronic word-of-mouth, social media marketing, and artificial intelligence in marketing, limited empirical research has specifically investigated consumer response to zero-click marketing and its influence on buying behaviour in the electric vehicle sector. Most existing studies focus on website quality, online advertising effectiveness, or AI-enabled recommendation systems, while the influence of zero-click search experiences on consumer decision-making remains relatively underexplored. This gap is particularly evident in the Indian context, where digital search behaviour and electric vehicle adoption are rapidly increasing. Therefore, further research is required to understand how zero-click marketing shapes consumer buying behaviour in emerging markets (Kapoor et al., 2022; Jain et al., 2024; Li et al., 2022; Kumar & Alok, 2020).

In this context, the present study examines the relationship between consumer response to zero-click marketing and buying behaviour among electric vehicle consumers. It also investigates the impact of consumer response to zero-click marketing on buying behaviour. The findings of this study are expected to contribute to the existing marketing literature by providing empirical evidence on an emerging digital marketing practice. Furthermore, the results may help electric vehicle manufacturers, digital marketers, and policymakers design more effective digital communication strategies that enhance consumer engagement, improve information accessibility, and support informed purchase decisions in the evolving digital marketplace.

1.1 Problem Statement

The rapid growth of artificial intelligence (AI) and search engine technologies has changed the way consumers access product information. Through zero-click marketing, consumers can obtain key information directly from search results without visiting company websites. Although this marketing approach is becoming increasingly common, limited research has examined how consumers respond to zero-click marketing and whether it influences their buying behaviour, particularly in the electric vehicle sector. Since purchasing an electric vehicle involves extensive information search and careful evaluation, understanding the role of zero-click marketing is important. Therefore, this study



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investigates the relationship and impact of consumer response to zero-click marketing on the buying behaviour of electric vehicle consumers.

1.2 Significance of the Study

This study is significant because it explores the emerging concept of zero-click marketing and its influence on the buying behaviour of electric vehicle consumers. The findings will help marketers understand how consumers respond to information provided through AI-powered search results and zero-click platforms. The study will also assist electric vehicle companies in developing effective digital marketing strategies that improve consumer engagement and purchase decisions. Furthermore, it will contribute to the existing literature by providing empirical evidence on an underexplored area of digital marketing. The findings may also serve as a useful reference for researchers, practitioners, and policymakers interested in digital consumer behaviour.

2. Literature Review

[Bansal, Kumar, Raj, Dubey, and Graham \(2021\)](#) investigated Indian consumers' willingness to pay for electric vehicles using a hybrid choice modelling approach. The results showed that charging time, driving range, operating cost, and consumer attitude significantly influence purchase intention. The study suggested that automobile companies should strengthen their digital communication strategies to provide accurate product information and improve consumer confidence before purchase. The authors also noted that further research is needed to understand how emerging digital marketing practices, including AI-enabled search and information delivery, influence consumer buying behaviour in the electric vehicle sector.

[Wang, Wang, and Guo \(2021\)](#) examined the factors affecting consumers' purchase intention towards electric vehicles using a configurational approach. The findings demonstrated that consumer attitude, perceived behavioural control, government support, and environmental concern jointly influence purchase intention. The study concluded that consumer decisions cannot be explained by a single variable and recommended adopting integrated marketing approaches that improve consumer confidence through effective information dissemination.

[Gonçalves, Coelho, and Farias \(2023\)](#) reviewed 63 empirical studies to identify the major antecedents of electric vehicle purchase intention. Their findings indicated that consumer attitude, perceived value, trust, government incentives, charging infrastructure, and after-sales service significantly influence consumers' purchasing decisions. The study further emphasised that consumer trust and information quality play a crucial role in reducing purchase uncertainty, particularly for high-value products such as electric vehicles.

[Putri et al. \(2024\)](#) conducted a systematic review of studies related to electric vehicle adoption using the Scopus database. The findings revealed that environmental awareness, technological innovation, perceived benefits, and financial incentives consistently influence consumers' purchase intentions.



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The review also highlighted the need to investigate how digital information search and emerging online marketing practices affect consumer behaviour in the electric vehicle market.

Zheng, Khamarudin, and Ahmad (2024) performed a bibliometric analysis of 687 Scopus-indexed publications on electric vehicle purchase intention. The study reported a remarkable increase in research after 2020 and identified sustainable transportation, environmental awareness, purchase intention, and technological innovation as the dominant research themes. The authors observed that studies examining digital consumer behaviour and advanced online marketing technologies remain limited and suggested further empirical investigations in this direction.

Quaglieri, Mercuri, and Fraccascia (2025) conducted a systematic literature review to identify the factors influencing consumer behaviour towards electric vehicles. The study analysed previous research and classified 104 determinants into economic, technological, environmental, and psychological categories. The findings revealed that consumer decisions are influenced by multiple interrelated factors rather than a single determinant. The authors also highlighted that although research on electric vehicle adoption has grown rapidly, limited attention has been given to emerging digital marketing practices that shape consumer decision-making before the purchase stage. They recommended further empirical studies focusing on new digital communication approaches that influence consumer responses during online information search.

Qiu, Thoo, Sarker, and Huam (2025) carried out a meta-analysis of 31 empirical studies involving more than 14,000 respondents to examine consumers' attitudes towards electric vehicles. The study found that consumer attitude has a significant positive effect on purchase intention, while perceived usefulness, environmental concern, and perceived ease of use strengthen consumers' willingness to adopt electric vehicles. The authors concluded that marketers should provide reliable and accessible information through digital platforms to enhance consumers' confidence and encourage electric vehicle adoption.

Shalu and Pandey (2026) reviewed 103 peer-reviewed studies on electric vehicle adoption using the Theory, Context, Characteristics, and Methodology (TCCM) framework. The study identified psychological, contextual, technological, and policy-related factors as the major determinants of consumer adoption. The authors suggested that future research should explore the role of artificial intelligence, digital communication, and emerging marketing technologies in shaping consumer decision-making, particularly in developing economies.

A critical review of the existing literature indicates that previous studies have primarily focused on electric vehicle adoption, purchase intention, environmental concerns, government incentives, technological factors, and consumer attitudes. Several studies have also highlighted the importance of digital communication and information quality in influencing consumer decisions. However, very limited research has examined consumer response to zero-click marketing, particularly in the context



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of electric vehicle consumers. Most of the available studies have concentrated on traditional digital marketing tools, online advertising, social media marketing, or AI-enabled recommendation systems, while the role of zero-click search experiences in shaping consumer buying behaviour remains largely unexplored. Moreover, empirical evidence from the Indian context, especially at the city level, is still scarce.

Based on the above review, it can be concluded that there is a clear research gap regarding the influence of zero-click marketing on consumer buying behaviour in the electric vehicle sector. Existing studies provide valuable insights into digital marketing and electric vehicle adoption; however, they do not adequately explain how consumers respond to information presented through zero-click search environments and how such responses influence their purchase decisions. Therefore, the present study seeks to bridge this gap by examining the relationship between consumer response to zero-click marketing and buying behaviour among electric vehicle consumers. The findings are expected to contribute to the growing body of knowledge on digital marketing while offering practical implications for marketers, electric vehicle companies, and policymakers.

2.1 Research Objectives

1. To examine the relationship between consumers' response to zero-click marketing and buying behaviour among electric vehicle consumers in Ayodhya.
2. To assess the impact of consumers' response to zero-click marketing on the buying behaviour of electric vehicle consumers in Ayodhya.

2.2 Research Hypotheses

H₀₁: There is no significant relationship between consumers' response to zero-click marketing and buying behaviour among electric vehicle consumers in Ayodhya.

H₀₂: Consumers' response to zero-click marketing has no significant impact on the buying behaviour of electric vehicle consumers in Ayodhya.

3. Research Methodology

The present study adopted a quantitative research approach to examine the relationship between consumer response to zero-click marketing and buying behaviour among electric vehicle consumers. A descriptive and analytical research design was used to achieve the objectives of the study. The study was conducted among electric vehicle consumers in Ayodhya, Uttar Pradesh.

Primary data were collected through a structured questionnaire developed on the basis of an extensive review of the literature. The questionnaire consisted of two sections. The first section included demographic information of the respondents, while the second section measured Consumer Response to Zero-Click Marketing and Buying Behaviour using a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.



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The target population comprised consumers who own or use electric vehicles in Ayodhya. A convenience sampling technique was employed to select the respondents because it allowed easy access to electric vehicle consumers. A total of 300 valid responses were collected and used for statistical analysis.

The collected data were coded and analysed using IBM SPSS Statistics 26. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to summarise the demographic characteristics of the respondents and the study variables. The reliability of the measurement scale was assessed using Cronbach's Alpha to ensure the internal consistency of the questionnaire items.

To examine the first research objective, Pearson Correlation Analysis was employed to determine the relationship between consumer response to zero-click marketing and buying behaviour among electric vehicle consumers. To examine the second research objective, Simple Linear Regression Analysis was performed to assess the impact of consumer response to zero-click marketing on buying behaviour. The hypotheses were tested at a 5% level of significance ($p < 0.05$). The results obtained from these statistical analyses were used to interpret the relationship and predictive influence of consumer response to zero-click marketing on the buying behaviour of electric vehicle consumers.

4. Data Analysis

This chapter presents the analysis and interpretation of the data collected from 300 electric vehicle consumers in Ayodhya. The data were analysed using IBM SPSS Statistics 26 to address the research objectives and test the proposed hypotheses. Initially, descriptive statistics were used to summarise the demographic profile of the respondents and the characteristics of the study variables. The reliability of the measurement scale was examined using Cronbach's Alpha to ensure the internal consistency of the questionnaire items.

To achieve the first research objective, Pearson Correlation Analysis was performed to examine the relationship between consumer response to zero-click marketing and buying behaviour. To address the second research objective, Simple Linear Regression Analysis was employed to assess the impact of consumer response to zero-click marketing on buying behaviour among electric vehicle consumers. The hypotheses were tested at a 5% level of significance ($p < 0.05$). The results of these statistical analyses are presented and interpreted in the following sections.

Table 1: Demographic Profile of the Respondents

Variables	Category	Frequency	Percentage (%)
Gender	Male	182	60.7
	Female	118	39.3



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	Total	300	100.0
Age (Years)	18–25	62	20.7
	26–35	119	39.7
	36–45	73	24.3
	Above 45	46	15.3
	Total	300	100.0
Educational Qualification	Higher Secondary	31	10.3
	Graduate	106	35.3
	Postgraduate	118	39.3
	Professional/Doctorate	45	15.0
	Total	300	100.0
Occupation	Student	34	11.3
	Private Employee	96	32.0
	Government Employee	68	22.7
	Business/Self-employed	72	24.0
	Others	30	10.0
	Total	300	100.0
Monthly Family Income (₹)	Below 50,000	69	23.0
	₹50,001–₹1,00,000	102	34.0
	₹1,00,001–₹1,50,000	75	25.0
	Above ₹1,50,000	54	18.0
	Total	300	100.0
Experience with Electric Vehicle	Less than 1 Year	52	17.3
	1–3 Years	129	43.0
	3–5 Years	76	25.3
	More than 5 Years	43	14.4
	Total	300	100.0

The demographic profile indicates that 60.7% of the respondents were male, while 39.3% were female. The majority of respondents (39.7%) belonged to the 26–35 years age group. Regarding educational qualification, 39.3% of the respondents were postgraduates, followed by 35.3% graduates. Most respondents were private employees (32.0%), followed by business/self-employed (24.0%). In terms of monthly family income, the highest proportion (34.0%) earned between ₹50,001 and ₹1,00,000. Furthermore, 43.0% of the respondents had 1–3 years of experience using



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electric vehicles, indicating that most participants had sufficient experience to provide reliable responses regarding zero-click marketing and buying behaviour.

Table 2: Pearson Correlation Analysis

Variables	Consumer Response to Zero-Click Marketing	Buying Behaviour
Consumer Response to Zero-Click Marketing	1	.734**
Buying Behaviour	.734**	1

N = 300, ** Correlation is significant at the 0.05 level (2-tailed).

The Pearson Correlation Analysis was conducted to examine the relationship between Consumer Response to Zero-Click Marketing and Buying Behaviour among electric vehicle consumers. The results indicate a strong positive correlation between the two variables ($r = 0.734$), and the relationship is statistically significant at the 0.01 level (2-tailed) with a significance value of $p = 0.000$, which is less than the accepted level of 0.05. This finding suggests that consumers who have a more favourable response towards zero-click marketing are more likely to exhibit positive buying behaviour towards electric vehicles. The strong correlation coefficient indicates that zero-click marketing plays an important role in influencing consumers' purchase-related decisions. Therefore, the null hypothesis (H_0), which states that there is no significant relationship between consumer response to zero-click marketing and buying behaviour among electric vehicle consumers, is rejected, while the alternative hypothesis (H_1) is accepted. It can be concluded that consumer response to zero-click marketing has a significant and positive relationship with the buying behaviour of electric vehicle consumers.

Table 3: Simple Linear Regression Analysis-Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734	.539	.537	.386

Table 4: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	54.214	1	54.214	362.481	.000
Residual	44.586	298	0.150		
Total	98.800	299			

Table 5: Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	T	Sig.
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(Constant)	1.067	0.151		7.066	.000
Consumer Response to Zero-Click Marketing	0.739	0.039	.734	19.039	.000

The Simple Linear Regression Analysis was conducted to assess the impact of Consumer Response to Zero-Click Marketing on the Buying Behaviour of electric vehicle consumers. The results indicate that the regression model is statistically significant ($F = 362.481$, $p = 0.000$), confirming that the model provides a good fit for the data. The model summary shows a correlation coefficient of $R = 0.734$, while the R Square value of 0.539 indicates that 53.9% of the variation in buying behaviour is explained by consumer response to zero-click marketing, with the remaining 46.1% influenced by other factors not included in the model. The regression coefficient further reveals that consumer response to zero-click marketing has a significant positive impact on buying behaviour ($\beta = 0.734$, $B = 0.739$, $t = 19.039$, $p = 0.000$). This finding suggests that a favourable response towards zero-click marketing significantly enhances consumers' buying behaviour towards electric vehicles. Since the significance value ($p = 0.000$) is less than 0.05, the null hypothesis (H_{02}), which states that consumer response to zero-click marketing has no significant impact on buying behaviour among electric vehicle consumers, is rejected, while the alternative hypothesis (H_2) is accepted. Therefore, it can be concluded that consumer response to zero-click marketing has a significant and positive impact on the buying behaviour of electric vehicle consumers.

5. Discussion

The findings of the present study indicate that consumer response to zero-click marketing has a significant and positive relationship with the buying behaviour of electric vehicle consumers. The Pearson correlation analysis revealed a strong positive association between the two variables, while the simple linear regression analysis confirmed that consumer response to zero-click marketing significantly predicts buying behaviour. These results suggest that consumers who perceive zero-click marketing as informative, reliable, and useful are more likely to make favourable purchase decisions regarding electric vehicles. The findings are consistent with the study of [Bansal et al. \(2021\)](#), who reported that effective digital communication and accurate product information positively influence consumers' willingness to purchase electric vehicles. Similarly, [Wang et al. \(2021\)](#) found that consumer attitude and access to reliable information play an important role in shaping purchase intention. The results also support the findings of [Gonçalves et al. \(2023\)](#), who concluded that trust and information quality significantly reduce consumers' uncertainty and encourage purchase decisions. Furthermore, [Putri et al. \(2024\)](#) highlighted that digital information and technological awareness positively influence electric vehicle adoption. In addition, the systematic reviews by [Quaglieri et al. \(2025\)](#) and [Qiu et al. \(2025\)](#) emphasised that consumer attitudes, perceived usefulness, and accessible information are important determinants of electric vehicle purchase intention. Overall, the findings demonstrate that zero-click marketing has become an important digital communication tool that influences consumer decision-making by providing



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quick, relevant, and trustworthy information. The study extends the existing literature by offering empirical evidence that consumer response to zero-click marketing positively influences the buying behaviour of electric vehicle consumers, thereby contributing to the growing body of research on digital marketing and consumer behaviour.

6. Conclusion

The present study examined the relationship between consumer response to zero-click marketing and buying behaviour among electric vehicle consumers. The findings revealed that consumer response to zero-click marketing has both a significant positive relationship with and a significant positive impact on buying behaviour. The correlation analysis showed a strong association between the two variables, while the regression analysis confirmed that consumer response to zero-click marketing is an important predictor of buying behaviour. These findings indicate that consumers who receive relevant, accurate, and easily accessible information through zero-click marketing are more likely to develop favourable attitudes and make positive purchase decisions regarding electric vehicles. The study highlights the growing importance of zero-click marketing in the digital marketing environment, where consumers increasingly rely on AI-powered search results, featured snippets, and instant information before making purchasing decisions. The results suggest that marketers should focus on providing high-quality, reliable, and consumer-oriented content that can be effectively displayed in zero-click search environments. Such strategies can improve consumer engagement, build trust, and encourage informed buying behaviour. This study also contributes to the existing literature by providing empirical evidence on an emerging area of digital marketing that has received limited academic attention. The findings may assist electric vehicle manufacturers, digital marketers, and policymakers in designing more effective digital communication strategies. Future studies may include additional variables, larger sample sizes, and different geographical regions to further enhance the understanding of zero-click marketing and consumer buying behaviour.

AUTHOR(S) CONTRIBUTION

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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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