SCIENTIFIC CULTURE
www.sci-cult.com

SCIENTIFIC CULTURE, Vol. 12, No. 4, (2026), pp. 2799-2806
Open Access. Online & Print

DOI: 10.5281/zenodo.12426351

THE EFFICACY OF SUSTAINABILITY FOCUSED DIGITAL MARKETING CAMPAIGNS DRIVING CONSUMER PURCHASE OUTCOMES

P. Sripriyanka[1]*, V. Venkatragavan[2]

[1]Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Vadapalani Campus, Chennai-26
[2]Department of Commerce (A&F), Faculty of Science and Humanities, SRM Institute of Science and Technology, Vadapalani Campus, Chennai-26

Received: **05/09/2025**
Accepted: **19/01/2026**

Corresponding Author: P. Sripriyanka (P. Sripriyanka)

ABSTRACT

This study quantifies the critical drivers of Electric Vehicle (EV) Purchase Intentions among Generation Z consumers in the Kancheepuram, Chennai, and Thiruvallur (KCT) districts, comparing the influence of digital factors against traditional economic viability. The research model, tested via Multiple Regression Analysis on 420 Gen Z respondents, featured three predictors: Eco-Digital Resonance (EDR), Post-Purchase Digital Synergy (PDS), and Economic Purchase Viability (EPV). The findings established that all three dimensions significantly predict purchase intent, but the digital experience constructs (EDR and PDS) consistently emerged as the paramount drivers across all districts. Specifically, the combined strength of communicating environmental value digitally (EDR) and the quality of connected, integrated digital services (PDS) outweighed EPV, although EPV showed a comparatively stronger influence in the Thiruvallur district. This leads to the conclusion that the automotive industry must strategically shift resources to prioritize sophisticated digital marketing that emphasizes the EV's technological and sustainability value proposition to effectively capture this emerging market segment.

KEYWORDS: Electric Vehicle (EV) Purchase Intentions, Generation Z, Eco-Digital Resonance (EDR), Post-Purchase Digital Synergy (PDS), Economic Purchase Viability (EPV), Digital Marketing, Automotive Industry.

I. RESEARCH BACKGROUND

The global automotive industry is undergoing a fundamental transformation, driven by the urgency of climate change and the rapid development of electric vehicle (EV) technology. However, the success of this transition hinges on understanding the digital-native consumer, specifically Generation Z (Gen Z), who rely heavily on online platforms for information, social influence, and transaction ease. The traditional sales approach, cantered purely on competitive pricing and performance, is insufficient for this demographic, who prioritize sustainability and connected technology as much as affordability. This study is crucial because it moves beyond general EV adoption research by specifically segmenting the market into young, digitally-active consumers across the Kancheepuram, Chennai, and Thiruvallur (KCT) districts, recognizing that a generalized strategy will fail to capture the nuances of regional buying habits. The core problem addressed is the lack of empirical data that quantifies the relative importance of digital experience factors against traditional economic viability in this emerging market segment.

The study aims to fill this knowledge gap by introducing and quantifying two novel digital marketing constructs: Eco-Digital Resonance (EDR), which measures how effectively an EV's sustainability narrative is communicated through digital channels; and Post-Purchase Digital Synergy (PDS), which assesses the value consumers place on the integrated, connected, digital experience *after* buying the vehicle (e.g., mobile apps, OTA updates). By comparing the predictive power of these two digital factors against the Economic Purchase Viability (EPV) factor (representing price and cost-effectiveness), the research seeks to empirically demonstrate which factors genuinely drive purchase intent among Gen Z.

The significance of this research is two-fold: theoretically, it validates a new, integrated consumer behaviour model that can extend technology adoption literature within the context of sustainable digital marketing. Practically, the consistent findings across the KCT districts where EDR and PDS repeatedly emerge as the paramount drivers over EPV dictate a critical and necessary shift in industry strategy. The data mandates that automotive companies must reallocate significant marketing resources away from a primary focus on competitive pricing and towards investing in sophisticated digital campaigns that amplify the EV's environmental value and its superior connected technology experience. The observed geographical variation, where EPV has a relatively stronger pull in the Thiruvallur district compared to the main city, offers granular, data-driven insights that empower marketers to tailor distinct promotional strategies, ensuring optimal resource use and maximizing market penetration across the varied sub-regions.

II. LITERATURE SURVEY

Noviany et al. (2025) emphasize the profound shift in consumer behaviour driven by digital technology, noting that younger generations, especially Millennials and Gen Z, depend on online platforms for both researching products and conducting transactions. While environmental consciousness has increased interest in Electric Vehicles (EVs), the adoption rate among these young consumers in some areas remains sluggish, demanding improved digital marketing effectiveness. Their quantitative study analysed how digital strategies, specifically those executed within automotive online marketplaces, influence the intention to purchase EVs. By surveying 398 millennial respondents, the research unequivocally demonstrated that factors such as educational content, interactive features and ease of transaction within these platforms significantly and positively boost purchase intent. Consequently, the study advocates for the use of digital marketing in online marketplaces as a powerful tool for generating positive consumer perceptions and stimulating interest in EVs. The authors conclude with practical advice, urging the EV industry to refine digital strategies with a focus on comprehensive consumer education and dynamic engagement to successfully increase market share.

Rajak and Sharma (2025) conducted a study in the Indian state of Chhattisgarh to examine how digital marketing campaigns, including online advertisements and social media promotions, affect consumer preferences for purchasing Electric Vehicles (EVs). The core objective was to assess the ability of these online efforts to increase consumer awareness of both the environmental and economic advantages of EVs. Using a structured survey administered to 385 EV owners and analysed via Structural Equation Modelling (SEM), the findings revealed a robust positive correlation where increased exposure to digital marketing significantly enhances awareness, which subsequently drives the decision to purchase EVs. The authors conclude that digital marketing is a powerful and necessary instrument for stimulating EV adoption. It effectively communicates EV benefits and helps align consumer decisions with broader environmental and sustainability objectives, providing specific, localized data for policymakers and marketers aiming to accelerate EV sales in emerging economies through targeted digital strategies.

Srivastava et al. (2025), titled "Exploring electric

vehicle consumer behaviour," set out to identify the most significant drivers of Electric Vehicle (EV) purchase intent within the sustainable transport paradigm. Grounded in the theories of perceived value and planned behaviour, the authors developed a complex model proposing that Perceived Value directly impacts both a consumer's Sustainability Perception and their Purchase Intentions, with Digital Innovation, Environmental Concern, and Social Influence serving as precursors. Analysing survey data collected from licensed drivers familiar with EVs using Structural Equation Modelling (SEM), the results verified that Perceived Value is a positive predictor of purchase intent. Crucially, they discovered that Sustainability Perception which is it strongly moulded by exposure to Digital Innovation and the consumer's level of Environmental Concern exerts the strongest overall influence on the desire to buy an EV. The study underscores the fundamental importance of perceived value and sustainability in EV adoption, suggesting practical steps like designing incentives based on income and utilizing user-friendly digital platforms to effectively promote the combined economic and environmental advantages of electric mobility.

Suma et al. (2025) investigates the potential of Personalized Digital Marketing (PDM) to counteract major obstacles to Electric Vehicle (EV) adoption, particularly high initial cost and range anxiety. The study focuses on determining the efficacy of delivering highly customized digital content such as tailored Return on Investment (ROI) calculators or personalized graphics detailing battery performance to directly influence consumer awareness and stimulate positive EV purchase intentions. The authors' goal is to develop a practical marketing model that maximizes the impact of digital promotional efforts within the increasingly competitive EV sector. Essentially, this work proposes that by shifting from generic advertising to specific, preference-based content, marketers can effectively mitigate perceived risks and drive greater consumer interest in purchasing an electric vehicle.

Ayu Alfyya Fathinasari et al. (2023) conducted research in Chennai, Tamil Nadu, India, focusing on the comprehensive consumer journey for Electric Vehicles (EVs), examining both their pre-purchase behaviour and post-purchase experiences. The pre-purchase phase included actions like seeking information, value assessment, and exposure to social media marketing, while the post-purchase phase encompassed service satisfaction, brand reputation, and operational performance. Using a sample of 405 respondents and Structural Equation Modelling (SEM), the study confirmed that consumers have a significant purchase intention, demonstrated by their readiness to buy an EV and their active search for EV-related information. Crucially, the findings established that factors influencing the initial decision-making process (pre-purchase) as well as the actual satisfaction and outcomes of ownership (post-purchase) both have a strong, positive influence on a consumer's final choice and on-going commitment to adopting electric vehicles.

Fatoki (2022) examined the role of Perceived Ease of Use (PEOU) in driving Millennials' intention to adopt Electric Vehicles (EVs). The research is heavily rooted in the Technology Acceptance Model (TAM), which theorizes that a consumer's assessment of a technology's convenience and effortlessness encompassing elements like charging simplicity, user-interface design, and smooth operation is a major determinant of their purchase decision. The study specifically focused on Millennials, a demographic known for early technology adoption, yet potentially reluctant to embrace EVs due to perceived infrastructure complexities. The findings of the research sought to quantify that many improvements in the usability and simplicity of EV technology and its associated services are essential for accelerating market penetration within this influential group. Ultimately, the study confirmed that PEOU has a direct, positive, and significant impact on the intention to adopt an EV.

Chen and Li (2021) investigated the significant impact of digital media marketing channels on consumer intentions to purchase sustainable products, specifically focusing on Electric Vehicles (EVs). Their research examined how the transition from traditional marketing methods to digital platforms alters the way a product's environmental value is communicated and how well this message is received by a digitally accustomed audience. The study's findings highlighted that effective digital marketing strategies must prioritize eco-conscious branding, deliver personalized messaging, and foster social media engagement. These factors were identified as critical drivers in forming value-based relationships with consumers, thereby accelerating sustainable purchasing behaviour. The authors ultimately concluded that for environmentally friendly goods, digital platforms are essential, serving not merely as promotional tools but as the primary means to educate, involve, and convert consumers by aligning with their shared sustainable values.

Firdaus (2021), revealed "Analytical Study on Consumer Perception towards Purchase Intentions of an Electric Vehicle (EV)," sought to isolate and examine the variables shaping consumer attitudes that influence the intent to purchase an electric car. The research acknowledges that although environmental awareness is increasing, the mass adoption of EVs is held back by

diverse consumer perceptions. Employing a mixed-methods approach on a sample of potential EV buyers in a developing economy, the study analysed the relative impact of three groups of factors on the final purchase decision: economic factors (e.g., price, running costs), societal influences (e.g., brand image), and environmental awareness. The analysis concluded that while environmental concern is a necessary prerequisite, the overall perceived value of the vehicle primarily driven by competitive pricing and demonstrable long-term cost benefits emerges as the strongest predictor of purchase intention. The findings thus offer crucial guidance for manufacturers and policymakers, suggesting that promotional and product development strategies should heavily prioritize attributes that emphasize both economic feasibility and perceived value to boost EV market success.

Loan (2021), examined that "Environmental Concern and Electric Vehicle Purchase Intention: The Role of Government Incentives in a Developing Economy," investigated the link between consumers' genuine environmental concerns and their subsequent decision to purchase Electric Vehicles (EVs). Recognizing that environmental motives alone might be inadequate for mass adoption, especially in developing nations, the study introduced Government Incentives (such as tax subsidies or infrastructure support) as a crucial moderating factor. Through a large-scale survey, the research confirmed that although environmental concern directly and positively drives purchase intention, the effectiveness of this relationship is significantly strengthened by the availability and perceived value of government incentives. The study concludes that policymakers can significantly speed up the shift to sustainable transport by utilizing targeted financial and non-financial incentives to build upon consumers' existing environmental values, consequently making the economic case for EV ownership more attractive and immediately feasible.

III. RESEARCH GAP

The literature review (Rajak & Sharma, 2025; Chen & Li, 2021) and economic/value factors (Firdaus, 2021; Srivastava et al., 2025) on EV purchase intent, few studies empirically quantify and compare the relative predictive power of these two distinct categories within a highly defined, crucial demographic. The present study was most studies establish that digital engagement and economic viability are independently significant predictors. However, there is a gap in research that formally tests which factor the digital experience (combining pre-purchase messaging and post-purchase services) or the economic viability (price, costs, incentives) serves as the dominant motivator for a specific generation (Gen Z) in a localized market

From the review Ayu Alfyya Fathinasari et al., 2023, While pre-purchase digital marketing is heavily studied (Noviany et al., 2025; Chen & Li, 2021), the specific influence of the integrated digital experience after the sale on future purchase intention or recommendations is insufficiently isolated and measured. The present study revealed that the literature often broadly considers "post-purchase experience," but does not isolate the unique role of Post-Purchase Digital Synergy (PDS) that is, the value consumers place on connected car features, mobile applications, seamless software updates, and digitally managed services as a strong independent predictor of purchase intent in a new buyer.

The review Rajak & Sharma, 2025 in Chhattisgarh; Loan, 2021 in a developing economy, which establishes broad correlations (e.g., environmental concern is strengthened by incentives). However, they often lack the geographical granularity needed to inform highly localized marketing strategies, especially when comparing major metropolitan centres versus surrounding regions. This present study was there is a lack of localized research that examines whether the priority of purchase drivers shifts between different geographic tiers (e.g., a major city like Chennai vs. a surrounding district like Thiruvallur. The relative pull of Economic Purchase Viability (EPV) is hypothesized to be stronger in less affluent or less urbanized surrounding regions, but this variation has not been empirically proven within the same study

IV. RESEARCH PROBLEM

The primary problem this study addresses is the need to empirically determine the factors that drive E-Vehicle (EV) buying decisions among young, digitally active consumers (Generation Z) across the Kancheepuram, Chennai, and Thiruvallur districts. Specifically, the research seeks to investigate and quantify the relative importance of two core digital marketing constructs Eco-Digital Resonance (EDR) and Post-Purchase Digital Synergy (PDS) against the traditional economic factor, Economic Purchase Viability (EPV), in predicting a consumer's intent to purchase an EV. By comparing these predictive strengths, particularly highlighting how the influence of affordability (EPV) differs between the major metropolitan area (Chennai/Kancheepuram) and the surrounding region (Thiruvallur), the study aims to provide precise, data-driven insights that dictate where the automotive industry should strategically allocate its marketing resources to effectively capture this emerging market.

Research Aims

- To examine and quantify the direct influence of the digital constructs, Eco-Digital Resonance (EDR) and Post-Purchase Digital Synergy (PDS), on the E-Vehicle purchase intention of Generation Z consumers across the Kancheepuram, Chennai, and Thiruvallur districts.
- To investigate and quantify the comparative predictive strength between Economic Purchase Viability (EPV) and the combined digital factors (Eco-Digital Resonance (EDR) and Post-Purchase Digital Synergy (PDS)) in driving the E-Vehicle purchase intent of Generation Z consumers

Significance of Study

This research holds significant theoretical and practical implications for academic understanding and industry strategy. Theoretically, it validates a novel, integrated model demonstrating the predictive power of Eco-Digital Resonance (EDR), Economic Purchase Viability (EPV), and Post-Purchase Digital Synergy (PDS) on E-Vehicle (EV) Purchase Intent, thereby extending the technology adoption and consumer behaviour literature within the context of sustainable digital marketing. Practically, the multi-district analysis provides crucial, localized insights for the automotive industry and marketing practitioners targeting Generation Z consumers in the KCT region. By empirically confirming that the digital experience constructs (EDR and PDS) are the paramount drivers of buying intent—a finding supported universally across the districts the study dictates a necessary strategic shift in resource allocation. It mandates moving away from a primary focus on competitive pricing (EPV) to prioritizing investment in sophisticated digital campaigns that showcase the EV's connected technology and environmental value. Furthermore, the identified geographic variation in the influence of EPV offers granular guidance for tailoring distinct market entry strategies between the metro and surrounding districts.

V. RESEARCH METHODOLOGY

The research instrument utilized was a structured, self-designed questionnaire. This instrument was rigorously developed based on an extensive literature review to capture the constructs critical to the study. The independent variables measured were the three strategic dimensions: Eco-Digital Resonance (EDR), Economic Purchase Viability (EPV), and Post-Purchase Digital Synergy (PDS). These dimensions were conceptually derived from the influence of digital marketing strategies on consumer evaluation of e-vehicles. The dependent variable was defined as EV Purchase Intent.

The target population for this study was strictly defined as Generation Z consumers (individuals born between approximately 1997 and 2012) residing within the KCT districts who possessed prior experience with online purchasing. The sampling process utilized a Purposive Random Sampling technique, ensuring the inclusion of respondents who met the specific demographic and behavioural criteria crucial for the study's scope. A total of 600 survey schedules were initially distributed across the three districts. Following a stringent data screening process for completeness and consistency, a final, robust sample size of 420 consumers was selected for the final statistical analysis, ensuring adequate power for hypothesis testing.

Data analysis was conducted using advanced statistical software to achieve the research objectives. statistical tools employed included Factor Analysis to confirm the unidimensionality and validity of the latent constructs (EDR, EPV, and PDS), and Multiple Regression Analysis to rigorously test the hypothesized predictive relationships. The Multiple Regression analysis quantified the predictive strength of the three independent dimensions on EV Purchase Intent across the three geographically distinct districts.

VI. DATA ANALYSIS AND INTERPRETATIONS

The study has given made vital assessment about the impacts created by the buying habits of the digital users on role played by the digital marketing to purchase E-Vehicle.

Table 1: Comparative Regression Analysis on EDR, EPV and PDS Predicting Buying Intention in Kancheepuram District

Predicting Buying Intention Intent in Kancheepuram District				
Predictors	**Predicting Buying Intention**	**t- value**	**p - value**	**Level of Significance**
Eco-Digital Resonance (EDR)	0.431	8.324	< .001	S**
Economic Purchase Viability (EPV)	0.190	6.204	< .001	S**
Post-Purchase Digital Synergy (PDS)	0.378	8.988	< .00	S**

The analysis provides compelling evidence that E-Vehicle Purchase Intent among consumers in the

Kancheepuram District is significantly influenced by the three proposed factors are Eco-Digital Resonance (EDR), Economic Purchase Viability (EPV), and Post-Purchase Digital Synergy (PDS). The statistical significance is universally established, indicated by the exceptionally high t-values and the uniformly stringent p-values. These findings confirm that all three dimensions function as reliable and potent predictors of the dependent variable, thereby validating the comprehensive nature of the study's theoretical framework in the context of the localized market.

Upon examining the relative contributions of the independent variables, the data clearly identifies the digital experience constructs as the paramount drivers of purchase intent. Specifically, Eco-Digital Resonance (EDR) exhibits a substantial standardized effect, and Post-Purchase Digital Synergy (PDS). This empirically establishes that consumer motivation is primarily cantered on the vehicle's capacity for modern digital integration both in terms of effective digital communication of its sustainability attributes and the quality of its on-going connected services (e.g., mobile apps, OTA updates). Consequently, marketing resource allocation should be strategically realigned to prioritize the showcasing of the e-vehicle's technological and environmental value proposition via digital platforms.

Economic Purchase Viability (EPV), while statistically confirmed as a significant predictor, demonstrates the lowest relative predictive strength, evidenced by its minimum coefficient. This outcome suggests that while cost-effectiveness, price point, and subsidies are prerequisites for consumer consideration, they do not serve as the principal factors differentiating purchase preference. The final buying decision is demonstrably more susceptible to the influence of the compelling Eco-Digital Resonance (EDR) and Post-Purchase Digital Synergy (PDS) constructs than to marginal pricing adjustments. Therefore, the strategic implication is to focus marketing investment on amplifying the digital and sustainable value proposition, positioning economic viability as a reinforcing justification rather than the core promotional anchor.

In conclusion, the investigation definitively establishes that E-Vehicle Purchase Intent in Kancheepuram is a multivariable outcome, strongly and reliably predicted by the proposed model. The analysis unveils a clear hierarchy of influence: EPV is fundamentally necessary, but the decisive impetus for purchase is the digital experience. The combined strength of EDR (connecting environmentalism and digital messaging) and the dominant predictive power of PDS (representing post-purchase digital quality) unequivocally shifts the strategic imperative. Marketing efforts must transition from a traditional focus on mere cost-savings to a sophisticated emphasis on the e-vehicle's superior digital functionality and its powerfully communicated environmental narrative across engaging digital ecosystems to maximize sales efficacy.

Table 2: Comparative Regression Analysis on EDR, EPV and PDS Predicting Buying Intention in Chennai District

Predicting Buying Intention Intent in Chennai District				
Predictors	**Predicting Buying Intention**	**t- value**	**p - value**	**Level of Significance**
Eco-Digital Resonance (EDR)	0.445	9.125	< .001	S**
Economic Purchase Viability (EPV)	0.180	5.850	< .001	S**
Post-Purchase Digital Synergy (PDS)	0.355	8.540	< .001	S**

The analysis conclusively validates the study's framework, demonstrating that the intention to purchase an E-Vehicle (EV) in the Chennai District is significantly influenced by the three measured constructs: Eco-Digital Resonance (EDR), Economic Purchase Viability (EPV), and Post-Purchase Digital Synergy (PDS). This predictive power is robustly supported by the statistical evidence, as indicated by the exceptionally high t-values and the uniformly stringent level of statistical significance. These findings establish all three factors as reliable and powerful determinants of consumer behaviour, confirming the necessity for any successful sales strategy to integrate the complexities of environmental messaging, digital connectivity, and economic factors.

An examination of the relative predictive strength reveals a distinct consumer preference for the digital experience over purely economic considerations. Both Eco-Digital Resonance (EDR) and Post-Purchase Digital Synergy (PDS) emerge as the dominant forces influencing purchase intent. EDR is empirically confirmed as the single most critical factor, possessing the highest regression coefficient and the maximum t-statistic. This signifies that the digital dissemination of the EV's environmental benefits is paramount. Furthermore, PDS is closely influential, confirming that Chennai consumers prioritize the comprehensive digital ecosystem, including car-related mobile applications, seamless connectivity, and digitally managed after-sales support. Consequently, market capture necessitates

substantial investment in sophisticated digital content and the provision of best-in-class integrated vehicle technology.

While Economic Purchase Viability (EPV) remains statistically highly significant, its relative impact on the final purchase decision is notably the weakest of the three predictors, evidenced by the lowest coefficient. This outcome establishes a crucial distinction: although consumers in Chennai require the EV to be financially sensible and offer good value, their ultimate purchasing decision is demonstrably more susceptible to the influence of the compelling digital and eco-friendly attributes (EDR and PDS) than to marginal price adjustments. Therefore, the strategic implication for marketing budgets is clear: resources should be allocated primarily to augmenting and communicating the digital value proposition, leveraging EPV as a reinforcing, supporting argument rather than the central promotional theme

Table 3: Comparative Regression Analysis on EDR, EPV and PDS Predicting Buying Intention in Thiruvallur District

Predicting Buying Intention Intent in Tiruvallur District				
Predictors	**Predicting Buying Intention**	**t- value**	**p - value**	**Level of Significance**
Eco-Digital Resonance (EDR)	0.405	7.910	< .001	S**
Economic Purchase Viability (EPV)	0.220	6.640	< .001	S**
Post-Purchase Digital Synergy (PDS)	0.320	7.550	< .001	S**

The study conclusively demonstrates that three dimensions—Eco-Digital Resonance (EDR), Economic Purchase Viability (EPV), and Post-Purchase Digital Synergy (PDS) are all highly effective and reliable predictors of E-Vehicle Purchase Intent in the Tiruvallur District. The statistically strong t-values and highly significant p-values confirm that these relationships are highly robust indicating that a successful market entry or sustained sales effort in Tiruvallur necessitates a strategy that consciously and effectively addresses all three of these foundational areas.

While all factors exert influence, the greatest motivational impact originates from the fusion of sustainability and digital engagement. Eco-Digital Resonance (EDR) emerges as the single strongest driver of buying intent, possessing the highest coefficient and t-statistic. This establishes that the strategic digital marketing and messaging that successfully links the e-vehicle's eco-friendly benefits to the consumer's lifestyle functions as the most powerful sales tool. Furthermore, Post-Purchase Digital Synergy (PDS) is the second strongest driver, confirming that consumers prioritize buying into a technology ecosystem, placing significant value on the quality of the car's connected applications, digital user interface, and seamless online service support.

In contrast to the major metro areas, the Economic Purchase Viability (EPV) factor exhibits a relatively stronger effect size compared to PDS, although both remain highly significant. This suggests that while digital features are essential, buyers in the Tiruvallur district may display a heightened sensitivity to price, subsidies, and overall value-for-money compared to their counterparts in larger cities. Therefore, a successful marketing strategy tailored for this district must consciously balance the excitement of the digital and eco-friendly features with clear, competitive pricing and a transparent communication of long-term economic benefits, such as low running costs and potential government incentives.

VI. DISCUSSION AND CONCLUSION

The comprehensive multi-district analysis affirms the high predictive validity of the proposed three-dimensional model for E-Vehicle Purchase Intent, finding that Eco-Digital Resonance (EDR), Post-Purchase Digital Synergy (PDS), and Economic Purchase Viability (EPV) all demonstrate robust statistical significance across Kancheepuram, Chennai, and Tiruvallur. The overarching conclusion from the synthesized data is the emergence of the digital experience as the definitive, paramount driver of consumer motivation. This is empirically evidenced by the consistent dominance of EDR (representing the digital communication of sustainability) and PDS (representing the quality of post-purchase digital integration) . Conversely, while EPV remains a necessary condition for market consideration, its relative influence is the lowest in the major urban centres. However, a localized strategic distinction is observed in Tiruvallur, where EPV exhibits a comparatively enhanced predictive strength, mandating that marketing efforts for this specific district must integrate a more pronounced balance between showcasing the advanced digital appeal and providing transparent, competitive communication regarding long-term economic benefits to optimize sales performance.

REFERENCES

Noviany, H., Mulyana, A., & Nidar, S. R. (2025), Digital Marketing Strategies and Purchase Intention in Electric Cars (Millennials). Ilomata International Journal of Management. Article ID: 1464

Rajak, P. & Sharma, A. (2025), Impact of Digital Marketing on EV Purchase Preference in India. International Journal of Environmental Sciences. 1588- 1595

Suma P, Padma C, & Parveezulla (2025), Personalized Digital Marketing's Impact on EV Purchase Decisions. Journal of Marketing & Social Research, 251

Srivastava, Agarwal, P., Gupta, S., Sharma, S.et al. (2025). Digital Innovation, Environmental Concern, and Perceived Value on EV Intent. Frontiers in Sustainable Cities. 1-18

Ayu Alfyya Fathinasari, Choy, F. Pai, A. (2023). **Consumer's Pre- and Post-Purchase Behavior on EV Users in Chennai.** Exploring the Social Science and Research (ESSR). 87-94

Fatoki, O. (2022). Impact of Perceived Ease of Use on EV Adoption (Millennials). African Journal of Business Management. 112 -120

Chen, X., & Li, F. (2021). Journal of Sustainable Transportation. Factors Affecting Purchase Intentions: The Role of Digital Media Marketing.113.

Firdaus, A. H. (2021). Analytical Study on Consumer Perception towards Purchase Intentions of an EV. International Journal of Advanced Research in Science, Communication and Technology. 771-776

Loan, L. T. T. (2021). Journal of Cleaner Production. Environmental Concern and EV Purchase Intention: Role of Government Incentives. Article ID: 125948