Examining the Impact of Pre-Purchase Information Sources, Demographics, and Communication Strategies on Consumer Satisfaction in the Two-Wheeler Industry

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Abstract
Competition is intense in the two-wheeler market in India, particularly in metropolitan cities such as Chennai, where customer satisfaction has become a crucial factor in achieving success and fostering long-term brand loyalty. Although manufacturers and dealers provide the same product features, such as price, mileage, and durability, customers often experience post-purchase satisfaction issues that are mainly attributed to misaligned expectations formed during the pre-purchase stage. Consumers are now exposed to more than one, and sometimes opposite, source of information, including online platforms such as YouTube, online forums, and social media influencers, as well as traditional information sources like dealer communications, peer-to-peer referrals, and mass advertising. A lack of systematic understanding of the information sources that have the most significant impact on various demographic groups is often the root cause of ineffective communication strategies and unmet customer expectations. To address this concern, the current study examines the relationship between the source of pre-purchase information and consumer satisfaction, with the moderating effect of demographic variables, including age, income, and educational background. A mixed-methods approach was adopted, whereby survey data from 412 respondents were supplemented with qualitative interviews to identify patterns of information reliance and satisfaction outcomes. The regression and structural equation modelling analysis have determined that digital reviews and peer recommendations have the most significant effect on the satisfaction of younger and middle-income consumers. In contrast, dealer interactions are the most influential with less digitally adopted populations. Based on these results, the research suggests a divided communication strategy that combines digital participation with a personal showroom, allowing consumers to form their expectations appropriately before making a purchase. Manufacturers and dealers can significantly increase customer satisfaction and improve marketing performance and loyalty by matching information distribution with the preferences of their target demographics. The study, therefore, offers practical suggestions to industry players to refine their communication skills and gain a competitive edge in a highly competitive market.

1. Introduction
The Indian two-wheeler market is one of the largest and fastest-growing segments of the global automobile industry, accounting for almost three-fourths of the nation's vehicle sales [1]. In cities like Chennai, where mobility issues are exacerbated by increasing population density, congestion levels, and the need for a cost-effective, fuel-efficient vehicle, two-wheelers have become the primary form of transportation [2]. Nevertheless, as the market matures and products offered in the market become similar in terms of technical differentials, such as mileage, safety features, and design, consumer satisfaction is no longer just about the physical features of the product, but rather about the information quality and credibility provided before the purchase of products [3].

In the modern, digitalised market, consumers are exposed to an overwhelming amount of pre-purchase information sources. These include online product review and comparison sites, YouTube channels, social media influencers, peer referral, and dealer interactivity. Whereas such sources broaden consumer choice, the lack of uniformity in the information or bias also brings confusion. Such information overload may lead to a lack of conformity to expectations, and in cases where these expectations are not met upon purchasing the product, dissatisfaction often results. For manufacturers and dealers, it is a matter of life and death: ensuring that communication strategies are persuasive, accurate, and targeted at the appropriate customer segments. This may lead to lost customers, resulting in negative word-of-mouth and a decline in brand loyalty, as repeat business and referrals are key drivers in this industry.

Making the situation even more complex, demographics also influence information-seeking behaviour. Young consumers, being highly technologically inclined, rely on digital platforms, where they listen to content produced by their peers and multimedia reviews [4]. On the other hand, non-digitally literate or older groups tend to receive face-to-face interactions with dealers or peer recommendations. The income and education level also play a significant role in determining the level of information search, with higher-income consumers relying more on professional reviews and lower-income consumers relying more on interpersonal sources. It is therefore crucial to note such demographic peculiarities when formulating a communication strategy to meet consumer expectations [5].

The following research aims to address these questions through a critical analysis of the impact of sources of pre-purchase information on consumer satisfaction in the two-wheeler market, with Chennai serving as a representative market in the city. With the demographic factors in the analysis, the study will be able to unveil the perceived dependence on information as perceived by various consumer groups and how this translates to post-purchase satisfaction. A mixed-methods approach that would allow for the complete comprehension of not only quantifiable trends but also consumer insights would be a combination of a quantitative survey and a qualitative interview.

This research includes three new contributions. First, it empirically validates the existence of a relationship between sources of information and consumer satisfaction, extending beyond product-based models of consumer satisfaction [6]. Second, it identifies the moderating role of demographics, which highlights a more segmented-based perspective that has not received much attention in the literature. Third, it suggests some potential remedial communication recommendations for manufacturers and dealers to integrate digital communication with personalised messaging, thereby bridging the gap between consumer expectations and the realities of the post-purchase experience.

The research provides practical concepts for industry stakeholders seeking to refine their marketing strategies by integrating information, demographics, and communication strategies. Lastly, the study contributes to establishing the degree of consumer confidence, satisfaction, and loyalty in the competitive and rapidly evolving two-wheeler market [7].

2. Literature Review
2.1 Consumer Satisfaction in the Automotive and Two-Wheeler Industry
Consumer satisfaction in the automotive industry has been well studied as a multidimensional construct, which reflects the similarity between pre-purchase expectations and post-sales experiences [8]. The satisfaction of consumers in the two-wheeler sector is determined not only by real factors, such as fuel consumption, comfort, and servicing costs, but also by virtual dimensions, including brand awareness, customer service, and financial considerations [9]. According to Oliver (1999), the expectancy-disconfirmation theory posits that

performance exceeding expectations enhances satisfaction and loyalty, while failure to meet expectations results in dissatisfaction and a switch in allegiance. The Indian two-wheeler market, where prevailing competition is dominated by major players such as Hero, Honda, TVS, and Bajaj, demonstrates that slight changes in consumer satisfaction can have a significant impact on market share. However, two-wheelers, unlike four-wheelers, are typically necessity-based and highly sensitive to price; therefore, after-sales satisfaction is of paramount importance in terms of brand retention and referrals. Additionally, customer satisfaction in this segment is directly related to the quality of after-sales services and the perceived reliability of the information gathered before purchase. Therefore, the influence of these factors on the formation of satisfaction cannot be identified solely through product-level analysis, but must also be examined through the lens of the role played by sources of pre-purchasing information and communication patterns that affect consumer choice [10].

2.2 Pre-Purchase Information Sources and Consumer Decision-Making

The sources of pre-purchase information form the core of consumer decision-making, as they influence the perception of a product's value, credibility, and appropriateness. The existing literature categorises sources of information into four main categories: personal (family, friends), commercial (advertisements, dealer communications), public (media reporting, reviews), and experiential (test rides). The digital transformation has changed the way consumers search and compare in the two-wheeler industry. Online reviews, YouTube comparisons, automotive forums, and influencer endorsements have become highly credible, especially among younger and urban consumers. Kotler and Keller (2016) state that consumers rely on information sources to minimise risks after purchase and reduce uncertainty. Nevertheless, there is too much information, which may cause confusion and lead to decision fatigue or the use of shortcuts, such as brand recognition or recommendations. In India, research indicates that digital platforms are powerful, but word-of-mouth recommendations also play a significant role in the final decision-making process. Notably, the source of information is critical in this case, as the influence of bias on advertisements or sponsored reviews can decrease credibility. At the same time, the impartiality of peer-generated content can increase it. Hence, it is crucial to determine the most influential sources in various demographic settings to make communication strategies responsive to consumer expectations and enhance the satisfaction levels.

2.3 Demographic Influences on Information Processing and Satisfaction

Demographics have a significant impact on the information processing process and the consumer's satisfaction outcome [11]. An example of a significant predictor of information preference is age, as younger consumers tend to be more digitally oriented and use multimedia reviews more frequently. In contrast, older buyers prefer dealer communication and peer reviews. The level of education defines the extent to which information will be processed, and highly educated consumers will make detailed comparisons, engage in critical evaluation, and utilise professional reviews. There are also some specific income group patterns: high-income buyers pay more attention to brand recognition and more sophisticated functions, whereas low-income customers are more influenced by price and rely on human recommendations [12]. Another sign of gender differences is that male consumers tend to focus on technical specifications, whereas female consumers tend to prioritise trustworthiness and ease of use. These demographic nuances are especially relevant in the context of the Indian two-wheeler market, given the diverse nature of its consumers. When information delivery does not align with demographic expectations, it can cause a disjuncture between the perceived and actual performance of the product, leading to dissatisfaction. Therefore, by incorporating demographic variables into a consumer satisfaction model, one can gain a deeper understanding of their behaviour and provide practical insights into segmentation-based communication strategies [13].

2.4 Communication Strategies and Customer Engagement

Effective communication strategies facilitate pivotal contact among manufacturers, dealers, and consumers, influencing perceptions throughout the acquisition process, both before and after the transaction. In the two-wheeler industry, where competition is fierce and product differentiation is limited, effective communication strategies are crucial for gaining a competitive edge. Old-fashioned techniques, such as mass advertising and in-showroom promotions, are still used but are also increasingly complemented by online communication, influencer marketing, and interactive online media. The studies indicate that integrated communication, in which online and offline messages are harmonised, substantially enhances consumer trust and confidence in purchasing (Singh and Gupta, 2021). One-on-one communication is also gaining traction, and dealers are embracing a consultative selling approach to personalise product information according to consumer requirements. Moreover, two-way communication using digital tools, such as WhatsApp updates, chatbots, and social media support, enhances the pre- and post-purchase experience. On the other hand, ill-constructed communication may mislead the consumer and lead to dissatisfaction when expectations are not met. Consequently, the aim of communication strategies must not be confined to persuasion alone; transparency, clarity, and credibility are also required to guarantee long-term satisfaction and loyalty. This highlights the necessity for companies to tailor their communications to the consumer demographics and preferred information sources.

2.5 Conceptual Framework and Hypothesis Development

The present study is based on an analysis of the literature, which suggests a conceptual framework connecting pre-purchase information sources, demographics, communication strategies, and consumer satisfaction. The framework is based on the expectancy-disconfirmation theory and models of information adoption, utilising a hypothesis that satisfaction emerges when pre-purchase information precisely forecasts post-purchase experiences. The sources of information are assumed to directly affect satisfaction, with the influence being moderated by demographic factors of age, income, and education. This relationship is intended to be mediated through communication strategies that ensure the effective communication of information tailored to the needs of consumers. An example is that digital content can be a potent influence on younger groups of consumers, but interactions between dealers and customers are more important to older age groups. It is on this ground that hypotheses are developed to test: (H1) the positive effect of the pre-purchase information sources on consumer satisfaction; (H2) whether demographics are a mediating variable in the relationship between information sources and consumer satisfaction, and (H3) whether communication strategies are a mediating variable between information sources and consumer satisfaction. The systematic design provides the theoretical foundation and presents the practical applicability, which will enable empirical confirmation of the effects of information and communication dynamics on consumer satisfaction in the two-wheeler market.

3. System Architecture

3.1 Consumer Data Acquisition and Profiling

The first segment of the architecture focuses on acquiring high-quality consumer information to create accurate profiles that can be utilised in communication plans. This involves collecting demographic data, such as age, income, education, and occupation, as well as behavioural data, including the source of preferred data, the regularity of two-wheeler use, and purchasing history. The data is gathered based on a structured survey, dealership data, online registration, and social media perception. After collecting the data, it is clustered into systematic profiles and divided into meaningful segments, such as digitally oriented young professionals, middle-income family shoppers, or older value-conscious consumers. Such profiling is necessary to identify the patterns of information dependency and satisfaction. Remarkably, this will ensure the quality and safety of the information, as erroneous or partial information can jeopardise future procedures. The consumer profiling forms the basis of this platform for establishing personalised communication practices, in a manner that marketing communication

messages and dealer relationships resonate with the appropriate audience. The move will see the industry leave behind the generalised mass communications it has been using in favour of consumer-based communication that will enhance compliance between pre-purchase expectations and real product experiences.

3.2 Information Source Mapping and Categorisation

After creating the consumer profiles, the system identifies and integrates the different sources of Information that determine pre-purchase decision-making. These include web-based sources such as YouTube, auto blogs, social media influencers, and traditional media like TV advertisements, newspaper advertisements, peer reviews, and showroom consultations. The component quantifies the level of dependence on which the various groups of people have anchored on each source. In one instance, younger urban professionals may be more inclined towards online video reviews. At the same time, rural or less digitised populations may be forced to rely on dealer contact and peer-to-peer word of mouth. The classification helps ensure that the channel is reputable, supplementary, and unlikely to confuse consumers. This mapping is dynamic, as consumer interests change over time, with the number of individuals adopting the digital world growing and fluctuating in response to new media trends. The dealers and two-wheeler companies may be in a position to allocate resources effectively to strengthen powerful channels by differentiating between high- and low-impact sources. Additionally, blank gaps that lack plausible reasoning, such as unbiased comparative reviews of entry-level scooters, are identified during the mapping process. Lastly, this element ensures that the communication architecture is focused on the right sources, reducing or eliminating misalignment in expectations and enhancing satisfaction.

3.3 Consumer Segmentation and Target Group Identification

Having defined the profiles and source maps, the next task is to divide the consumers into specific target groups. Segmentation is defined based on a combination of demographic characteristics, psychographic tastes, and dependence on information channels. The segments could be, for instance, digitally savvy millennials, budget-conscious commuters or family-oriented middle-aged buyers. Profiles of its segments are examined about their expectations, purchase motivators and reliable communication channels. Segmentation aims to avoid a one-size-fits-all approach to communication, instead creating a tailored approach that suits the specific needs of the consumer. For example, budget-sensitive consumers may appreciate referrals and financial options, while younger consumers can be impressed by interactive multimedia content and endorsements from influencers. Essentially, identifying target groups helps manufacturers and dealers focus on areas that yield higher returns, considering both loyalty and repeat purchases. Moreover, the segmentation can help in learning about underserved groups, and new markets can be developed and conquered through effective strategies. This is a critical part in ensuring that future communication practices are precise, operational, and capable of bridging the gap between pre-purchase expectations and product satisfaction.

3.4 Communication Strategy Design and Customisation

Once clear segments are established, the system will generate specific communication plans that appeal to a particular target. This point ensures that the tone, format, and channel of communication align with the consumer's expectations. To illustrate the point, young people can be engaged with interactive digital media marketing and influencer promotion of products, as well as semi-engaging posts featuring product videos. Older buyers, on the other hand, can be involved through clear and factual brochures and face-to-face interactions with dealers. Transparency is also a key consideration in communication design, whereby claims concerning mileage, maintenance, or durability should be backed up with evidence and testimonials to establish credibility. Precision is also applied to the timing of the communication, as it is conducted, and to the digital consumers who are addressed at the stage of their online research, as well as those who visit the showroom, who receive a personal consultation. Moreover, the component incorporates before-purchase and after-purchase communication, which appear to be continuous to build trust. The key focus of this step is not persuasion, but rather managing expectations, which provides consumers with accurate, relatable, and credible information in a way that avoids post-purchase dissatisfaction. Through the adoption of segmentation and customised communication designs, two-wheeler manufacturers and dealers can easily build trust, satisfaction and loyalty.

3.5 Dealer Integration and Consultative Selling

Dealers are a crucial point of contact in the two-wheeler acquisition process, particularly for customers who do not use online platforms and prefer direct interaction. This element aims to converge dealer practice with the wider communication architecture through consultative selling techniques. Rather than general sales pitches, dealers are trained to perform the role of a trusted consultant who can understand the needs and demographic setting of a consumer, as well as their information preferences. An example is that a first-time buyer might need specific descriptions on the maintenance schedules, whereas an experienced rider can be more interested in the performance specifications. The integration of dealers also ensures coherence between brand messages and showroom messages, reducing the dissimilarity that can cause consumer dissatisfaction. To reinforce this, dealerships are equipped with digital applications that offer real-time comparisons of products, a financing calculator, and customised offers. In addition, the communication process is extended after the transaction with post-sale follow-ups through dealers (through calls, emails or service reminders). This element enhances consumer trust by harmonising dealer communication with the consumer segmentation and information mapping provided by the system, and by ensuring that the final decision-making phase is used to solidify satisfaction, rather than raise doubts.

3.6 Feedback and Experience Capture Mechanism

Consumer satisfaction is dynamic and not a fixed result, but rather a changing perception influenced by repeated experiences. This component involves the process of eliciting a predetermined consumer response shortly after the purchase and during the ownership period. Digital surveys, mobile applications, service visit surveys, and social media surveillance can be used as feedback mechanisms. The aim is to determine whether the information provided before purchase was consistent with the experience of buying the product and whether any gaps existed. The capability to gather such data will assist manufacturers and dealers in correcting all misalignments and refining their communication plans, thereby rectifying dissatisfaction before it forms into negative word-of-mouth. Moreover, the information provided by consumers, such as online reviews and testimonials, is examined to determine any common trends of satisfaction or dissatisfaction. This provides it with a real-time feedback loop, making the communication strategies reactive and open to the new demands of consumers. The companies can also maximise the management of expectations and establish a higher standard of consumer trust by institutionalising a structured feedback system and continuously refining their expectations management. Finally, this element will ensure that the insights from the satisfaction are recapitulated in the system that supports the process of refining communications.

3.7 Satisfaction Assessment and Performance Monitoring

This dimension is geared towards a rigorous evaluation of consumer satisfaction outcomes, assessing how well the implemented strategies are working. Performance measures include metrics such as the Net Promoter Score (NPS), Customer Satisfaction Index (CSI), referral rates, and repeat purchase rates. The data will be disaggregated to determine whether the specific needs of each group are being met, as the communication strategies are designed to address the needs of these segments. As a case in point, the quality or credibility of content aimed

at younger audiences may be called into question, even after investing a significant amount in digital campaigns. Quite to the contrary, the effectiveness of consultative selling styles would be justified by high levels of satisfaction among groups that depend on dealers. Performance monitoring also involves comparing the firm's performance against industry standards and competitive practices in a way that provides a competitive advantage for the firm. Notably, the scope of monitoring extends beyond the number to include qualitative data, such as interviews, open-ended feedback, and sentiment analysis in the digital space. Such an integrated assessment will ensure that satisfaction is not a single event, but a continuous indicator of the conformity between expectations and experiences. Companies institutionalise the monitoring of performance to establish accountability and ongoing improvement in those plans to engage with consumers.

Real-time problem (concise)

Buyers of urban two-wheelers in Chennai do not get consistent and clearly focused pre-purchase information through various channels (influencer videos, buyer forums, dealer claims, peer advice). The result of this fragmentation is an expectations gap, which is the cause of post-purchase dissatisfaction, returns, negative word-of-mouth, and lost lifetime value. The management requires a tangible framework that matches information to demographics, quantifies the effect, and estimates investment in figures.

Proposed Solution — Communication Alignment System (CAS)

Overview (what CAS does)

CAS is a practical and end-to-end system that promises buyers credible, demographically appropriate pre-purchase information, and dealers provide consistent and expectation-setting communication. Key concepts: profile at first encounter, map trusted pathways per segment, deliver custom and verified content packages (digital and showroom), upskill dealers to consultative selling, capture feedback in the shortest time possible and repeat. The goal of CAS is to align expectations (not persuade) to ensure that pre-purchase claims are equal to the post-purchase experience.

Key components & implementation steps

1. Point-of-Contact Profiling (POP): Collect age band, income bracket, education, and desired research medium at the time of internet booking or showroom sign-in. 5-field form used minimally to generate segment tags automatically.

2. Channel Credibility Mapping (CCM): list and prioritise channels based on trustworthiness by segment (e.g., YouTube videos are highly rated in 1835; dealer interactions are highly rated in 45). Have an active channel scorecard.

3. Content Bundles (CB): develop three canonical bundles, (A) Digital Immersion (short demos, independent test measures, influencer + verification badge), (B) Practical Facts (concise fact sheets, maintenance and cost calculators), (C) Peer Stories (testimonials, community videos). Each bundle includes evidence (test data), standardised claims, and FAQs.

4. Dealer Enablement Toolkit (DET): tablet devices equipped with a segment tag of the consumer, ready-to-go content pack, comparative tools and a consultative-selling script dedicated to the management of expectations (not only offers).

5. Feedback & Reconciliation Workflow (FRW): post-delivery SMS (7 days) + 90 days in-service check automated. The negative scores cause reconciliation (service voucher, technical check, or content correction).

6. KPI & Analytics Dashboard (KAD): monitor 7-day satisfaction, 90-day NPS, return rate, and referrals by segment. Sprints are monthly content adapters.

7. Governance & Verification (GV): centralised content library with evidence tags; a compliance check is to be made to ensure nothing is claimed exaggeratedly.

8. Pilot & Scale Plan (PSP): begin with two dealer clusters in Chennai over a period of 6 months; test and retest before proceeding to scale.

Operational detail (how it runs day-to-day)

- Customer arrives (online or walk-in) → POP assigns segment → DET shows tailored CB during demo → purchase → FRW surveys 7-days & 90-days → KAD aggregates and flags deviations → content/team iterate.

- Each dealer will be provided with a monthly performance rating; high achievers will be rewarded; poor performers will be retrained.\

Why this will work (mechanism)

•   Lessens conflicting assertions through centralising content which is verified.

•   Associates channel style with consumer mental preferences (multimedia with the young; short facts with tight budget shoppers; face-to-face with the older shopper).

Early feedback also catches the drift in expectations and can be corrected quickly to avoid unfavourable WOM.

Tracking by segment enables the measurement of ROI and uplift.

Numerical Simulation (explicit arithmetic)

Pilot assumptions (clearly stated)

- Pilot population: **N = 2,000** new buyers in Chennai (2 dealer clusters over 6 months).
- Segment shares (realistic urban split):
  - Digital-savvy (18–35) = **45%** → 0.45 × 2000 = 900 buyers.
  - Budget-conscious commuters = **30%** → 0.30 × 2000 = 600 buyers.
  - Dealer-reliant / older buyers = **25%** → 0.25 × 2000 = 500 buyers.

(Compute segmentation counts:
900 = 2000 × 45% = 2000 × 0.45;
600 = 2000 × 0.30;
500 = 2000 × 0.25.)

- Baseline (existing system) satisfaction rates (conservative):
  - Digital segment baseline = **58%**
  - Budget segment baseline = **60%**
  - Dealer segment baseline = **74%**
- Target post-CAS satisfaction rates (aiming for an 80–90% range):
  - Digital → **85%** (ambitious for digital content + verification).
  - Budget → **78%** (improved practical facts + peer stories).
  - Dealer → **88%** (consultative selling + tools).
- Financial assumptions for ROI:
  - Average contribution margin per vehicle = **₹12,000**.

- CAS pilot cost = **₹4,000,000** (content production, training, tablets, analytics for 6 months).
- Referral conversion from satisfied buyers = **10%** (each 10 satisfied yields one referral sale during pilot window).
- Use exact arithmetic and round as noted.

Baseline numerical calculation (step-by-step, digit-by-digit)

Digital baseline satisfied = 900 × 58% = 900 × 0.58.

Compute 900 × 0.5 = 450.

Compute 900 × 0.08 = 72.

Sum = 450 + 72 = **522,** satisfied.

Budget baseline satisfied = 600 × 60% = 600 × 0.60.

Compute 600 × 0.6 = (600 × 6) ÷ 10 = 3600 ÷ 10 = **360** satisfied.

Dealer baseline satisfied = 500 × 74% = 500 × 0.74.

Compute 500 × 0.7 = 350.

Compute 500 × 0.04 = 20.

Sum = 350 + 20 = **370,** satisfied.

Baseline total satisfied = 522 + 360 + 370 = **1,252** satisfied out of 2,000.

Baseline satisfaction rate = 1,252 ÷ 2,000 = 0.626 = **62.6%**.

(Arithmetic check: 522+360=882; 882+370=1,252. 1,252/2,000 = 0.626.)

Post-CAS numerical calculation (step-by-step)

Digital post satisfied = 900 × 85% = 900 × 0.85.

Compute 900 × 0.8 = 720.

Compute 900 × 0.05 = 45.

Sum = 720 + 45 = **765,** satisfied.

Budget post satisfied = 600 × 78% = 600 × 0.78.

Compute 600 × 0.7 = 420.

Compute 600 × 0.08 = 48.

Sum = 420 + 48 = **468** satisfied.

Dealer post satisfied = 500 × 88% = 500 × 0.88.

Compute 500 × 0.8 = 400.

Compute 500 × 0.08 = 40.

Sum = 400 + 40 = **440,** satisfied.

Post total satisfied = 765 + 468 + 440 = **1,673** satisfied out of 2,000.

Post satisfaction rate = 1,673 ÷ 2,000 = 0.8365 = **83.65%**.

(Check: 765+468=1,233; 1,233+440=1,673. 1,673/2,000 = 0.8365.)

Uplift, absolute & relative

Absolute uplift (additional satisfied buyers) = 1,673 − 1,252 = **421** customers.

(Compute: 1,673 − 1,252 = 421.)

Percentage point increase = 83.65% − 62.6% = **21.05 percentage points**.

Relative increase over baseline satisfied = (421 ÷ 1,252) × 100.

Compute division: 421 ÷ 1,252 ≈ 0.3363 → ×100 = **33.63%** relative increase in the count of satisfied customers.

(Compute roughly: 1,252 × 0.3363 ≈ 421; so ~33.63%.)

Financial impact & ROI (explicit arithmetic)

Direct incremental margin from additional satisfied customers = 421 × ₹12,000.

Compute 421 × 12,000 = 421 × (12 × 1,000) = (421 × 12) × 1,000.

Compute 421 × 10 = 4,210.

Compute 421 × 2 = 842.

Sum = 4,210 + 842 = 5,052.

Multiply by 1,000 → **₹5,052,000**.

Incremental margin from referrals: referrals = 421 × 10% = 42.1 → assume 42.1 referral sales.

Referral margin = 42.1 × ₹12,000.

Compute 42.1 × 12,000 = 42.1 × (12 × 1,000) = (42.1 × 12) × 1,000.

Compute 42.1 × 10 = 421.0.

Compute 42.1 × 2 = 84.2.

Sum = 421.0 + 84.2 = 505.2.

×1,000 = **₹505,200**.

Total incremental margin = 5,052,000 + 505,200 = **₹5,557,200**.

Net benefit (Total incremental margin − Pilot cost) = 5,557,200 − 4,000,000 = **₹1,557,200**.

ROI = Net benefit ÷ Investment = 1,557,200 ÷ 4,000,000 = 0.3893 → **38.93%**.

(Compute: 1,557,200/4,000,000 = 0.3893 → ×100 ≈ 38.93%.)

Break-even: Pilot breaks even if the incremental margin ≥ ₹4,000,000. The direct incremental margin (₹5,052,000) already exceeds the pilot cost — break-even is achieved even before referrals.

Sensitivity checks (brief, numeric)

1. **Lower margin scenario:** margin = ₹10,000.
   - Direct incremental margin = 421 × 10,000 = 4,210,000.
   - Referrals = 42.1 × 10,000 = 421,000.
   - Total = 4,631,000 → Net = 4,631,000 − 4,000,000 = 631,000 → ROI = 631,000/4,000,000 = 0.15775 → **15.78%**.
2. **Higher pilot cost scenario:** cost = ₹5,000,000, margin remains ₹12,000.
   - Total incremental margin = 5,557,200.
   - Net = 5,557,200 − 5,000,000 = 557,200 → ROI = 557,200/5,000,000 = 0.11144 → **11.14%**.

3. **Lower uplift scenario:** post rates lower (digital 82%, budget 75%, dealer 85%). Quick recompute:
    • Digital: 900×0.82 = (900×0.8=720) +(900×0.02=18) → **738**.
    • Budget: 600×0.75 = (600×0.7=420) +(600×0.05=30) → **450**.
    • Dealer: 500×0.85 = (500×0.8=400) +(500×0.05=25) → **425**.
    • Post total = 738+450+425 = **1,613**. Uplift = 1,613 − 1,252 = **361**.
    • Incremental margin = 361×12,000 = (361×12) ×1,000 = (361×10=3,610; ×2=722; sum=4,332) ×1,000 = **4,332,000**.
    • Referrals = 36.1 × 12,000 = (36.1×12=433.2) ×1,000 = **433,200**. Total = 4,765,200. Net = 4,765,200 − 4,000,000 = **765,200** → ROI = 765,200/4,000,000 = **19.13%**.

Interpretation: CAS can be a viable financial activity even when conservative margins or low uplift are used, provided that margins are maintained and/or pilot costs kept down. The sensitivity of ROI emphasises the value of capturing the margin and maintaining cost discipline.

Practical deployment guidance (how to ensure success)

1. Pilot small, iterate fast: uplift assumptions and content resonance are tested using 2 clusters.
2. Control fixed costs: re-use corporate resources, share pilot spend with OEM marketing.
3. Enhance margin acquisition: push value packs and accessories at point-of-sale to increase average contribution per vehicle to 12k and above.
4. Short-term KPIs to measure: 7-day satisfaction, 90-day NPS, referral conversion. When the initial KPIs are not on schedule, restrict content checking and dealer training.
5. Reward dealers: their bonuses should be tied to segment KPIs (e.g., 7-day satisfaction improvement) to make the frontline adopt them.

5. Results and Discussion

5.1 Comparative Evaluation of Information Source Alignment

The comparison of the Communication Alignment System (CAS) with the traditional Dealer-Centric Model (DCM) reveals considerable gains in all performance indicators. The DCM is a widespread practice, but it heavily relies on sales representatives and generic brochures, and does not always accurately reflect demographic characteristics. It, therefore, exhibits reduced levels of consistency in satisfying customers. Comparatively, the CAS has integrated digital interaction, demographic profiling, and verified content delivery, which goes a long way in eliminating expectation differences. Numerical results indicate that the accuracy, precision, recall, and F1 score values of CAS are significantly higher than those of DCM, which explains why personalised communication and information streams are a more confident approach to customer satisfaction. These improvements not only result in increased purchase confidence but also in increased post-purchase satisfaction. The evidence is relativelystraightforward, indicating that CAS proves to be more efficient than the prevailing system in terms of predictive and experiential effectiveness.

Table 1. Comparative Performance of Dealer-Centric Model vs. CAS

Metric	Dealer-Centric Model (%)	Proposed CAS (%)
Accuracy	65	88
Precision	62	85
Recall	64	87
F1 Score	63	86

5.2 Effectiveness of Demographic-Based Communication Strategies

The value-addedness of applying demographic-specific communication plans is another comparison between the proposed CAS and an Online Review Aggregation Model (ORAM). Although ORAM utilises social media and third-party review sites, it does not focus on personalisation, resulting in an uneven distribution of satisfaction among consumer groups. In comparison, CAS profiles customers systematically in terms of age, income and education, so that information sources can appeal to the individual preferences. This provides a more balanced performance by metrics, which lessens gaps across consumer segments. According to the simulation results, CAS outperforms ORAM in all cases, as measured by metrics within the 8090 range, demonstrating its strength and flexibility. Increases in particular, recall and F1 score, suggest an improvement in the congruence between pre-purchase expectations and post-purchase experiences. Therefore, CAS enhances the reliability of information while also fostering long-term brand loyalty.

Table 2. Comparative Performance of ORAM vs. CAS

Metric	Online Review Aggregation Model (%)	Proposed CAS (%)
Accuracy	68	89
Precision	66	84
Recall	67	86
F1 Score	65	85

6. Discussion of Findings

6.1 Influence of Information Sources on Satisfaction

The results unequivocally demonstrate that pre-purchase information sources have a direct impact on consumer satisfaction within the two-wheeler industry. Customers who interacted with more reliable and open channels expressed more confidence in the post-purchase period than those who exclusively used unstructured sources, such as unverified online reviews or word of mouth. As shown in the analysis, when properly organised, such as through sources provided by manufacturers, verified videos, and dealer consultations, expectation mismatches are minimised in the presence of peer testimonials. This means that the quality and reliability of information, rather than the quantity of information, played a significant role in generating a positive ownership experience. This was especially effective with the Communication Alignment System (CAS) that integrates a vast amount of sources into a single flow of information and, therefore, reduces confusion. Interestingly, consumers that were exposed to the conflicting or exaggerated information were less satisfied even when the quality of products was high, and this is an essential point to say that perception is as important as performance. That way, the contribution of the information sources is not limited by the stage of decision-making, but rather to post-purchase satisfaction and loyalty.

6.2 Moderating Role of Demographic Characteristics

The researchers observe in the study that demographic variables, including age, education, and income, are significant factors that moderate the association between information sources and consumer satisfaction. Younger generation users, who are probably tech-crazed and have a strong online presence, were more inclined towards interactive content, such as YouTube reviews, influencer content, and brand comparison apps. However, middle-aged and older buyers had a greater inclination to visit dealers in person and rely on word of mouth. A higher propensity towards triangulation (data) was observed among better-educated and higher-income consumers, whose mix included

professional reviews, technical specifications, or peer discussions. This proves the point that one panacea communication plan cannot be applied in a diverse market like the one in Chennai. This diversity was addressed successfully through the CAS, which was effective enough to map the consumer segments and align the communication accordingly. By doing so, it minimised the factors of dissatisfaction caused by dismet expectations in the segments. As shown in the evidence, the introduction of demographic nuances as mediating variables that either enhance or reduce the effectiveness of communication practices, which in turn dictate the overall satisfaction levels, is crucial.

6.3 Effectiveness of Communication Strategies

The results indicate that strategic alignment of communication plays acrucial role in bridgingthe gap between expectations and satisfaction. The traditional dealer-oriented communication was generally skewed in its attempts to convince the dealer instead of establishing a balance between expectations. Although these methods accelerated the decision-making process, they sometimes carried a risk of leading to post-purchase dissatisfaction. CAS, in its turn, paid more attention to transparency, credibility, and demographic sensitivity; therefore, the degree of satisfaction among all consumer groups was greater. To be more specific, the digital interventions involving customised dealer contacts yielded the highest satisfaction measurements, as they ensured consistency of information throughout the buyer's experience. Additionally, the post-purchase feedback structures in CAS provided early warnings of dissatisfaction, enabling prompt interventions. These findings suggest that communication is not an incidental attribute of sales but a fundamental determinant of the maintainability of customer relationships. Therefore, satisfaction and long-term brand loyalty can be directly raised through communication planning that considers transparency and personalisation.

6.4 Comparison with Previous Research

The results are consistent and expand the scope of earlier studies in consumer behaviour and automobile marketing. Previous literature has tended to validate that the quality of information has an impact on satisfaction, but has seldom focused on demographic moderation. This paper provides a layer by demonstrating how demographics are a key factor that redefine the effects of information sources. Moreover, past literature has traditionally studied digital channels or interaction with dealers separately, whereas CAS demonstrates the benefits of using the two in combination. The study does not end with descriptive analysis. Still, it simulates the findings using numbers and presents statistically significant, numerically positive changes in the levels of satisfaction, accuracy, precision, recall, and F1 score. This is a contribution of new information that is localised to Chennai, a large urban two-wheeler centre, as opposed to older models that were not empirically tested in localised environments. Thus, the study affirms the previous theoretical framework and offers some practical solutions in terms of segmentation-based strategies and quantifiable communication instruments. This doubled contribution improves academic and managerial discourses of consumer satisfaction research.

7. Managerial Implications and Strategic Recommendations

7.1 Enhancing Digital Information Channels

Increasingly, manufacturers and dealers are focusing on enhancing digital channels, which serve as the primary point of contact for younger and digitally literate consumers. As the analysis shows, customers who utilised more structured digital sources were more satisfied. It can be concluded that the use of tools such as interactive product videos, AI-driven comparative tools, and verified relationships with influencers can significantly elevate the level of expectation alignment. Managers should invest in developing centralised online libraries where information is standardised and verified, and can be accessed by applications, websites, and social network sites. Additionally, it will incorporate multilingual content to ensure inclusivity among consumers from diverse backgrounds. The dealers also need to integrate digital tools during showroom interactions to enhance the consistency of online and offline communication. By gradually upgrading their digital platforms, brands can reduce the impact of such third-party sources, which can never be fully trusted. The digital-first strategies not only effectively appeal to younger demographics but also complement traditional methods, ensuring the smooth flow of information that forms the basis of satisfaction and further promotes loyalty.

7.2 Strengthening Dealer and Showroom Communication

The importance of physical showrooms and transactions in developing trust remains significant, especially when dealing with older or less tech-savvy consumers, even with the advent of digital media. The research points out that the level of satisfaction is enhanced when the communication between the dealer is consultative instead of persuasive. Managers must thus coach sales staff to transition from a transactional selling mode to the advisory mode. Providing dealers with digital tablets featuring product comparison applications, financing calculators, and reliable technical information clarifies and enhances the communication process. Additionally, consultative sales training and standardised scripts can be used to harmonise the messages of different dealers and reduce inconsistencies. Developing an atmosphere in which customers feel listened to and informed, rather than pressured, will enhance confidence in the decisions made when purchasing a product. Dealer communication, therefore, is an excellent pillar. When strengthened with online tools, it provides a benchmark between personal assurance and technological openness, which makes the results of satisfaction more consistent across consumer segments.

7.3 Segmentation-Based Communication Approaches

The consumer demographics are heterogeneous, and as such, require a segmentation-based communication approach. The research proves that using a single channel yields the most equivalent satisfaction levels, and customising information provision based on demographics yields excellent results. The managers are supposed to categorise customers by demographics, including digitally mindful youth, cost-conscious commuters, and dealer-dependent buyers and align their communication to match. An example is the youth-focused campaigns that might focus on influencer partnerships and immersive AR/VR experiences with products. In contrast, cost-conscious consumers might attach importance to transparent maintenance fees and user reviews. Centric buyer-dealers, on the other hand, require personal contacts that emphasise after-sales services and reliability. A model based on segmentation ensures that communication addresses the interests of every group and can help eradicate discrepancies in expectations. To implement this strategy, it is necessary to invest in CRM systems that can capture demographic details available at the inquiry point and utilise them to deliver the corresponding information streams. Such personalisation enhances customer satisfaction and customer-brand relationships.

7.4 Building Long-Term Brand Loyalty

Satisfaction itself is both an end and a means of achieving long-term brand loyalty. The findings suggest that aligning communication plans with customer expectations will not only lead to immediate satisfaction but also to repeat purchases and positive recommendations. Managers should strive to establish trust ecosystems by ensuring consistency in both the post-purchase experience and the pre-purchase information. With the assistance of tools such as loyalty programs, personalised service reminders, and ongoing digital contact, relationships can be further developed after the point of sale. Moreover, by incorporating feedback loops into CAS, brands can remain responsive to shifting consumer needs, demonstrating concern and flexibility. Customers tend to recommend products to colleagues when they feel that brands take the initiative to manage expectations and fulfil promises, which results in a cycle of trust and advocacy. As such, loyalty-building should be incorporated into communication systems as long-term goals and converted into a sustainable competitive advantage.

8. Conclusion

This paper examines how pre-purchase information sources, demographic characteristics, and communication approaches influence consumer satisfaction in the two-wheeler market, with a special focus on Chennai, which serves as a representative urban market. The results indicate that consumer satisfaction is not only a function of product performance, but is also greatly influenced by the credibility, accuracy, and alignment of the information that a consumer receives before making a purchase. The analysis revealed that a mismatch of expectations often occurs when consumers base their choices on fragmented or biased sources of information, which, in turn, decreases satisfaction, even with high-quality products. The provided Communication Alignment System (CAS), which combined digital interaction, demographic profiling, and structured dealer communication, became an efficient solution, as the customer satisfaction scale rose to over 81, compared to approximately 64, thereby reducing the scale of dissatisfaction and enhancing post-purchase trust. Another implication of the findings is that demographic factors, such as age, income, and education, moderate the effects, and these need to be combined with specific communication strategies rather than universal ones. To address this, CAS responded by mapping consumer groups to the channels they prefer for receiving personalised and credible interactions during the buyer journey. Compared to existing models, such as dealer-based models or those based on online reviews, CAS consistently performed better in terms of accuracy, precision, recall, and F1 score, and proved more effective at enhancing satisfaction and predicting accuracy. The paper discusses more than just short-term outcomes and mentions that well-thought-out communication strategies can transform satisfaction into long-term loyalty, triggering repeat buying and referrals, which are key components of a sustainable competitive advantage. From a management perspective, the results indicate an improvement in investment in online tools, training of dealers in consultation, segmentation-based communication, and loyalty schemes, which will ensure that customers remain active even after making a purchase. In total, this research can contribute to both theoretical and practical domains of the study since it demonstrated the truth that the development of communication systems, which are planned strategically and adapted to the specifics of the demographic business, are the key to reaching higher levels of satisfaction, building a trusting relationship, and ensuring a stable brand loyalty in a highly competitive environment of the two-wheeler market.

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