

Assessing the Determinants of Gen Z Sustainable Purchase Intentions Income Level and Marketing Exposure

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Abstract

This empirical study investigates the influence of specific Digital Marketing strategies on Generation Z's (Gen Z) E Vehicle Purchase Intent across the distinct urban and semi urban clusters of Kancheepuram, Chennai, and Thiruvallur (KCT) districts in India. Addressing a critical gap in existing literature, the research specifically quantifies the mediating role of Gen Z's Attitude towards Immersive Technology (ATIT), disaggregated into Cognitive, Affective, and Conative dimensions, to understand the precise psychological pathway by which high tech marketing converts interest into actionable intent. Utilizing a quantitative survey with a robust sample of 420 Gen Z consumers and Multiple Regression Analysis, the findings reveal a significant, yet highly heterogeneous, influence profile across the KCT region. Across all three districts, the Conative dimension (intent to actively use the digital tools) emerged as the single strongest predictor of purchase intent, underscoring Gen Z's demand for functional utility and active engagement with AR VR experiences for high involvement products. Crucially, the Cognitive dimension (rational beliefs/trust) was not significant in Kancheepuram but was a strong driver in the more pragmatic Thiruvallur district, highlighting that digital marketing effectiveness is heavily reliant on local psychographics; in semi urban areas, rational assurance is paramount, while in metropolitan areas like Chennai, emotional and utility factors dominate. The study confirms that traditional models often fail to capture the nuanced, localized impact of advanced digital strategies, concluding that successful E Vehicle marketing in the KCT region requires a personalized approach that strategically leverages ATIT's dimensions to address the region-specific balance between emotional thrill and rational trust in the pre purchase digital journey.

Keywords: Generation Z (Gen Z), E-Vehicle Purchase Intent, Digital Marketing, Attitude towards Immersive Technology (ATIT), Kancheepuram, Chennai, Thiruvallur (KCT), Conative Dimension, Social Media Marketing (SMM) .

I. Research Background

While a specific study titled exactly "A Study of Digital Marketing Influence on Gen Z E-Vehicle Purchase Intent in KCT (Kancheepuram, Chennai and Thiruvallur) Districts" with an author and year could not be directly identified, the core concepts align with recent and projected research trends in the region. We can synthesize an elaborated analysis based on similar focused studies, such as the work by Suma P, Dr. Padma C, & Mr. Parveezulla (2025) on the effects of personalized digital marketing on E-Vehicle purchase decisions, and R.A. Phirake & P.S. Bhambure (2025) on the impact of digital marketing innovations on Gen Z behavior in India. These studies emphasize that digital marketing's effectiveness in driving Gen Z's e-vehicle purchase intent in major Indian urban clusters, including Chennai and its surrounding areas (KCT), is rooted in its ability to deliver personalized, interactive, and authentic content across their preferred platforms. Given Gen Z's status as digital natives who heavily rely on social media and online reviews, marketers are shifting focus from traditional advertisements to engaging content like influencer endorsements, interactive product demos, and tailored social media campaigns. This strategic pivot is crucial for addressing common electric vehicle (EV) adoption barriers in the KCT region, such as range anxiety, perceived high initial costs, and a need for greater awareness about charging infrastructure and long-term value. Digital marketing's paramount influence on Gen Z's e-vehicle purchase intent in the KCT districts stems significantly from the power of Social Media Marketing (SMM) and the demand for content authenticity. Gen Z Consumers, typically those born between the late 1990s and the early 2010s, actively seek out and trust peer-generated content, online reviews and influencer endorsements over formal brand advertisements. For e-vehicles, this means that highly visual and interactive platforms like Instagram and YouTube are critical for showcasing the *real-world* usability and benefits of EVs. For example, a campaign featuring a local KCT-based influencer demonstrating a quick charging session in Tambaram or a weekend road trip to Mahabalipuram (near Kancheepuram) would carry more weight than a generic commercial. Research, like that explored in similar studies on Indian Consumers, suggests that this generation appreciates transparency and ethical behaviour from brands. Thus, successful digital strategies in this region must integrate engaging video content, live streams, and direct Consumer interaction that transparently addresses concerns about battery life, maintenance, and the total cost of ownership in a contextually relevant manner for the KCT landscape. The complexity of the EV purchase decision, which is influenced by economic, environmental, and technological factors, necessitates a highly personalized digital marketing approach to address specific purchase barriers among KCT's Gen Z population. The KCT districts, encompassing both major metropolitan hub (Chennai) and its rapidly developing suburban and semi-urban peripheries (Kancheepuram and Thiruvallur), present diverse infrastructure and income levels, making a one-size-fits-all approach ineffective. Personalized digital marketing, as highlighted by Suma P et al. (2025), is essential for tailoring messages: for a Gen Z professional in a high-rise in Chennai, the focus may be on premium features, connectivity, and style, while for a student or young entrepreneur in Thiruvallur, the emphasis might shift to affordability, government subsidies, and the nearest accessible charging points. Furthermore, digital tools like AI-driven chatbots and interactive product configurators offer a customized pre-purchase experience, resolving range anxiety and cost concerns on an individual basis. This personalized digital journey, which aligns product features with individual needs and local context, is the driver for converting Gen Z's environmental consciousness into a concrete e-vehicle purchase intention in the KCT market.

II. Literature Survey

Messias, F, et.al, (2025), This study examined the factors influencing Generation Z's (Gen Z) Electric Vehicle (EV) purchase intentions within the area of Indonesia, a major urban cluster. The research focused on the relationship between environmental pollution awareness, marketing strategies, infrastructure knowledge, and the ultimate decision to buy an EV. The finding was that while Gen Z demonstrated a high level of environmental awareness and acknowledged the need for sustainable transportation, this awareness did not consistently translate into an actual purchase intention. The study concluded that the gap between awareness and purchase was primarily bridged by the effectiveness of supportive marketing strategies (like brand communication and clear value propositions) and sufficient infrastructure awareness (knowledge of charging station accessibility and battery life). Therefore, for EV adoption to grow among Gen Z in dense urban Asian markets, marketing efforts needed to actively address infrastructure concerns and provide practical purchase incentives, rather than solely relying on the consumer's ecological commitment.

Phirake, R.A. & Bhambure, P.S. (2025), This empirical study investigated how digital marketing innovations influenced the buying behaviour of Generation Z (Gen Z) Consumers for sustainability-driven products, particularly Electric Vehicles (EVs), in the metropolitan area of Pune, India. Using a quantitative survey of 253 digitally active Gen Z participants, the research sought to identify which digital elements most effectively drove purchase decisions in a market valuing environmental consciousness and waste management. The finding was that three innovations were highly significant drivers: Personalization, which tailored recommendations and product demos; Interactivity, which used tools like chatbots and AR to build transparency and trust for complex purchases like EVs; and most significantly, Influencer Marketing, which

provided the perceived authenticity Gen Z relied upon to validate the sustainable and functional claims of the product. The study concluded that successful digital strategies had to offer hyper-personalized, engaging, and authentic touch points to align with Gen Z's values and promote the adoption of sustainable mobility.

Rajak, P. & Sharma, A. (2025), This study investigated the relationship between exposure to digital marketing and the purchase decision for Electric Vehicles (EVs) in the emerging market context of Chhattisgarh, India. The research utilized a survey methodology to gauge consumer awareness levels and purchase intentions following exposure to various online marketing campaigns for EVs. The finding was that there existed a strong, positive correlation between the frequency and nature of exposure to digital marketing content and a subsequent heightened level of EV awareness among potential consumers. This increased awareness, which included knowledge about EV technology, environmental benefits, and government subsidies, significantly and positively influenced the consumers' final decision or intention to purchase an EV. The study concluded that in emerging markets where EV adoption is nascent, digital marketing served as the most critical tool for driving consumer education and confidence, thereby directly translating information into actionable purchase intent.

Ahmadi, B. & Farzad, A. (2024), This comprehensive literature review undertook the task of synthesizing existing academic work to define the preferences and consumption patterns of Generation Z (Gen Z) in the realm of digital marketing. The research analysed multiple studies to consolidate an understanding of the content and platform characteristics that most effectively captured Gen Z's attention and influenced their decisions. The finding was a strong confirmation that Gen Z favoured authenticity, prioritizing marketing messages that felt genuine and transparent rather than overtly commercial. They also demanded real-time engagement, expecting immediate and interactive communication with brands. Crucially, the review established that short-form visual content was the preferred format, which made platforms like TikTok and Instagram the most influential channels for marketing to this demographic. The study concluded that to succeed with Gen Z, digital marketers needed to shift strategies entirely, focusing on unpolished, live, and visually dominated campaigns that prioritized engagement over passive viewing.

Al-Qawasmi, K. (2024), this study investigated the influence of E-Marketing on Consumer purchase preferences, with a specific focus on high-involvement products like Hybrid and Electric Vehicles (EVs). The research analysed the effectiveness of digital channels in driving consumer interest and shifting purchase decisions. The finding was that the overall impact of E-Marketing on shaping purchase preference was significant and positive; however, the study revealed a critical gap where consumer awareness often remained low regarding the specific, detailed benefits of Hybrid/EV technology, such as maintenance savings or battery degradation facts. The study concluded that while E-Marketing successfully generated initial interest, it needed to be specifically designed for informational depth. Therefore, the vital role of informative digital content was underscored, suggesting that campaigns had to move beyond promotional messaging to effectively educate consumers on the nuanced advantages of adopting EV technology to successfully convert preference into purchase.

Deepika, K.S. & Massand, A. (2024), this study aimed to determine the factors impacting the purchase intention of Generation Z (Gen Z) based on a brand's Social Media Marketing Activities (SMMA). Utilizing a sample of 250 Gen Z customers, the research analysed how this digitally native cohort perceived brand marketing on social media and what characteristics they prioritized before making a purchase. The core finding was that Gen Z's purchase intention was significantly influenced by two factors extracted from SMMA: Customer Engagement and Trendiness. Specifically, the study found that content leading to high customer engagement (such as interactive, fun-loving communication and the use of celebrity endorsers) and content that highlighted trendiness (like updated content and reliance on reviews/ratings) were paramount in shaping a positive brand image and driving purchase intent among Gen Z Consumers. The study concluded that marketers in regions like Chennai and Kancheepuram needed to leverage social media platforms, especially Instagram, by creating fast-paced, relevant, and engaging content that prioritized these two factors over traditional advertising methods.

Mishra, R.K. & Barreto, O.D. (2024), this Master's thesis investigated the factors influencing consumer behaviour towards Electric Vehicles (EVs) in India, with a primary focus on the Millennial and Generation Z (Gen Z) demographics. The research analysed the motivational drivers and barriers to EV adoption across these younger, digitally engaged cohorts. The finding was a confirmation that while EV purchase intent was driven by an overarching concern for sustainability, the practical decision-making process was equally, if not more, reliant on financial and regulatory factors. Specifically, government incentives (subsidies, tax breaks) and the promise of low operating costs emerged as the most important practical considerations. The study concluded that for digital marketing to be successful, campaigns needed to strategically emphasize these practical points alongside environmental benefits, positioning sustainability, government incentives, and low operating costs as the primary, high-impact messages to convert interest into concrete purchase decisions.

Trivedi, J.P. & Kishore, K. (2023), this study investigated the factors influencing the automobile purchase intention of Generation Y (Millennials) in India, focusing on variables that also represented decision points for the succeeding Gen Z cohort, particularly in the nascent Electric Vehicle (EV) market. The research used a survey methodology to analyse consumer priorities regarding vehicle purchase. The finding was that three factors significantly impacted purchase intention: Price, Brand Image, and the perceived Fuel Economy (or in the case of EVs, running cost/efficiency). Specifically, Consumers prioritized the initial cost and the reputation of the manufacturer, alongside the economic benefit derived from low operating costs. The study concluded that for the younger Gen Z demographic considering EV adoption, these factors remained critical "pain points" that digital marketing strategies needed to address directly. Effective campaigns, therefore, had to emphasize the long-term cost savings, build a trustworthy and modern EV brand image, and communicate competitive pricing to successfully drive purchase intent.

Yuliantari, H. W. & Putri, K. D. (2023), this Master's thesis explored the perceptions and factors driving Generation Z's (Gen Z) Electric Vehicle (EV) purchase intentions within the major metropolitan context of Jakarta, Indonesia. The research examined various social, psychological, and environmental influences on Gen Z's decision-making process regarding sustainable mobility. The finding was that Personal Norms (a deeply held individual desire to contribute positively to the environment and society) and the Peer Effect (the influence exerted by friends, family, and social circles) were the most significant and powerful predictors of EV purchase intention. This indicated that for Gen Z, the decision to buy an EV was less about immediate financial gain and more about alignment with their personal values and the desire to conform to, or lead within, their social group regarding environmental responsibility. The study concluded that marketing strategies needed to leverage this social-psychological dimension by creating content that appealed to Gen Z's ethical identity and fostered a sense of community around EV ownership.

Borges, L. & Stork, F.L.S. (2022), this Bachelor's thesis investigated the factors influencing Generation Z's (Gen Z) Electric Vehicle (EV) purchase intention. The research examined the relative impact of economic incentives, infrastructure barriers, and the role of social media influencers on the decision-making process. The finding was that Purchase Incentives (such as tax breaks or subsidies) and the perceived severity of Infrastructure Barriers (like the convenience and availability of charging stations) had the strongest direct correlation with Gen Z's intention to purchase an EV. In contrast, while Social Media Influencers played an important role in generating awareness and interest, their impact was not found to be a mediating factor between the primary drivers (incentives/barriers) and the final purchase intent. The study concluded that for the adoption of EVs among Gen Z to accelerate, policies and marketing efforts needed to prioritize the practical and financial aspects—specifically mitigating infrastructure inconvenience and highlighting economic advantages—as these factors overshadowed the influence of online endorsements.

III. Research Gap

The literature review of (Phirake & Bhambure, 2025; Rajak & Sharma, 2025), often treats it as a single construct. It fails to adequately differentiate the effects of highly specific, modern digital channels (e.g., immersive AR/VR ads, personalized e-mail campaigns, or influencer

reviews) and how they leverage the Consumer's inherent attitude towards technology. In this present study, addresses the Attitude towards Immersive Technology (ATIT) framework as a mediator. It seeks to establish the mechanistic pathway through which channel-specific digital strategies influence purchase intent. By analysing the unique predictive power of ATIT's three dimensions (Cognitive, Affective, and Conative), the research moves beyond simple correlation to determine why and how high-tech marketing converts Gen Z interest into concrete EV purchase intention. The reviewed by Messias et al. (2025) and Borges & Stork (2022) established that high environmental awareness or positive intent (driven by digital exposure) often fails to translate into actual purchases due to significant perceived barriers (cost, range anxiety, poor infrastructure knowledge). While ATIT focuses on the acceptance of the technology used for marketing, existing models do not account for how these local, practical constraints (e.g., specific charging availability in Thiruvallur vs. Chennai) weaken (or moderate) the positive relationship between an effective digital experience (high ATIT) and the final buying decision. In this present study, the moderating role of perceived socio-economic and infrastructural constraints within the highly localized KCT market. It determines the critical point where even a perfect digital marketing campaign (leading to high ATIT) is rendered ineffective because the perceived real-world risk is too high. This provides essential, actionable intelligence for manufacturers and local policymakers on whether the immediate focus should be on improving digital messaging or fixing infrastructure before marketing efforts can succeed.

IV. Research Problem

While existing research confirms the general impact of digital marketing, there remains a significant gap in understanding how specific digital marketing channels (e.g., highly immersive AR/VR ads on TikTok vs. influencer reviews on YouTube vs. personalized e-mail campaigns) interact with Gen Z's Attitude towards Immersive Technology (ATIT) to drive purchase intent for e-vehicles. Current studies often treat "digital marketing" as a single entity, failing to capture the unique effects of channels that either leverage or ignore a Consumer's inherent *attitude towards immersive experiences*. The decision to purchase an e-vehicle (a high-ticket, infrastructure-dependent product) is heavily influenced by perceived barriers like cost, range anxiety, and charging infrastructure availability, particularly among a specific, localized demographic like KCT's Gen Z. The existing ATIT framework primarily focuses on the *technology acceptance* side. A crucial research gap is to determine how perceived socio-economic and infrastructural constraints weaken (or moderate) the positive relationship between effective digital marketing and purchase intent, even when a Gen Z Consumer possesses a high ATIT.

Research Aims

- To examine and quantify the direct influence of digital marketing strategies on the E-Vehicle purchase intention of Generation Z Consumers at KCT
- To investigate the specific mediating role of Generation Z's Attitude towards Immersive Technology (ATIT) in the relationship between digital marketing strategies and E-Vehicle purchase intention

Significance of Study

This study offers significant theoretical advancement by meticulously integrating the Attitude towards Immersive Technology (ATIT) Framework into the established Technology Acceptance Model (TAM) and consumer behaviour literature. Existing research often examines digital marketing and purchase intent in isolation. This study, however, addresses a critical gap by disaggregating "digital marketing" and focusing on its interaction with a consumer's inherent attitude towards high-tech novelty. By analysing how channel-specific strategies (e.g., VR showrooms vs. standard ads) and message framing (sustainability vs. novelty) differentially leverage the cognitive, affective, and conative dimensions of ATIT, the research moves beyond simple correlation to identify the precise mechanistic pathway through which high-tech marketing converts interest into intent. This granular, multi-dimensional analysis provides a refined framework for future studies on technology-mediated product adoption, especially for products where the perceived high-tech experience is a core selling point. The findings of this study provide crucial, data-driven intelligence for E-Vehicle manufacturers and digital marketing practitioners targeting the powerful Generation Z segment. This generation represents the future majority of car buyers, and their unique valuation of both technology and environment requires tailored approaches. The research will specifically identify which digital touch points and content themes yield the highest return on investment (ROI) in terms of driving purchase intent among young, technically adept consumers. By clarifying the moderating role of perceived barriers like local infrastructure constraints, manufacturers can strategically tailor their marketing messages to proactively address these anxieties, perhaps by showcasing robust local charging solutions or emphasizing long-term cost savings. Ultimately, this study offers actionable insights, moving companies away from generic digital spending toward optimized, ATIT-aligned marketing campaigns. By focusing on a localized demographic like Gen Z at KCT, this study generates highly relevant data for regional policymakers and educational institutions interested in accelerating sustainable mobility adoption. The research highlights the critical non-financial barriers (infrastructure perception, anxiety) that persist even when the target group (Gen Z) has a positive attitude toward the technology. This is vital for local governments considering subsidies or charging station rollouts. If the study reveals that perceived infrastructure weakness significantly weakens purchase intent regardless of effective marketing, it signals that policy intervention (e.g., visible local charging investments) is a necessary prerequisite for digital marketing efforts to succeed. Furthermore, the findings on Gen Z's balance between sustainability versus novelty as E-Vehicle drivers can inform public education campaigns designed to frame e-mobility in a way that maximizes its appeal to this future-facing population.

V. Research Methodology

The study adopted an Empirical and Quantitative Research Design utilizing a Field Survey Approach to examine the influence of specific digital marketing strategies on Gen Z's E-Vehicle (EV) purchase intent across the Kancheepuram, Chennai, and Thiruvallur (KCT) districts. The primary research instrument was a structured, self-designed questionnaire developed based on an extensive literature review to capture constructs related to digital marketing exposure, the three dimensions of the Attitude Towards Immersive Technology (ATIT) (Cognitive, Affective, Conative), and EV Purchase Intent. The target population was defined as Generation Z Consumers within the KCT districts who had prior experience with online purchasing. The sampling process involved distributing a total of 600 survey schedules across the three districts using a Purposive Random Sampling technique, which targeted individuals meeting the Gen Z demographic and online purchase experience criteria. After rigorously screening the collected data for completeness and validity, a final, robust sample size of 420 consumers was selected for the final analysis. Data interpretation relied on high-quality statistical tools, including Factor Analysis for validating the constructs and Multiple Regression Analysis to test the hypothesized relationships, quantify the predictive strength of the ATIT dimensions on purchase intent across the three geographically distinct districts, and achieve the research objectives.

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 E-Vehicle Purchase Intent in Kancheepuram District

Purchase Intent in Kancheepuram District					
E-Vehicle Purchase Intention	Digital buying express for E-vehicle	t- value	p - value	Level of Significance	
Cognitive (Beliefs & thoughts)	0.12	1.80	0.072	NS	
Affective (Feelings & Emotions)	0.26**	3.33	0.001	S**	
Conative (Behavioural Intentions)	0.40**	5.00	<0.001	S**	

Highly Significant S**, Significant S*

This is the most important finding for Kancheepuram. The Cognitive dimension, which measures rational beliefs (e.g., perceived accuracy, reliability, confidence in choice), is not a statistically significant predictor of E-Vehicle Purchase Intent ($p = 0.072$ is above the conventional $\$0.05$ threshold). This implies that while the Gen Z Consumer in this region might intellectually appreciate the tech (the belief is there), their actual decision to buy is driven by the emotional thrill (Affective) and their intent to use (Conative), rather than their rational assessment of the tool's

utility. The emotional connection and feelings (excitement, thrill, satisfaction) derived from the immersive experience are highly significant and reliable predictors of purchase intent. For Gen Z in Kancheepuram, the experience must be fun, engaging, and emotionally resonant to translate into a higher likelihood of buying an E-Vehicle. This suggests a marketing focus on the novelty and enjoyment factor of the immersive technology. The intent to actively use and recommend the immersive digital tools (Conative) is the single most crucial factor driving E-Vehicle purchase intention among Gen Z in Kancheepuram. The high coefficient (\$0.40S) suggests that for every one-unit increase in the user's intent to engage with these digital tools, their purchase intention increases by \$0.40\$ units. Digital marketing efforts in this region should therefore prioritize creating high-utility, reusable, and shareable experiences. The regression analysis indicates that only two of the three attitudinal components—Affective and Conative—are statistically significant drivers of E-Vehicle Purchase Intent in Kancheepuram. Critically, the Cognitive dimension is *not* a significant predictor, highlighting a unique Consumer psychology in this region where rational beliefs about the technology are less impactful than emotional responses and intent to act.

Table 2: Comparative Regression Analysis on E-Vehicle Purchase Intent in Chennai District

E-Vehicle Purchase Intent in Chennai District				
E-Vehicle Purchase Intention	Digital buying express for E-vehicle	t- value	p - value	Level of Significance
Cognitive (Beliefs & thoughts)	0.14	2.59	0.010	S**
Affective (Feelings & Emotions)	0.25	5.38	<0.001	S**
Conative (Behavioural Intentions)	0.32	6.15	<0.001	S**

Highly Significant S**, Significant S*

The rational beliefs about the technology, such as the perceived accuracy, reliability, and capability to reduce uncertainty, are a significant factor but hold the lowest influence among the three dimensions. While Gen Z in Chennai needs a baseline of trust, their final buying decision is less influenced by a rational assessment of the tool and more by the excitement (Affective) and the intention to use it (Conative).

The emotional component (excitement, thrill, and enjoyment) is the second strongest influence. This factor is a highly significant driver for the Chennai audience, suggesting that the experience must be emotionally rewarding and highly engaging. For this tech-savvy, metropolitan segment, the "fun" and "awe" factor of virtual showrooms and AR features are essential for boosting purchase likelihood.

This dimension is the strongest predictor of purchase intent. The highest coefficient shows that the consumer's intent to actively use, rely on, and recommend the immersive digital tools is the single most crucial factor for driving E-Vehicle sales in Chennai. This segment places the highest value on the utility, "stickiness," and functional ease of the digital buying experience.

The Chennai Gen Z Consumer profile is experience-driven and emotional. E-Vehicle brands should focus digital marketing efforts on maximizing user engagement and emotional appeal to effectively leverage the strong influence of the Conative and Affective dimensions.

Table 3: Comparative Regression Analysis on E-Vehicle Purchase Intent in Thiruvallur District

E-Vehicle Purchase Intent in Thiruvallur District				
E-Vehicle Purchase Intention	Digital buying express for E-vehicle	t- value	p - value	Level of Significance
Cognitive (Beliefs & thoughts)	0.18	3.00	0.003	S**
Affective (Feelings & Emotions)	0.11	2.07	0.038	S*
Conative (Behavioural Intentions)	0.28	4.67	<0.001	S**

Highly Significant S**, Significant S*

The rational beliefs about the technology—such as the perceived accuracy, reliability, and capability of the immersive tools to provide a complete understanding of the e-vehicle—are a very strong and highly significant driver of purchase intent. For this audience, which may be focused on practical, long-term investments, the digital marketing must effectively communicate trust, utility, and reduction of uncertainty.

The emotional component (excitement, thrill, and fun) is statistically significant, but its influence on the buying decision is marginal compared to the Cognitive and Conative factors. For Gen Z in Thiruvallur, a stunning visual experience is merely a secondary benefit; their primary motivation is driven by rational assurance and functional utility, not by emotional excitement. The rational beliefs about the technology—such as the perceived accuracy, reliability, and capability of the immersive tools to provide a complete understanding of the e-vehicle—are a very strong and highly significant driver of purchase intent. For this audience, which may be focused on practical, long-term investments, the digital marketing must effectively communicate trust, utility, and reduction of uncertainty. The regression analysis indicates that all three components of the Attitude towards Immersive Technology (ATIT) are statistically significant positive drivers of E-Vehicle Purchase Intent. However, the influence of the dimensions is heavily weighted towards Conative (Intent to Act) and Cognitive (Rational Beliefs), with Affective (Feelings) showing the weakest impact.

VI. Discussion and Conclusion

The findings from the comparative regression analysis across the KCT districts underscore a critical and nuanced reality: the effectiveness of digital marketing in driving Gen Z's E-Vehicle (EV) purchase intent is heterogeneously mediated by their Attitude towards Immersive Technology (ATIT), reflecting the distinct urban and semi-urban psychographics of the region. Across all three districts, the Conative dimension of ATIT (the intention to actively use and rely on the digital tools) emerged as the single strongest predictor of purchase intent (highest coefficients in all tables), confirming that for a high-involvement purchase like an EV, Gen Z prioritizes functional utility and active engagement with digital showrooms and configurators over passive viewing. Crucially, the influence of the Affective (Emotional) dimension was strongest in the metropolitan hub of Chennai and the developing Kancheepuram district ($p < 0.001$), suggesting that marketing must prioritize the "fun," "thrill," and emotional resonance of immersive experiences to capture the sophisticated, experience-driven urban Consumer. Conversely, in the semi-urban Thiruvallur district, the Cognitive dimension (rational beliefs about reliability, accuracy, and uncertainty reduction) held a significantly stronger influence ($\beta = 0.18, p = 0.003$) than the Affective dimension ($\beta = 0.11, p = 0.038$). This suggests that in markets where infrastructure anxiety and financial scepticism may be higher, the digital marketing focus must pivot from novelty to trust and rational information dissemination, aligning with findings from Al-Qawasmī (2024) which emphasized the vital role of informative content. In conclusion, while digital marketing universally influences Gen Z EV intent, success in the KCT region necessitates a granular, district-specific strategy that leverages the emotional appeal and convenience of immersive tech in metropolitan areas while prioritizing the Cognitive assurance of the technology and its practical application in peripheral, price-sensitive zones.

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