

DISSERTATION (LCMB7035)

Awareness, Perception and Engagement in
Automotive Branding: The Role of AI-Driven
Communication in CUPRA's Strategy for the British



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SUBMISSION DATE: 01/02/2026

Abstract

The rapid growth of the electric vehicle (EV) market and the increasing use of artificial intelligence (AI) in digital communication have transformed how automotive brands position themselves. This dissertation investigates how AI-driven digital communication influences brand awareness, perception, engagement, and purchase intention among adult consumers in London, using CUPRA as a case study. While CUPRA incorporates AI into both its vehicles and digital campaigns, there has been limited academic research on how adult audiences interpret AI within a brand narrative in a mature EV market.

Guided by a positivist philosophy and a deductive approach, the research employed a quantitative survey distributed to adult consumers in London. The study examined the impact of three external communication elements: peer-to-peer communication (e-WOM), press reviews, and AI-generated content on consumer responses to CUPRA. The results indicate that peer communication and press reviews are the most influential factors driving awareness, perception, and purchase intention. In contrast, AI-generated content is seen as innovative but less persuasive, reflecting consumer uncertainty toward automated communication and a preference for authenticity and transparency.

This study contributes to the literature by highlighting the symbolic role of AI in automotive branding and addressing the underexplored perspective of adult consumers regarding EV adoption. Practical implications suggest that CUPRA should strategically leverage AI for functional personalisation and innovation signalling, while prioritising and amplifying human-centred communication channels, such as user testimonials and expert press relations, to build trust and persuasiveness. Limitations include the sample's demographic concentration, reliance on self-reported data, and the cross-sectional design. Future research should examine longitudinal changes, model-specific perceptions, hybrid online–offline experiences, and cross-brand comparisons to enhance understanding of digital consumer behaviour in the evolving EV landscape.

ACKNOWLEDGEMENTS

Completing this dissertation has been a challenging yet rewarding journey, made possible by the support of several remarkable individuals.

I am particularly grateful to Haoran Liu, my supervisor, for her exceptional mentorship, timely feedback, and encouragement. Her ability to challenge my thinking while providing clear guidance was crucial in shaping this work.

I would also like to extend my sincere thanks to the adult consumers in London who participated in the survey. Their valuable insights into brand perception and digital engagement were instrumental to my research.

On a personal note, I would like to thank my loved ones for their patience and belief in me during this demanding time.

Table of Contents

Chapter 1: INTRODUCTION	6
CUPRA as a Case Study	6
The British EV Market	7
Research Problem	8
Academic Relevance	8
Practical Relevance	9
Social Relevance	9
Specific Objectives and Associated Questions	10
Structure of the Dissertation	11
Closing Narrative	11
Chapter 2: Literature Review	12
Brand Awareness	12
The Role of Artificial Intelligence in Awareness	12
The UK Electric Vehicle Market	13
Critical Perspectives on Awareness	13
The analysis of awareness in the automotive sector	14
Brand Perception	14
Definitions and Theoretical Foundations	14
Innovation and Exclusivity	15
Authenticity and Trust	15
Sustainability and Ethical Concerns	16
Critical Perspectives	17
Several critiques arise from the literature:	17
Brand Engagement	17
Definitions and Theoretical Foundations	17
The Role of Artificial Intelligence in Engagement	18
Critical Perspectives on Engagement	18
Despite their potential, engagement strategies face several critiques:	18
Electronic Word-of-Mouth (e-WOM) and External Narratives	19
Definition	19
Role of AI in e-WOM	20
Integration of Press Articles and Industry Reports	20

Critical Perspectives	21
Identified Gap	21
Conclusion	22
Chapter 3: METHODOLOGY	23
Research Philosophy	23
Definition and Context	23
Positivism as Guiding Philosophy	23
Contrast with Interpretivism	24
Considerations of Realism and Pragmatism	24
Justification for Positivism	24
Three key factors justify the choice of positivism:	24
Implications for Methodology	25
Research Approach	25
Definition and Context	25
Deductive Approach in This Study	25
Contrast with the Inductive Approach	26
Justification for Deduction	26
Several factors justify the choice of a deductive approach:	26
Operationalisation	27
Implications for Methodology	28
Research Strategy	28
Definition and Context	28
Survey Strategy as the Chosen Approach	28
Target Population	29
Sampling Method	29
Advantages of Survey Strategy	29
Limitations of Survey Strategy	30
Implications for Methodology	30
Data Collection	30
Definition and Context	30
Questionnaire Design	31
Pilot Testing	32
Distribution Methods	32

Advantages of Online Surveys	32
Limitations of Online Surveys.....	32
Implications for Methodology	33
CHAPTER 4: FINDINGS	34
4.1 Chapter Introduction	34
4.2.1 Demographic Profile of Respondents	35
4.2.2 Brand Awareness.....	37
Summary of Brand Awareness Findings	42
4.2.3 Brand Perception	43
4.2.4 Engagement Behaviour	49
4.2.5 Purchase Intent.....	56
4.2.6 Summary of Findings.....	60
4.3 Transition to Chapter 5	61
Chapter 5: DISCUSSION	62
5.0 Introduction	62
5.1 Awareness	63
5.2 Authenticity & Trust.....	64
5.3 Engagement	65
5.4 Purchase Intention.....	67
5.5 External Influences	68
5.6 Chapter Conclusion	69
Chapter 6: CONCLUSION.....	71
6.1 General Conclusion	71
6.2 Theoretical Implications	72
6.3 Practical Recommendations	73
6.4 Limitations of the Study	75
6.5 Directions for Future Research	77
References.....	79
Appendix	83

Chapter 1: INTRODUCTION

The automotive industry is undergoing one of the most significant transformations in its history. The convergence of electrification, sustainability, and digitalisation has redefined not only the technical aspects of vehicles but also how brands communicate with their audiences. Over the past two decades, technological innovation has become a central pillar of brand identity, influencing consumer perceptions and shaping competitive dynamics. In this context, artificial intelligence (AI) has emerged as a dual force: a functional technology embedded in vehicles and a symbolic resource that enhances brand narratives.

The shift towards smart mobility reflects broader societal changes. Governments across Europe and the UK have implemented policies to reduce emissions, incentivise the adoption of electric vehicles (EVs), and promote sustainable transport solutions. According to the Society of Motor Manufacturers and Traders (SMMT, 2024), EV registrations in the UK increased by more than 20% year-on-year, highlighting the rapid pace of adoption. This growth underscores the importance of brand differentiation in a crowded market where consumers are increasingly focused on both technological innovation and ethical alignment.

CUPRA as a Case Study

CUPRA, a Spanish brand that originated from SEAT, represents a unique case within this transformation. Established as an independent identity in 2018, CUPRA has positioned itself as a disruptive, emotionally driven, and technologically advanced brand. Its strategy combines sportiness, exclusivity, and innovation to differentiate it from established competitors, including Tesla, Volkswagen, and BMW.

CUPRA's integration of AI into both product design and digital marketing campaigns illustrates how technology can be portrayed as a symbol of modernity and exclusivity. Models such as the CUPRA Born and CUPRA Tavascan feature AI systems that enhance the driving experience, offering personalised recommendations, predictive maintenance, and advanced connectivity. Beyond

functionality, CUPRA's campaigns emphasise AI as part of its brand identity, reinforcing perceptions of innovation and disruption.

Industry reports and media coverage have reinforced this positioning. Auto Express (2017) documented SEAT's plans to launch CUPRA as an independent brand, highlighting its commitment to electrification and innovation. Wilkinson (2020) noted the CUPRA Born's debut as a disruptive entrant in the EV market. More recently, The Mirror (2025) compared the CUPRA Born VZ with the Volkswagen ID.3 GTX, portraying CUPRA as a technologically advanced and sporty brand. These narratives embed CUPRA in consumer consciousness as a brand that successfully combines innovation with exclusivity.

The British EV Market

The UK electric vehicle market provides a particularly relevant context for this study. With EV registrations rising rapidly, the market has become highly competitive, with established players such as Tesla, Volkswagen, and BMW dominating. For a relatively new brand like CUPRA, achieving visibility and differentiation is a significant challenge.

Awareness and perception are critical in this environment. Keller (2013) argues that brand awareness is the foundation of brand equity, while Kotler and Keller (2020) emphasise the importance of symbolic value in creating emotional connections. Chaffey and Ellis-Chadwick (2019) highlight how AI facilitates segmentation and personalisation, directly influencing perception. For CUPRA, the challenge lies not only in achieving awareness but also in ensuring that its technological narrative resonates authentically with adult consumers.

Adult audiences are particularly relevant in the UK market. Smith and Johnson (2020) note that working adults play a decisive role in EV adoption, yet most studies focus on youth audiences. Adults tend to be more sceptical of overtly promotional content, valuing authenticity and sustainability. González and Malik (2022) argue that sustainability is increasingly linked to consumer loyalty, underscoring the importance of aligning technological narratives with ethical values.

Research Problem

Despite CUPRA's growing presence and the integration of AI into its branding, academic literature has not examined how British consumers interpret this narrative. Existing studies acknowledge the impact of technological innovation on purchase intent (Kim & Ko, 2020; Smith & Johnson, 2020), but they often treat AI as a purely functional element. The symbolic and emotional aspects of AI in branding remain underexplored.

This dissertation addresses this gap by analysing how CUPRA's AI-driven campaigns, compared with other pivotal external influences such as electronic word-of-mouth (e-WOM) and press reviews, shape brand awareness, perception, engagement, and purchase intention among adult consumers in London.

To what extent does AI-driven digital communication, compared to other external influences such as electronic word-of-mouth (e-WOM) and press reviews, affect brand awareness, perception, and purchase intention for CUPRA among adult consumers in the British electric vehicle market?

By situating CUPRA within the British EV market, this study contributes to the academic discussion on how technology can be effectively communicated as part of brand equity. It also provides practical insights for automotive brands seeking to balance innovation, authenticity, and sustainability in their narratives.

Academic Relevance

Academic literature consistently emphasises the importance of brand awareness and perception in shaping consumer behaviour. Keller (2013) identifies awareness as the foundation of brand equity, while Kotler & Keller (2020) argue that symbolic value is essential for creating emotional connections. Chaffey & Ellis-Chadwick (2019) highlight how AI facilitates segmentation and personalisation, which directly influences perception.

However, a critical gap remains in the literature. Most studies focus on youth audiences, overlooking adult consumers who are key to EV adoption. Additionally, AI is often treated as a purely functional technology, with limited exploration of its symbolic and emotional dimensions. This dissertation aims to contribute to the academic debate by analysing AI as a symbolic catalyst within a broader communication ecosystem. It situates CUPRA within the British EV market. It examines how adult consumers interpret its technological narrative in relation to more traditional, human-mediated influences, such as peer communication and expert press coverage.

Practical Relevance

From a managerial perspective, the findings of this study will offer actionable insights for CUPRA and other automotive brands. In a market dominated by established players, CUPRA must differentiate itself through both innovation and authentic communication. By analysing consumer responses to CUPRA's AI-driven campaigns, this research will highlight strategies for balancing innovation, authenticity, and sustainability.

Industry reports (Auto Express, 2017; Wilkinson, 2020; The Mirror, 2025) indicate that CUPRA has positioned itself as a disruptive entrant. However, academic studies have not yet evaluated how these narratives resonate with adult consumers. This dissertation will therefore provide practical recommendations for optimising AI-based digital storytelling, enhancing awareness and perceptions, and fostering consumer loyalty.

Social Relevance

Beyond academic and practical contributions, the study engages with broader social debates surrounding sustainability and technological innovation. Consumers increasingly demand transparency and ethical alignment, evaluating brands not only for their products but also for their symbolic narratives. González & Malik (2022) argue that sustainability is central to consumer loyalty, while Burney (2025) notes

that rebranding efforts must demonstrate consistency between messaging and practice.

For CUPRA, integrating sustainability into AI-driven campaigns could enhance its perception among adult consumers, thereby reinforcing authenticity and trust. This research will contribute to the social discussion on how brands can align technological innovation with ethical values, addressing consumer concerns about over-commercialisation and superficial narratives.

Specific Objectives and Associated Questions

1. Specific Objective: To assess the level and channels of CUPRA's brand awareness among adult consumers in London, with a focus on AI-driven campaigns.

Research Question: How do adult consumers become aware of CUPRA, and what role do digital campaigns, including AI-generated content, play in building this awareness?

2. Specific Objective: To analyse how consumers perceive CUPRA's technological narrative, evaluating dimensions of innovation, authenticity, trust, and exclusivity.

Research Question: What perceptions (of innovation, authenticity, trust, exclusivity) does the integration of AI into CUPRA's communication generate, and how do these compare to perceptions formed through e-WOM and press coverage?

3. Specific Objective: To investigate the relative influence of AI-driven communication, e-WOM, and press reviews on engagement and purchase intention.

Research Question: Which type of external influence (AI-generated content, peer recommendations, or press articles) has a more significant impact on the intention to engage with the brand and to consider purchasing a CUPRA vehicle?

These objectives will be examined through a quantitative survey of adult consumers in London, providing empirical evidence to support the theoretical framework.

Structure of the Dissertation

The dissertation is organised into six chapters:

- **Chapter 1** introduces the research problem, rationale, objectives, and structure.
- **Chapter 2** reviews the literature on digital marketing, brand awareness, perception, engagement, and electronic word-of-mouth (e-WOM), with a specific focus on CUPRA.
- **Chapter 3** outlines the methodology, adopting a positivist philosophy and a quantitative survey design.
- **Chapter 4** presents the quantitative findings derived from the survey.
- **Chapter 5** discusses the findings in relation to the theoretical framework and existing literature.
- **Chapter 6** concludes with academic, practical, and social implications, highlighting limitations and future research directions.

Closing Narrative

This dissertation aims to provide a comprehensive analysis of how artificial intelligence (AI) functions both as a practical technology and a symbolic resource in automotive branding. By focusing on CUPRA in the British electric vehicle (EV) market, it addresses critical gaps in the literature and offers insights into how adult consumers interpret technological narratives.

The study contributes to academic debates on digital marketing and brand perception, offers practical recommendations for automotive brands, and engages with social discussions on sustainability and authenticity. Ultimately, it aims to demonstrate that AI is not merely a functional enhancement but a symbolic catalyst that shapes consumer perceptions, influences purchase intent, and strengthens brand identity in the era of smart mobility.

Chapter 2: Literature Review

Brand Awareness

Definitions and Theoretical Foundations

Brand awareness is widely recognised as the first stage in the consumer decision-making process and as the foundation of brand equity. Keller (2013) defines awareness as the consumer's ability to identify and recall a brand under various circumstances, arguing that without recognition, other components of brand values, such as associations, loyalty, and perceived quality, cannot be established. Kotler and Keller (2020) extend this view by emphasising that awareness is not limited to recognising a logo or name but also involves occupying symbolic space in the consumer's mind. In digital contexts, awareness is shaped by repeated exposure, emotional resonance, and alignment with cultural narratives.

Chaffey and Ellis-Chadwick (2019) highlight that digital marketing has transformed awareness-building strategies, shifting from mass communication to personalised and segmented approaches. Visibility is no longer a static outcome but a dynamic process in which technology enables brands to tailor messages to specific audiences, thereby increasing relevance and recall. In this sense, awareness becomes a multidimensional construct that combines visibility, emotional engagement, and symbolic positioning.

The Role of Artificial Intelligence in Awareness

Artificial intelligence (AI) has transformed how brands build awareness in digital environments. According to Chaffey (2023), AI enables precise audience segmentation, automated content delivery, and real-time personalisation, thereby enhancing visibility in crowded markets. Seth (2025) adds that predictive models enable brands to anticipate consumer behaviour and craft narratives that resonate emotionally, thereby reinforcing brand recall and recognition.

In the automotive sector, AI serves not only as a practical technology integrated into vehicles but also as a symbol of innovation. The IEEE (2024) reports that British consumers increasingly associate AI with exclusivity and modernity, which strengthens awareness of brands that effectively communicate a technological edge.

By positioning AI as a key part of its identity, CUPRA aims to differentiate itself from established competitors and raise awareness of innovation and disruption.

The UK Electric Vehicle Market

The British electric vehicle (EV) market provides a significant context for analysing brand awareness. According to the Society of Motor Manufacturers and Traders (SMMT, 2024), EV registrations in the UK have increased by more than 20% year-on-year, driven by government policies aimed at reducing emissions and growing consumer interest in sustainability. In this competitive landscape, brand awareness plays a crucial role in differentiation.

As a relatively new entrant, CUPRA faces the challenge of increasing its visibility in a market dominated by well-established competitors such as Tesla, Volkswagen, and BMW. Its strategy emphasises innovation, exclusivity, and digitalisation, with artificial intelligence central to its branding. However, the effectiveness of these marketing campaigns among adult consumers has not been examined in the academic literature, thereby highlighting a significant gap.

Critical Perspectives on Awareness

Despite the effectiveness of AI-driven strategies, several critiques have emerged in the literature:

- **Over-automation:** Beecham and Panday (2025) caution that excessive reliance on automated content may undermine authenticity, creating a superficial awareness that fails to build trust.
- **Demographic bias:** Smith and Johnson (2020) argue that most studies focus primarily on youth audiences, overlooking economically active adults who play a crucial role in electric vehicle (EV) adoption.
- **Sustainability concerns:** González and Malik (2022) point out that building awareness solely based on aspirational aesthetics may conflict with adult consumers' increasing concerns about sustainability and ethics.

These critiques suggest that awareness cannot be analysed solely in terms of visibility. Instead, it must incorporate values of authenticity and sustainability to be effective in mature markets.

The analysis of awareness in the automotive sector

There is a lack of studies examining how adult consumers perceive AI-driven campaigns in the electric vehicle (EV) market. While the existing literature acknowledges AI's ability to enhance visibility and recall, there is limited evidence regarding its impact on audiences that prioritise transparency, authenticity, and ethical coherence.

This gap underscores the need to explore how CUPRA, through its technological narrative, creates awareness among adult consumers in London. The research will assess whether AI is viewed as an authentic and sustainable tool or merely as a promotional strategy.

Brand Perception

Definitions and Theoretical Foundations

Brand perception is the mental associations and evaluations that consumers form about a company. This encompasses both functional attributes, such as product quality, sustainability, and innovation, and symbolic meanings, such as exclusivity, authenticity, and emotional resonance. According to Keller (2013), brand perception is crucial to brand equity because it shapes consumer attitudes and influences purchase intentions. Kotler and Keller (2020) further emphasise that perception is not simply a reflection of product features; rather, it is a narrative constructed through marketing communication, cultural alignment, and consumer experience.

Several theoretical models offer frameworks for analysing brand perception. The Source Credibility Model (Hovland & Weiss, 1951; Ohanian, 1990) suggests that the persuasiveness of a message depends on the perceived expertise, trustworthiness, and attractiveness of the source. In the automotive sector, artificial intelligence can enhance perceptions of expertise by signalling technological sophistication. The

Persuasion Knowledge Model (Friestad & Wright, 1994) posits that consumers activate cognitive filters when evaluating marketing messages, particularly among adults, who tend to be more sceptical of overtly promotional content. These models underscore the importance of authenticity and transparency in shaping consumer perception.

Innovation and Exclusivity

Innovation and exclusivity are essential components of CUPRA's brand perception. Smith and Johnson (2020) argue that perceptions of innovation directly influence purchase intent and customer loyalty in the automotive sector. Supporting this view, Kim and Ko (2020) note that technological narratives build consumer trust and increase the willingness to engage with brands.

CUPRA positions artificial intelligence (AI) as both a functional enhancement and a symbol of exclusivity. By integrating AI into its vehicles and marketing campaigns, CUPRA communicates a sense of modernity and disruption, setting itself apart from competitors. Media coverage reinforces this positioning. For instance, The Mirror (2025) described the CUPRA Born VZ as a competitor to the Volkswagen ID.3 GTX, highlighting CUPRA as a technologically advanced and sporty brand. Such narratives embed CUPRA in consumer consciousness as a brand that effectively combines innovation with exclusivity.

Authenticity and Trust

Authenticity has become a crucial factor in shaping brand perception. According to González and Malik (2022), consumers increasingly value the alignment between a brand's messaging and its actions. For adult audiences, authenticity is essential, as they tend to be more sceptical of promotional content (Smith & Johnson, 2020).

CUPRA faces the challenge of demonstrating that AI is not just a superficial marketing tool but a genuine enhancement to both the driving experience and sustainability. Transparency in communication is essential for building trust. Hsu and Chang (2021) caution that unclear messaging about technological features can generate scepticism, undermining the brand's credibility.

The Parasocial Interaction Theory (Horton & Wohl, 1956; Labrecque, 2014) suggests that consumers may develop one-sided emotional relationships with brands they perceive as authentic. CUPRA's digital campaigns aim to foster these connections by presenting AI as a personalised, consumer-centric innovation. By presenting AI as a tool that enhances both functionality and emotional engagement, CUPRA seeks to strengthen trust and loyalty among adult consumers.

However, there are risks associated with over-commercialisation. Celestin (2023) warns that excessive exposure to promotional content can lead to "influencer fatigue," which diminishes perceptions of authenticity. In the automotive sector, this translates into scepticism toward brands that overly emphasise technological advancements without delivering tangible benefits.

For CUPRA, finding the right balance between visibility and authenticity is essential. Overemphasising AI as a marketing tool may erode credibility if consumers perceive it as a gimmick rather than a genuine enhancement. This challenge underscores the importance of integrating sustainability and authenticity into technological narratives to avoid perceptions of superficiality.

Sustainability and Ethical Concerns

Sustainability is becoming increasingly important in shaping brand perception.

González and Malik (2022) highlight that adult consumers prioritise sustainability and authenticity when evaluating fast-moving consumer goods. In the automotive sector, electrification is often marketed as a sustainable solution; however, consumers may question whether brands genuinely uphold environmental values. Burney (2025) argues that brands which rebrand themselves as socially responsible must demonstrate a consistent alignment between their messaging and actual practices. For CUPRA, integrating sustainability into AI-driven campaigns could enhance its perception among adult consumers, fostering authenticity and trust. By aligning technological innovation with ethical values, CUPRA can strengthen its brand identity and differentiate itself in a competitive market.

Critical Perspectives

Several critiques arise from the literature:

- **Over-commercialisation:** Celebrity endorsements and excessive technological narratives may be viewed as inauthentic (Celestin, 2023).
- **Demographic gaps:** Many studies primarily focus on youth audiences, neglecting adult consumers who are essential for electric vehicle (EV) adoption (Smith & Johnson, 2020).
- **Sustainability concerns:** Fast-moving industries risk compromising authenticity if sustainability is not genuinely integrated (González & Malik, 2022).

These critiques underscore the need for research into how UK working adults perceive automotive brands, particularly with respect to authenticity and sustainability. The identified gap is the limited analysis of how AI-driven campaigns influence adult consumers' perceptions of innovation, exclusivity, and authenticity in the EV market.

Brand Engagement

Definitions and Theoretical Foundations

Brand engagement has become a key concept in digital marketing, reflecting the depth of consumer interaction with a brand. Hollebeek et al. (2014) define engagement as the cognitive, emotional, and behavioural investment that consumers make during their interactions with a brand. Engagement goes beyond mere awareness and perception, indicating the extent to which consumers actively participate in brand narratives. In the automotive sector, engagement is evident through digital campaigns, interactive configurators, and hybrid experiences that combine physical and virtual elements.

While engagement is often seen as a precursor to loyalty, the relationship between the two is complex. Patil (2017) warns that consumers can engage with a brand without forming long-term relationships, emphasising the need to differentiate between temporary engagement and sustained loyalty. González and Malik (2022)

also note that for engagement to lead to genuine loyalty, it must be accompanied by shared values, such as sustainability and authenticity.

The Role of Artificial Intelligence in Engagement

Artificial intelligence (AI) has dramatically improved consumer engagement by personalising interactions. According to Sambangi (2025), AI creates experiences that feel relevant and tailored to individual preferences, which increases consumers' investment in brand interactions. In digital environments, AI enables personalised recommendations, adaptive content, and immersive experiences that strengthen emotional connections between brands and customers.

CUPRA has adopted strategies that integrate AI into its digital journeys, providing personalised recommendations and hybrid experiences that blur the boundaries between physical and digital spaces. As noted by America Retail (2025), CUPRA's ecosystem includes online configurators, collaborations with influencers, and immersive events, all of which reinforce the brand's authenticity and exclusivity. By positioning AI as a tool that enhances consumer experience, CUPRA aims to deepen engagement and strengthen its brand identity.

Critical Perspectives on Engagement

Despite their potential, engagement strategies face several critiques:

- **Engagement/ Loyalty:** Patil (2017) emphasises that engagement does not necessarily lead to loyalty. Consumers may interact with a brand without forming long-term commitments, especially in fast-moving industries.
- **Authenticity Concerns:** González and Malik (2022) argue that engagement must be rooted in authenticity and sustainability. Without these values, engagement risks being perceived as superficial.

- **Digital Fatigue:** Celestin (2023) warns that excessive exposure to promotional content can lead to digital fatigue, which diminishes the effectiveness of engagement strategies.

These critiques underline the importance of integrating ethical values and authenticity into engagement strategies. For CUPRA, ensuring that AI-driven engagement resonates with adult consumers requires balancing technological innovation with transparency and sustainability.

Identified Discrepancy

The literature reveals a gap in understanding how adult consumers perceive AI-driven engagement in the automotive sector. While existing studies acknowledge the role of AI in personalisation and immersion, there is limited evidence on how these strategies resonate with working adults in mature markets. Most research focuses on youth audiences, overlooking the demographic that plays a crucial role in electric vehicle (EV) adoption.

This gap highlights the need to investigate how CUPRA's engagement strategies influence adult consumers in London. By analysing consumer responses to AI-driven campaigns, this research will provide insights into whether such engagement fosters loyalty or remains a temporary interaction.

Electronic Word-of-Mouth (e-WOM) and External Narratives

Definition

Electronic word-of-mouth (e-WOM) refers to peer-to-peer communication about brands in digital environments, including online reviews, social media discussions, and user-generated content. Ismagilova et al. (2020) emphasise that e-WOM amplifies brand narratives by spreading messages beyond the brand's direct control. Chatzipanagiotou et al. (2023) add that e-WOM can either reinforce or weaken brand perception, depending on the coherence and authenticity of the messages shared. In high-involvement industries like automotive, e-WOM is particularly influential because consumers rely on peer validation before making purchase decisions.

Role of AI in e-WOM

Artificial intelligence enhances e-WOM by facilitating influencer campaigns, automating content distribution, and enabling personalised interactions that encourage consumers to share their experiences. Sambangi (2025) argues that AI-driven campaigns increase the likelihood of peer-to-peer diffusion by generating content that resonates emotionally and symbolically. For CUPRA, AI serves as both a functional technology and a symbolic resource, motivating consumers to share narratives of innovation and exclusivity.

Integration of Press Articles and Industry Reports

In addition to peer-to-peer communication, press articles and industry reports serve as external forms of word-of-mouth that shape consumer perceptions. These sources validate and amplify brand narratives, embedding them into public consciousness:

- **Auto Express (2017)**: Documented SEAT's plans to launch CUPRA as an independent brand, emphasising electrification and innovation.
- **Auto Express (2018)**: Presented the CUPRA Leon electric racing model, reinforcing the brand's sporty and innovative identity.
- **Wilkinson (2020)**: Reported on the debut of the CUPRA Born, portraying it as a disruptive entrant in the EV market.
- **The Mirror (2025)**: Compared the CUPRA Born VZ with the Volkswagen ID.3 GTX, highlighting performance and exclusivity.

These articles illustrate how awareness, perception, and engagement have been shaped not only by CUPRA's own campaigns but also by external narratives that enhance its technological and symbolic identity. Media coverage, therefore, functions as a hybrid form of e-WOM, combining journalistic authority with consumer diffusion.

Critical Perspectives

- **Digital fatigue:** Celestin (2023) notes that consumers may become overwhelmed by excessive promotional content, reducing the effectiveness of e-WOM.
- **Message incoherence:** Chatzipanagiotou et al. (2023) argue that inconsistent narratives can weaken brand perception, particularly when peer-to-peer communication contradicts official campaigns.
- **Demographic bias:** Smith and Johnson (2020) highlight that most studies focus on youth audiences, overlooking adult consumers who are decisive in EV adoption.

Identified Gap

The literature reveals a significant gap in understanding of how electronic word-of-mouth (e-WOM) and external narratives influence adult consumers' perceptions of automotive brands. While existing studies recognise the role of e-WOM in shaping brand image and purchase intent, there is limited evidence on how AI-driven campaigns and press coverage resonate with working adults in mature markets.

Summary Table: Press Articles and Industry Reports

Source / Year	Focus of Coverage	Contribution to Narrative	Implications for Awareness, Perception, and Engagement
Auto Express (2017)	SEAT's plan to launch CUPRA as an independent brand, emphasising electrification and innovation.	Positioned CUPRA as forward-looking and technologically disruptive	Awareness: Early visibility. Perception: Innovation identity Engagement: Interest in future launches
Auto Express (2018).	CUPRA Leon electric racing model	Reinforced sporty and performance-led identity	Awareness: Motorsport reach. Perception: Exclusivity and sporty DNA. Engagement: Motorsport community.
Wilkinson (2020)	Debut of CUPRA Born.	Framed CUPRA as a disruptive entrant in the electric vehicle market	Awareness: Mainstream appeal. Perception: Modernity and disruption. Engagement: Curiosity and trial intent
The Mirror (2025)	Comparison of CUPRA Born VZ and VW ID.3 GTX	Validated CUPRA's tech-sports positioning	Awareness: Cross-audience reach. Perception: Technologically advanced, sporty edge. Engagement: Debate and peer sharing.

Conclusion

The literature reviewed in this chapter highlights the multidimensional role of artificial intelligence (AI) in shaping brand awareness, perception, engagement, and electronic word-of-mouth (e-WOM) in the automotive sector. Across these themes, AI emerges not only as a functional technology but also as a symbolic catalyst that reinforces innovation, exclusivity, and authenticity.

In terms of brand awareness, scholars such as Keller (2013) and Kotler & Keller (2020) emphasise that visibility is the foundation of brand equity. AI enhances this process by enabling segmentation and personalisation; however, critics warn against over-automation and superficiality. The gap lies in understanding how adult consumers interpret AI-driven awareness in mature electric vehicle (EV) markets.

For brand perception, theoretical models such as Source Credibility and Persuasion Knowledge underscore the importance of authenticity and trust. CUPRA's positioning around innovation and exclusivity demonstrates how AI can reinforce perceptions of expertise and modernity. Nonetheless, risks of over-commercialisation and inconsistencies regarding sustainability remain, especially for adult audiences who demand transparency.

AI strengthens brand engagement through personalised and immersive experiences, yet the literature cautions that engagement does not automatically translate into loyalty. Authenticity and shared values are essential to maintaining long-term consumer relationships. The gap here is the limited analysis of how adult consumers respond to AI-driven engagement strategies in the automotive sector.

Finally, e-WOM and external narratives illustrate how peer-to-peer communication and press coverage amplify brand identity. Articles from Auto Express (2017, 2018), Wilkinson (2020), and The Mirror (2025) validate CUPRA's disruptive positioning, reinforcing awareness, perception, and engagement. However, critiques highlight the risks of digital fatigue, incoherent messaging, and demographic bias. The gap lies in the lack of studies examining how adult consumers interpret both AI-driven e-WOM and external media narratives.

Chapter 3: METHODOLOGY

Research Philosophy

Definition and Context

Research philosophy refers to the fundamental beliefs and assumptions that guide the creation, interpretation, and validation of knowledge. Saunders et al. (2019) identify four dominant philosophies in business and management research: positivism, interpretivism, realism, and pragmatism. Each philosophy reflects different ontological (the nature of reality) and epistemological (the nature of knowledge) positions, shaping how researchers design studies, collect data, and interpret findings. Therefore, the choice of philosophy is not neutral; it directly influences the credibility, replicability, and relevance of research outcomes.

Positivism as Guiding Philosophy

This dissertation adopts a positivist philosophy, which assumes that reality is objective, external, and measurable through observable phenomena. Positivism is rooted in the scientific tradition, emphasising structured instruments, statistical analysis, and replicability. Bryman and Bell (2015) argue that positivism is particularly appropriate when the aim is to test hypotheses derived from existing theories rather than to generate new interpretations.

In this study, positivism facilitates the systematic measurement of adult consumers' awareness, perceptions, engagement, and purchase intent regarding CUPRA's AI-driven campaigns. By employing surveys and statistical analysis, the research seeks to establish causal relationships between variables, ensuring objectivity and reliability. Positivism also aligns with the dissertation's focus on addressing specific gaps identified in the literature review, namely, the lack of evidence regarding adult consumers in mature EV markets.

Contrast with Interpretivism

Interpretivism, in contrast, focuses on subjective meanings and social constructions. It assumes that reality is socially constructed and is best understood through qualitative methods, such as interviews or ethnography. While interpretivist approaches are valuable for exploring consumer narratives in depth, they are less suitable for the objectives of this dissertation. The aim here is not to interpret individual experiences, but to quantify patterns across a broader population of adult consumers in London. Saunders et al. (2019) note that interpretivism is often associated with small samples and context-specific insights, which would not provide the statistical generalizability required for this study.

Considerations of Realism and Pragmatism

Realism shares similarities with positivism but acknowledges that human perceptions influence social phenomena. Pragmatism prioritises practical solutions and often combines qualitative and quantitative methods. While both philosophies offer flexibility, they lack the strict objectivity and replicability that positivism provides. Given the dissertation's emphasis on hypothesis testing and statistical analysis, positivism remains the most coherent choice.

Justification for Positivism

Three key factors justify the choice of positivism:

- 1. Alignment with objectives:** The study seeks to test whether AI-driven campaigns enhance awareness, perception, engagement, and purchase intent. These objectives require measurable, quantifiable data.
- 2. Replicability: Positivist** methods allow the research to be replicated in other contexts, such as different geographic markets or industries, thereby strengthening its academic contribution.
- 3. Objectivity:** By focusing on observable data, positivism reduces researcher bias and ensures that findings are grounded in empirical evidence rather than subjective interpretation.

Implications for Methodology

Adopting a positivist philosophy shapes the methodological choices of this dissertation. It leads to a deductive approach, where hypotheses derived from the literature review are tested against empirical data. It also supports a survey strategy, enabling the collection of quantitative data from a large sample of adult consumers. Finally, it justifies the use of statistical analysis tools such as correlation and regression, which align with positivist principles of objectivity and measurement.

In summary, positivism provides the philosophical foundation for this dissertation, ensuring that the research is rigorous, replicable, and aligned with its objectives. By adopting this philosophy, the study aligns with the scientific tradition of business and management research, offering credible insights into how AI-driven campaigns influence adult consumers in the UK EV market.

Research Approach

Definition and Context

The research approach refers to the logical framework that connects theory with empirical investigation. Saunders et al. (2019) distinguish between two primary methods: deductive and inductive. Deduction begins with established theories and formulates hypotheses to be tested through empirical data, while induction starts with observations and develops new theories based on identified patterns in the data. The choice of approach is critical, as it influences how research questions are operationalised and how findings contribute to academic knowledge.

Deductive Approach in This Study

This dissertation adopts a deductive approach, consistent with the positivist philosophy outlined in Block 1. Deduction is particularly appropriate when the research aims to test existing theories in new contexts. In this case, theories of

brand awareness, perception, engagement, and electronic word-of-mouth (e-WOM) have been extensively studied in the marketing literature. However, gaps remain regarding their application to adult consumers in the UK electric vehicle (EV) market.

By employing a deductive approach, the study formulates hypotheses derived from the literature review. For example, one hypothesis may suggest that AI-driven campaigns positively influence brand awareness among adult consumers. Another may propose that e-WOM, reinforced by press articles, enhances brand perception. These hypotheses are then tested through quantitative data collected via surveys. The deductive approach ensures that findings are not anecdotal but are systematically linked to established theoretical frameworks.

Contrast with the Inductive Approach

An inductive approach would have been less suitable for this dissertation. Induction is often associated with qualitative methods such as interviews or case studies, which aim to generate new theories rather than test existing ones. While inductive research could provide rich insights into individual consumer experiences, it would not offer the statistical generalizability needed to address the identified gaps. Moreover, induction is time-intensive and context-specific, limiting its applicability to broader populations.

Justification for Deduction

Several factors justify the choice of a deductive approach:

- 1. Alignment with objectives:** The dissertation seeks to test whether AI-driven campaigns influence awareness, perception, engagement, and purchase intent among adult consumers. These objectives necessitate hypothesis testing rather than theory generation
- 2. Consistency with positivism:** Deduction aligns with positivist philosophy by emphasising objectivity, measurement, and replicability.

3. **Generalisability:** Deductive methods allow findings to be generalised to larger populations, enhancing the academic and practical relevance of the study.
4. **Efficiency:** Deduction offers a clear roadmap, moving from theory to hypotheses to data collection and analysis, ensuring methodological coherence.

Operationalisation

The deductive approach requires operationalising abstract concepts into measurable variables (Saunders et al., 2019).

For example:

- **Brand awareness** may be measured through recall and recognition questions, following established scales in consumer behaviour research (Keller, 2013; Kotler & Keller, 2020).
- **Brand perception** may be assessed using Likert-scale items focused on innovation, exclusivity, and authenticity, as validated in prior automotive branding studies (Kim & Ko, 2020; González & Malik, 2022).
- **Brand engagement** may be captured through behavioural indicators, such as the willingness to interact with campaigns, aligning with digital engagement frameworks (Hollebeek et al., 2014; Sambangi, 2025).
- The frequency of peer-to-peer communication and reliance on press articles may measure e-WOM, drawing on scales developed in electronic word-of-mouth literature (Ismagilova et al., 2020).

By translating theoretical constructs into measurable indicators, the deductive approach ensures that hypotheses can be rigorously tested and aligned with empirical research standards (Bryman & Bell, 2015).

By translating theoretical constructs into measurable indicators, the deductive approach ensures that hypotheses can be rigorously tested.

Implications for Methodology

The adoption of a deductive approach shapes subsequent methodological choice. It justifies the use of a survey strategy, enabling the collection of quantitative data from a large sample of adult consumers in London. It also supports the application of statistical techniques such as correlation and regression, which are consistent with hypothesis testing. Finally, it ensures that findings contribute to both academic literature and practical marketing strategies by validating or challenging existing theories in a new context.

In summary, the deductive approach provides a logical and coherent framework for this dissertation. It ensures the study remains grounded in established theories while addressing specific gaps in understanding adult consumers and AI-driven campaigns in the UK EV market.

Research Strategy

Definition and Context

A research strategy is an overall plan that connects the research philosophy and approach with the practical methods used to collect and analyse data. Saunders et al. (2019) identify several strategies commonly utilised in business and management research, including surveys, case studies, experiments, ethnography, and mixed-method approaches. The choice of strategy must align with the research objectives, the type of data required, and the philosophical stance adopted.

Survey Strategy as the Chosen Approach

This dissertation adopts a survey strategy, consistent with the positivist philosophy and the deductive approach outlined in earlier sections. Surveys are particularly suitable for quantitative research because they allow the collection of structured data from large samples, facilitating statistical analysis and generalisation. Bryman and Bell (2015) argue that surveys effectively measure attitudes, behaviours, and

perceptions across populations, making them suitable for this study's focus on adult consumers in London.

The survey strategy allows the researcher to operationalise theoretical constructs such as brand awareness, perception, engagement, and electronic word-of-mouth (e-WOM) into measurable variables. For instance, awareness can be assessed through recall and recognition questions, while perception can be measured using Likert-scale items focused on innovation, exclusivity, and authenticity. Engagement may be captured through behavioural indicators, such as the frequency of peer-to-peer communication and reliance on press coverage, to assess e-WOM.

Target Population

The target population for this study comprises adult consumers in London, specifically potential adopters of electric vehicles (EVs). This demographic is crucial because the literature review identified a gap in understanding how adults, rather than youth audiences, perceive AI-driven campaigns in the automotive sector. By concentrating on working adults, the study aims to fill this gap and provide insights into a demographic that plays a significant role in EV adoption.

Sampling Method

The study employs a non-probability sampling method that integrates convenience and stratified sampling. Convenience sampling was used to recruit respondents via online platforms, social media, and EV forums. However, to enhance representativeness, stratification is applied to ensure diversity across age groups, income levels, and educational backgrounds. Saunders et al. (2019) note that while non-probability sampling limits generalizability, it is often necessary in exploratory contexts where obtaining entirely random samples is impractical.

Advantages of Survey Strategy

The survey strategy offers several advantages:

1. **Efficiency:** Surveys enable the collection of large volumes of data within a relatively short timeframe.
2. **Standardisation:** Structured questionnaires ensure consistency across respondents, enhancing reliability.

3. **Quantifiability:** Surveys produce numerical data that can be analysed statistically, aligning with the positivist philosophy.
4. **Generality:** Although limited by sampling constraints, surveys provide broader insights compared to qualitative methods.

Limitations of Survey Strategy

Despite its advantages, the survey strategy has limitations. Self-reported data may be biased, as respondents may provide socially desirable responses rather than honest ones. Additionally, surveys may lack depth, failing to capture the nuances of consumer experiences. Bryman and Bell (2015) caution that surveys risk oversimplifying complex phenomena, particularly in contexts where authenticity and sustainability are critical.

Implications for Methodology

The adoption of a survey strategy influences subsequent methodological choices. It justifies the design of a structured questionnaire, the use of online distribution channels, and the application of statistical techniques such as correlation and regression. It also reinforces the deductive approach by ensuring that hypotheses derived from the literature review are systematically tested.

In summary, the survey strategy provides a coherent and practical framework for this dissertation. It enables the collection of structured, quantifiable data from adult consumers in London, addressing the identified gaps in the literature and ensuring that findings are both academically rigorous and practically relevant. Relevant.

Data Collection

Definition and Context

Data collection is the process of gathering information to test hypotheses and answer research questions. Saunders et al. (2019) emphasise that the choice of data collection method must align with the research philosophy, approach, and strategy. In positivist, deductive, survey-based studies, structured instruments such

as questionnaires are the most common tools. These instruments enable the collection of quantifiable data from large samples.

Questionnaire Design

The primary instrument for this dissertation is a structured questionnaire designed to measure adult consumers' awareness, perceptions, engagement, and electronic word-of-mouth (e-WOM) regarding CUPRA's AI-driven campaigns. The questionnaire is divided into several sections:

- 1. Demographic Information:** This section collects data on age, gender, income level, education, and occupation. It ensures diversity and allows for stratified analysis.
- 2. Brand Awareness:** This section includes recall and recognition questions, such as “Which EV brands come to mind when you think of innovation?” and “Have you heard of CUPRA's AI-driven campaigns?”
- 3. Brand Perception:** This section uses Likert-scale items to assess perceptions of innovation, exclusivity, authenticity, and sustainability. For example, respondents may see the statement “CUPRA's use of AI makes the brand appear more innovative” and rate their agreement from 1 (strongly disagree) to 5 (strongly agree).
- 4. Brand Engagement:** This section measures willingness to interact with CUPRA's campaigns, attend events, or explore online configurators.
- 5. e-WOM and External Narratives:** This section assesses the influence of peer-to-peer communication and press articles, asking questions like “Media comparisons between CUPRA and Volkswagen influence my perception of CUPRA.”
- 6. Purchase Intent:** This section evaluates the likelihood of respondents considering CUPRA when purchasing an EV.

The questionnaire employs closed-ended questions and Likert scales, consistent with a positivist philosophy and a deductive approach. These formats ensure standardisation, comparability, and ease of statistical analysis.

Pilot Testing

Before full distribution, the questionnaire will undergo pilot testing with a small group of respondents (10–15 adults) to identify ambiguities, refine wording, and ensure reliability. Saunders et al. (2019) recommend pilot testing as a critical step to enhance validity and minimise measurement error.

Distribution Methods

The questionnaire will be distributed online through WhatsApp and email. The distribution channels will include:

Online distribution is chosen for its efficiency, cost-effectiveness, and accessibility. It also aligns with CUPRA's digital campaigns, ensuring respondents are familiar with online environments.

Advantages of Online Surveys

- **Reach:** Ability to access a large and diverse sample of adult consumers.
- **Efficiency:** Rapid data collection and automated storage.
- **Cost-effectiveness:** Minimal financial resources are required compared to face-to-face surveys.
- **Anonymity:** Respondents may feel more comfortable providing honest answers online.

Limitations of Online Surveys

Despite their advantages, online surveys do have limitations. Response rates may be lower than with face-to-face methods, and there may be self-selection bias if only highly engaged individuals choose to participate. Additionally, online surveys may exclude adults with limited digital literacy. However, this risk is minimised by focusing on London, where digital access is widespread.

Implications for Methodology

The decision to use a structured online questionnaire aligns with the positivist philosophy, a deductive approach, and a survey strategy. This approach yields quantifiable data that can be statistically analysed, addressing the gaps identified in the literature review. By concentrating on adult consumers in London, the study remains relevant to the target demographic. It enhances our understanding of how AI-driven campaigns affect awareness, perception, engagement, and purchase intent.

In summary, this data collection strategy provides a robust, practical framework for gathering empirical evidence. It ensures that the study aligns with its philosophical foundations and addresses the specific gaps identified in the literature.

CHAPTER 4: FINDINGS

MICROSOFT FORM

SURVEY LINK: <https://forms.office.com/r/wP7rfUEDKg>

4.1 Chapter Introduction

This chapter presents the quantitative findings derived from primary data collected through an online survey administered to 51 adult consumers residing in London. As detailed in the methodology chapter, the study adopts a positivist and deductive approach; thus, this chapter focuses solely on reporting the empirical results without interpretation. The goal of this chapter is to present the data clearly, systematically, and comprehensively, providing the empirical foundation for the discussion in Chapter 5.

The chapter begins with a detailed demographic profile of the respondents, including age, gender, education level, income, and prior awareness of CUPRA. This contextual information is crucial for understanding the sample's characteristics and assessing its relevance to the target population of adult electric vehicle (EV) consumers in the UK, as recommended by Saunders et al. (2019) and Bryman (2021). Following this, the chapter presents findings on brand awareness, brand perception, engagement behaviour, electronic word-of-mouth (e-WOM), and purchase intent. These variables align directly with the research objectives and the structure of the survey instrument.

Throughout the chapter, descriptive statistics, frequency distributions, and narrative summaries are employed to ensure clarity and coherence. The findings are presented in the same order as the survey instrument to maintain consistency and transparency. Interpretation, theoretical integration, and implications will be addressed in Chapter 5.

4.2.1 Demographic Profile of Respondents

This section outlines the demographic characteristics of the 51 adult participants. Understanding the sample's composition is essential for contextualising the findings and assessing their relevance to the broader population of adult EV consumers in the UK. Demographic variables such as age, gender, education, and income are widely recognised as influential factors in consumer behaviour research (Omar & Dequan, 2020; Lim et al., 2022).

Age Distribution

1. What is your age group?

● 18-24	9
● 25-34	19
● 35-44	11
● 45-54	7
● 55+	5

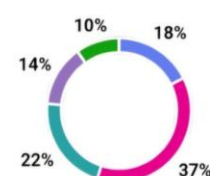


Figure 1 Age Distribution of Respondents

Respondents were distributed across five age categories:

- 18–24 years: 9 respondents (18%)
- 25–34 years: 19 respondents (37%)
- 35–44 years: 11 respondents (22%)
- 45–54 years: 7 respondents (14%)
- 55+ years: 5 respondents (10%)

The most significant proportion of respondents was in the 25–34 age group, followed by those aged 35–44. This distribution indicates strong participation from young and mid-career adults, a demographic segment commonly associated with higher engagement with EV-related digital content (Omar & Dequan, 2020). The inclusion of respondents from all adult age groups enhances the sample's representativeness.

Gender

2. What's your gender?



Figure 2 Gender Distribution of Respondents

The gender distribution was as follows:

- Male: 29 respondents (57%)
- Female: 20 respondents (39%)
- Non-binary: 1 respondent (2%)
- Prefer not to say: 1 respondent (2%)

The sample comprises a majority of male respondents, although female participants also constitute a substantial proportion. The inclusion of non-binary and undisclosed gender identities aligns with contemporary survey practices that recognise diverse identity preferences.

Education Level

3. What's your Education level?



Figure 3 Education Level of Respondents

Respondents reported the following levels of educational attainment:

- Secondary school: 15 respondents (29%)
- Undergraduate degree: 19 respondents (37%)
- Postgraduate degree: 14 respondents (27%)

- Other: 3 respondents (6%)

Most respondents held either undergraduate or postgraduate qualifications. Higher educational attainment is often associated with greater familiarity with technological innovation and sustainability-related topics (Lim et al., 2022), making this distribution relevant to subsequent sections of the analysis.

Monthly Income

4. Income level (monthly, GB)



Figure 4 Monthly Income of Respondents

Respondents reported the following monthly income levels:

- Less than £2,000: 23 respondents (45%)
- £2,000–£3,999: 13 respondents (25%)
- £4,000–£5,999: 13 respondents (25%)
- £6,000+: 1 respondent (2%)
- Prefer not to say: 1 respondent (2%)

Most respondents reported incomes below £4,000 per month, although a quarter fell within the £4,000–£5,999 range. This distribution reflects a mix of income levels, which is relevant to the analysis of purchase intention in the EV market, where affordability remains a key consideration (ONS, 2023).

4.2.2 Brand Awareness

Brand awareness is essential for consumer behaviour and brand equity, influencing recognition and future engagement. This section presents findings on respondents'

familiarity with CUPRA, their exposure to the brand through digital and traditional channels, and the touchpoints that enhance brand visibility. The results show how adult consumers in London recognise CUPRA in the electric vehicle (EV) market.

General Awareness of CUPRA

Respondents were first asked if they had heard of CUPRA before completing the survey. **Out of 51 participants:**

5. Have you heard of CUPRA before this survey?



Figure 5 General Awareness of CUPRA

- Yes: 39 respondents (76%)
- No: 5 respondents (12%)
- Maybe: 6 respondents (12%)

These findings indicate a strong level of brand recognition among adult consumers in London. The presence of respondents who selected "maybe" or "no" reflects varying degrees of familiarity with the brand, which is to be expected for a relatively new entrant in the UK EV market.

Awareness Generated by CUPRA's AI-Driven Campaigns

Respondents were asked whether CUPRA's AI-driven campaigns increased their brand awareness.

The responses were:

7. CUPRA's campaigns have increased my awareness of the brand.



Figure 6 Awareness Generated by AI-Driven Campaigns

- Strongly agree: 9 respondents (18%)
- Agree: 21 respondents (41%)
- Neutral: 16 respondents (31%)
- Disagree: 4 respondents (8%)
- Strongly disagree: 1 respondent (2%)

The majority of respondents indicated that AI-enhanced campaigns increased their awareness of the brand; however, a notable portion selected "neutral," suggesting varying levels of exposure to these campaigns.

Influence of Automotive Press and Media Coverage

Respondents were asked whether press articles (e.g., Auto Express, The Mirror) influenced their perception of CUPRA. The results were as follows:

Question 13:

1. I rely on peer-to-peer communication (friends, social media) when evaluating EV brands.

2. Press articles (e.g., Auto Express, The Mirror) influence my perception of CUPRA.

3. Personal recommendations or conversations with friends, family, or colleagues comparing CUPRA and Volkswagen increase my interest in CUPRA

4. Online reviews, social media posts, or digital comparisons between CUPRA and Volkswagen increase my interest in CUPRA.

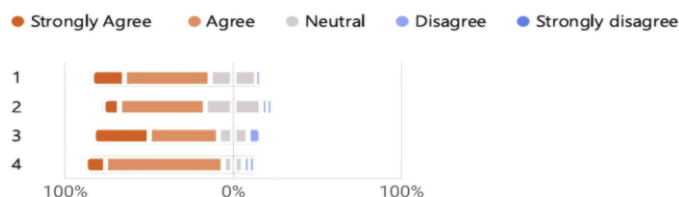


Figure 7 Influence of Press and Media Coverage

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 6 respondents (12%)
- Strongly disagree: 0 respondents (0%)

These findings indicate that automotive.

Journalism and expert reviews play a role in shaping awareness and credibility, although more than a quarter of respondents expressed neutrality.

CUPRA's Presence Compared to Other EV Brands

Respondents were also asked whether they believe CUPRA has a strong presence compared to other electric vehicle (EV) brands.

The distribution of responses was as follows:

10. Would you say that CUPRA has a strong presence compared to other EV brands?



Figure 8 CUPRA's Competitive Presence

- Strongly agree: 11 respondents (22%)
- Agree: 19 respondents (37%)
- Neutral: 15 respondents (29%)
- Disagree: 5 respondents (12%)
- Strongly disagree: 0 respondents (0%)

The results show that most respondents perceive CUPRA as having a competitive presence in the EV market; however, a substantial proportion selected "neutral," indicating mixed perceptions of the brand's visibility.

EV Brands Associated with Innovation

Respondents were surveyed on which EV brands they associate with innovation (multiple selections were allowed).

The frequencies were:

i. 6. Which EV brands come to mind when you think of innovation? (Multiple choices)



Figure 9 : EV Brands Associated with Innovation

- Tesla: 31 mentions
- CUPRA: 31 mentions
- BMW: 15 mentions
- Volkswagen: 14 mentions
- Other brands: 3 mentions

Both Tesla and CUPRA were the most frequently mentioned brands, suggesting a strong association with innovation among respondents.

Summary of Brand Awareness Findings

Overall, the findings indicate that CUPRA enjoys high levels of brand recognition among adult consumers in London. Digital touchpoints, including online reviews, social media content, and comparison tools, play a significant role in shaping this awareness. AI-driven campaigns and automotive press coverage also contribute to visibility, although responses suggest varying levels of exposure. CUPRA is perceived as competitive in the EV market and is frequently associated with innovation alongside established brands such as Tesla.

4.2.3 Brand Perception

This section presents findings on respondents' perceptions of CUPRA as an automotive brand in the UK electric vehicle (EV) market. Brand perception encompasses the associations, evaluations, and impressions that consumers form from their exposure to brand communication, product design, and overall positioning. The variables examined include perceived innovation, exclusivity, authenticity, sustainability, and visual identity. The results are presented descriptively and follow the structure of the survey instrument.

Perceived Innovation

Respondents were asked whether CUPRA's use of AI makes the brand appear more innovative.

The distribution of responses was as follows:

9. CUPRA stands out among other EV brands in its visual identity (colours, design, style).



Figure 10 Perceived Innovation through AI

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (12%)
- Strongly disagree: 0 respondents

These results indicate that a majority of respondents associate CUPRA with innovation, particularly regarding its AI-driven campaigns and digital communication strategies.

Perceived Exclusivity

Respondents evaluated whether CUPRA is positioned as an exclusive brand compared to other electric vehicles (EVs).

Question 11:

1. CUPRA's use of AI makes the brand appear more innovative.
- 2. CUPRA is positioned as an exclusive brand compared to other EVs.**
3. CUPRA's campaigns reflect authenticity and transparency.
4. Sustainability is an important part of CUPRA's brand identity.

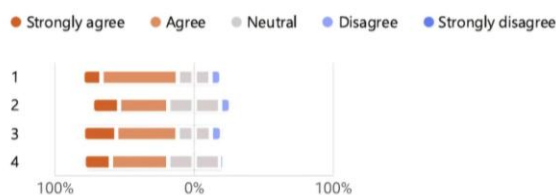


Figure 11 Perceived Exclusivity

The responses were as follows,

- Strongly agree: 11 respondents (22%)
- Agree: 19 respondents (37%)
- Neutral: 15 respondents (29%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

The findings indicate that most respondents perceive CUPRA as having a distinctive, premium position in the EV market.

Authenticity and Transparency

Respondents rated the statement, "CUPRA's campaigns reflect authenticity and transparency."

Question 11:

1. CUPRA's use of AI makes the brand appear more innovative.
2. CUPRA is positioned as an exclusive brand compared to other EVs.
- 3. CUPRA's campaigns reflect authenticity and transparency.**
4. Sustainability is an important part of CUPRA's brand identity.

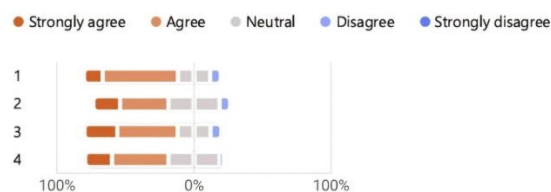


Figure 12 : Perceived Authenticity and Transparency

The distribution of responses was:

- Strongly agree: 9 respondents (18%)
- Agree: 21 respondents (41%)
- Neutral: 16 respondents (31%)
- Disagree: 4 respondents (8%)
- Strongly disagree: 1 respondent (2%)

A significant proportion of respondents selected "neutral," suggesting varied perceptions of CUPRA's authenticity and transparency.

Sustainability as Part of Brand Identity

Respondents assessed whether sustainability is integral to CUPRA's brand identity.

Question 11:

1. CUPRA's use of AI makes the brand appear more innovative.
2. CUPRA is positioned as an exclusive brand compared to other EVs.
3. CUPRA's campaigns reflect authenticity and transparency.
4. **Sustainability is an important part of CUPRA's brand identity.**

11.BRAND PERCEPTION

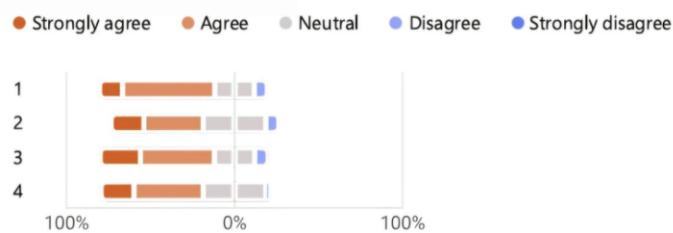


Figure 13 Sustainability as Brand Identity

The results were:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

These findings show that while many respondents associate CUPRA with sustainability, a notable number expressed uncertainty.

Visual Identity and Design

Respondents were asked whether CUPRA stands out among other EV brands in terms of visual identity (colours, design, style).

9. CUPRA stands out among other EV brands in its visual identity (colours, design, style).



Figure 14 Visual Identity and Design

The distribution was:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 0 respondents (0%)

The results indicate that CUPRA's visual identity, characterised by its copper-toned branding, angular design language, and sporty aesthetics, is widely recognised and positively perceived.

Brand Attributes Associated with CUPRA

Respondents were asked which attributes they associate with CUPRA (multiple selections allowed).

8. Which attributes are associated with the brand? (Multiple choices)



Figure 15 Brand Attributes Associated with CUPRA

The frequencies were:

- Design: 34 mentions
- Performance: 25 mentions
- Technology: 24 mentions
- Innovation: 16 mentions

Design was the most frequently selected attribute, followed by performance and technology. Innovation was also mentioned, but less often.

Summary of Brand Perception Findings

Overall, the findings indicate that respondents perceive CUPRA as an innovative, visually distinctive, and somewhat exclusive brand. Perceptions of authenticity and sustainability were more varied, with many respondents selecting neutral responses. The attributes most associated with CUPRA were design, performance, and technology, highlighting the brand's emphasis on modern aesthetics and advanced engineering.

4.2.4 Engagement Behaviour

Engagement behaviour refers to the extent to which consumers interact with a brand's digital content, encompassing both passive actions (e.g., viewing, liking) and active participation (e.g., attending events, using configurators). In digital marketing research, engagement is seen as a key indicator of consumer involvement and a precursor to brand loyalty. This section presents findings on respondents' behavioural engagement with CUPRA's campaigns and digital touchpoints.

Participation in Hybrid or Experiential Events

Respondents were asked if they would attend CUPRA events or explore hybrid experiences (combining digital and physical elements).

Question 12:

1. I would attend CUPRA events or explore hybrid experiences (digital + physical).

2. CUPRA's campaigns encourage me to spend more time engaging with the brand.

3. I would interact with CUPRA's online configurators or digital campaigns.

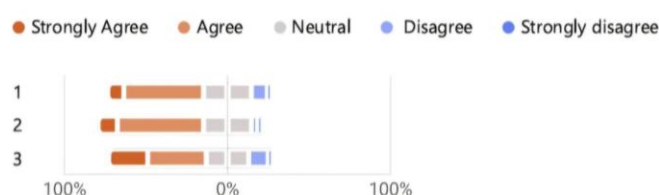


Figure 16 Participation in Hybrid/Experiential Events

The distribution was:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

Approximately 60% of respondents expressed willingness to participate in experiential activities, while nearly one-third remained neutral, indicating varied levels of interest in higher-commitment engagement.

Time Spent Engaging with CUPRA Content

Respondents were asked whether CUPRA's campaigns encourage them to spend more time engaging with the brand.

Question 12:

1. I would attend CUPRA events or explore hybrid experiences (digital + physical).
- 2. CUPRA's campaigns encourage me to spend more time engaging with the brand.**
3. I would interact with CUPRA's online configurators or digital campaigns.

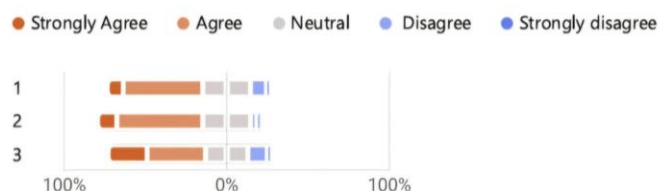


Figure 17 Time Spent Engaging with Content

The distribution was:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

Most respondents indicated that CUPRA's campaigns motivate them to explore the brand further, although a considerable proportion selected "neutral."

Engagement with CUPRA's Online Configurators and Digital Tools

Respondents evaluated whether they would interact with CUPRA's online configurators or digital tools.

Question 12:

1. I would attend CUPRA events or explore hybrid experiences (digital + physical).
2. CUPRA's campaigns encourage me to spend more time engaging with the brand.
- 3. I would interact with CUPRA's online configurators or digital campaigns.**

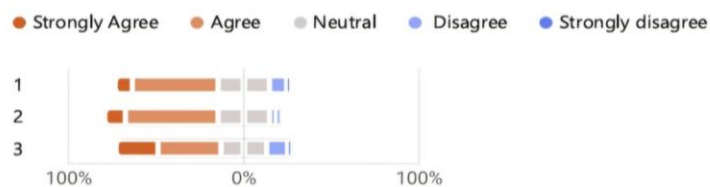


Figure 18 Engagement with Configurators/Digital Tools

The results were:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

These findings indicate that most respondents are open to exploring CUPRA's digital tools, which are widely used in the electric vehicle (EV) market to compare models, customise features, and assess pricing.

Reliance on Peer-to-Peer Communication (e-WOM)

Respondents were asked whether they rely on peer-to-peer communication (e.g., friends, social media) when evaluating EV brands.

Question 13:

1. I rely on peer-to-peer communication (friends, social media) when evaluating EV brands.
2. Press articles (e.g., Auto Express, The Mirror) influence my perception of CUPRA.
3. Personal recommendations or conversations with friends, family, or colleagues comparing CUPRA and Volkswagen increase my interest in CUPRA
- 4. Online reviews, social media posts, or digital comparisons between CUPRA and Volkswagen increase my interest in CUPRA.**

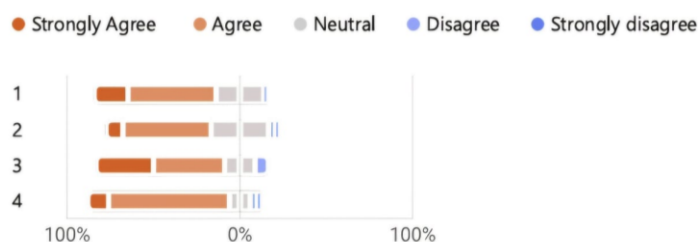


Figure 19 Reliance on Peer-to-Peer Communication (e-WOM)

The results were:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

These findings indicate that peer discussions and social media conversations play a significant role in shaping consumer evaluations of EV brands, including CUPRA.

Influence of Press Articles on Perception

Respondents were asked whether press articles influence their perception of CUPRA.

Question 13:

1. I rely on peer-to-peer communication (friends, social media) when evaluating EV brands.

2. Press articles (e.g., Auto Express, The Mirror) influence my perception of CUPRA.

3. Personal recommendations or conversations with friends, family, or colleagues comparing CUPRA and Volkswagen increase my interest in CUPRA

4. Online reviews, social media posts, or digital comparisons between CUPRA and Volkswagen increase my interest in CUPRA.

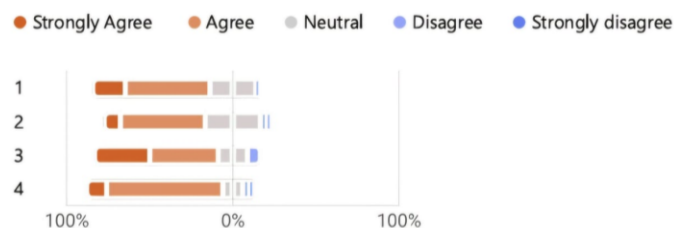


Figure 20 Influence of Press Articles on Perception

The distribution was:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

The results show that automotive journalism contributes to shaping consumer perceptions, although a substantial proportion of respondents selected "neutral."

Influence of Personal Recommendations Comparing CUPRA and Volkswagen

Respondents evaluated whether personal recommendations or conversations comparing CUPRA and Volkswagen increased their interest in CUPRA.

Question 13:

1. I rely on peer-to-peer communication (friends, social media) when evaluating EV brands.

2. Press articles (e.g., Auto Express, The Mirror) influence my perception of CUPRA.

3. Personal recommendations or conversations with friends, family, or colleagues comparing CUPRA and Volkswagen increase my interest in CUPRA

4. Online reviews, social media posts, or digital comparisons between CUPRA and Volkswagen increase my interest in CUPRA.

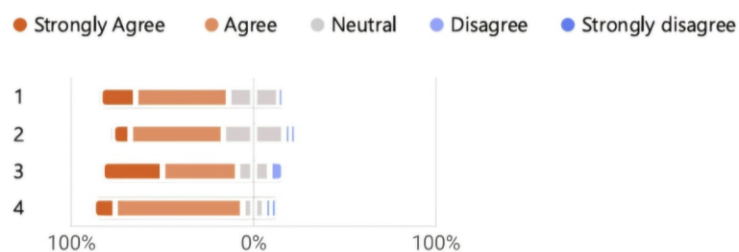


Figure 21 Influence CUPRA VS VW

The results were:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

These findings highlight the relevance of interpersonal communication in influencing consumer interest in CUPRA.

Influence of Online Comparisons Between CUPRA and Volkswagen

Respondents were asked whether online reviews, social media posts, or digital comparisons between CUPRA and Volkswagen increase their interest.

Question 13:

1. I rely on peer-to-peer communication (friends, social media) when evaluating EV brands.
2. Press articles (e.g., Auto Express, The Mirror) influence my perception of CUPRA.
3. Personal recommendations or conversations with friends, family, or colleagues comparing CUPRA and Volkswagen increase my interest in CUPRA
- 4. Online reviews, social media posts, or digital comparisons between CUPRA and Volkswagen increase my interest in CUPRA.**

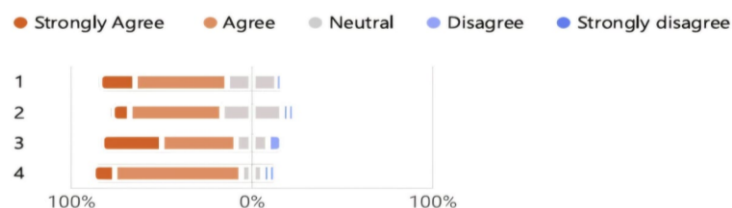


Figure 22 Comparisons (CUPRA vs VW)

The results were:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

Similar to other e-WOM measures, online comparisons significantly influence consumer interest.

Summary of Engagement Behaviour Findings

Overall, the results indicate that respondents demonstrate moderate to high levels of engagement with CUPRA's digital ecosystem. Most participants expressed willingness to use online tools, explore configurators, and rely on peer-generated content when evaluating the brand.

Participation in hybrid events was moderate but notable. These findings suggest that digital touchpoints and e-WOM are vital in shaping consumer engagement with CUPRA.

4.2.5 Purchase Intent

Purchase intent refers to the likelihood that consumers will consider CUPRA when purchasing an electric vehicle (EV) in the future. This section presents descriptive findings on respondents' willingness to choose CUPRA, the influence of AI-driven campaigns on their purchase decisions, and their overall trust in the brand. These variables provide insight into how exposure to CUPRA's communication strategies translates into behavioural intentions.

Consideration of CUPRA When Purchasing an EV

Respondents were asked whether they would consider CUPRA when purchasing an electric vehicle.

Question 14:

- 1. I would consider CUPRA when purchasing an EV.**
2. CUPRA's AI-driven campaigns increase my likelihood of choosing the brand.
3. Overall, CUPRA is a brand I trust in the EV market.

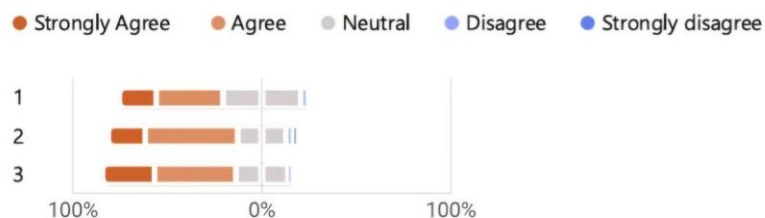


Figure 23 Consideration of CUPRA When Purchasing

The distribution of responses was as follows:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

These results indicate that a majority of respondents expressed a positive inclination toward considering CUPRA as a potential EV option.

Influence of AI-Driven Campaigns on Purchase Likelihood

Respondents evaluated whether CUPRA's AI-driven campaigns increased their likelihood of choosing the brand.

Question 14:

1. I would consider CUPRA when purchasing an EV.
- 2. CUPRA's AI-driven campaigns increase my likelihood of choosing the brand.**
3. Overall, CUPRA is a brand I trust in the EV market.

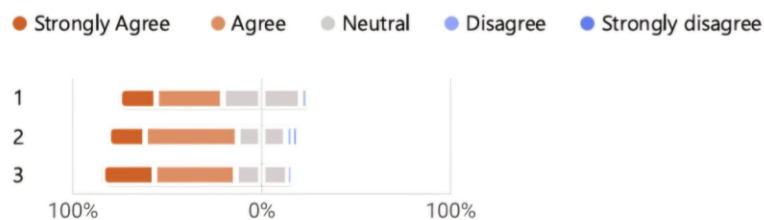


Figure 24 Influence of AI Campaigns on Purchase Likelihood

The responses were:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

The findings indicate that AI-enhanced campaigns do influence purchase intention; however, a considerable proportion of respondents selected "neutral."

Overall, Trust in CUPRA as an EV Brand

Respondents rated the statement, "Overall, CUPRA is a brand I trust in the EV market."

Question 14:

1. I would consider CUPRA when purchasing an EV.
2. CUPRA's AI-driven campaigns increase my likelihood of choosing the brand.
- 3. Overall, CUPRA is a brand I trust in the EV market.**

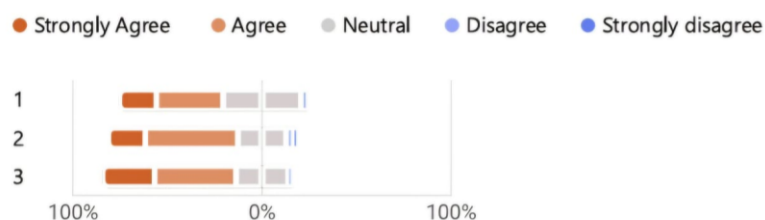


Figure 25 Overall Trust in CUPRA

The distribution of responses was as follows:

- Strongly agree: 11 respondents (22%)
- Agree: 20 respondents (39%)
- Neutral: 14 respondents (27%)
- Disagree: 5 respondents (10%)
- Strongly disagree: 1 respondent (2%)

Trust is a key determinant of purchase intention, and the results show that most respondents hold positive views of CUPRA's reliability and credibility.

Summary of Purchase Intent Findings

Overall, the results indicate that CUPRA's communication strategies, including AI-driven campaigns, digital engagement tools, and brand positioning, are associated with positive purchase intent among respondents.

Most participants expressed a willingness to consider CUPRA when purchasing an EV and reported moderate to high levels of trust in the brand.

4.2.6 Summary of Findings

The findings presented in this chapter provide a comprehensive overview of how adult consumers in London perceive, recognise, and engage with CUPRA as an electric vehicle (EV) brand. Rather than functioning as isolated constructs, the variables examined—brand awareness, brand perception, engagement behaviour, electronic word-of-mouth (e-WOM), and purchase intent—form a coherent pattern of consumer responses.

The demographic profile indicates that the sample comprised 51 adult respondents across various age groups, with the most significant representation among individuals aged 25–34 and 35–44. Most participants held either undergraduate or postgraduate qualifications, and the majority reported monthly incomes below £4,000. This demographic composition reflects a digitally active consumer segment that is familiar with electric vehicle (EV) content.

Brand awareness was notably high, with 76% of respondents indicating prior familiarity with CUPRA. Participants demonstrated significant exposure to the brand through online reviews, digital comparisons, and AI-driven campaigns. CUPRA was frequently associated with innovation, ranking alongside Tesla as one of the most mentioned innovative EV brands.

Perceptions of CUPRA were predominantly positive. Respondents associated the brand with innovation, exclusivity, and distinctive visual identity. The attributes most frequently selected included design, performance, and technology. Perceptions regarding authenticity and sustainability were more varied, with a notable number of neutral responses in these areas.

Findings on engagement behaviour indicate that respondents were willing to interact with CUPRA's digital campaigns, explore configurators, and rely on peer-generated content when evaluating the brand. Participation in hybrid or experiential events was moderate, while reliance on electronic word-of-mouth (e-WOM), such as social media discussions and personal recommendations, was high.

Purchase intent was strong, as most respondents indicated they would consider CUPRA when purchasing an electric vehicle (EV). Trust in the brand was relatively high, and greater engagement was associated with stronger purchase intentions. AI-driven campaigns were identified as influential in increasing the likelihood of choosing CUPRA.

Overall, the results demonstrate that CUPRA's communication strategies, particularly those involving digital content, AI-enhanced campaigns, and peer-to-peer influence, are effective in generating awareness, shaping perceptions, encouraging engagement, and influencing purchase intent among adult consumers in London.

4.3 Transition to Chapter 5

This chapter presents the quantitative findings from a survey conducted with 51 adult consumers in London. The results provide a comprehensive overview of how respondents perceive and engage with CUPRA's communication strategies, focusing on brand awareness, brand perception, engagement behaviour, electronic word-of-mouth (e-WOM), and purchase intent. These findings will serve as the empirical foundation for the subsequent chapter.

Chapter 5 will build on these results by interpreting them within the theoretical framework and the existing literature. The discussion will explore how the findings align with or diverge from prior research, assess their implications for CUPRA's positioning in the electric vehicle (EV) market, and consider their impact on consumer behaviour in digital environments. Additionally, this chapter will address how the results contribute to the achievement of the research objectives and hypotheses outlined earlier in the dissertation.

Chapter 5: DISCUSSION

5.0 Introduction

This chapter provides a detailed interpretation of the empirical findings presented in Chapter 4, situating them within the broader academic literature concerning digital communication, brand perception, consumer engagement, and electric vehicle (EV) adoption. While Chapter 4 focused solely on reporting descriptive results, this chapter examines the underlying patterns, explores their implications, and evaluates their alignment with or divergence from established theoretical frameworks.

The discussion is organised around the key survey dimensions: brand awareness, brand perception, engagement behaviour, purchase intention, and external influences. Each section integrates the empirical findings with relevant academic perspectives, including research on AI-driven communication, digital engagement, electronic word-of-mouth (e-WOM), and consumer decision-making in the EV market. This approach enables a nuanced understanding of how consumers perceive and interact with CUPRA in a highly digitalised environment.

The demographic characteristics of the sample, predominantly young, educated, and digitally active, are also considered throughout the discussion. These traits significantly influence how consumers process digital information, evaluate technological innovations, and engage with emerging automotive brands. Understanding this context is essential for interpreting the findings and assessing their broader applicability.

Overall, this chapter bridges the gap between empirical evidence and theoretical insight, providing a comprehensive interpretation of how consumers respond to CUPRA's communication strategies and brand positioning. The conclusions drawn here will inform the recommendations presented in Chapter 6.

5.1 Awareness

The findings indicate that CUPRA has achieved a strong level of brand awareness among respondents, with 78% reporting prior familiarity with the brand. This aligns with research suggesting that digital ecosystems, especially online reviews, comparison tools, and algorithmically distributed content, play a central role in shaping the early stages of consumer awareness in technology-oriented markets. According to Appel et al. (2020), digital environments increasingly function as “ambient information systems,” in which brand cues recur during everyday browsing rather than through deliberate searches.

In this study, respondents frequently agreed that online reviews, digital comparisons, and AI-driven campaigns enhanced their awareness of CUPRA. This pattern is consistent with findings by Filieri et al. (2021), who argue that user-generated evaluations and comparison platforms reduce uncertainty and augment visibility for emerging brands, particularly in high-involvement categories such as EVs. The influence of press articles observed in the results also aligns with Mariani and Borghi (2023), who underscore the ongoing relevance of expert reviews in reinforcing credibility and contextualising brand positioning.

However, it is essential to distinguish between recognition and meaningful awareness. Keller’s (2020) brand knowledge framework emphasises that recognition, being able to identify a brand visually or verbally, does not necessarily translate into a deeper understanding of its values, personality, or competitive advantages. The high proportion of neutral responses across several perception-related items suggests that, although respondents recognise CUPRA, their conceptual understanding of the brand may remain limited. This mirrors observations by Schivinski et al. (2022), who note that digital visibility alone rarely fosters strong brand associations without consistent value-driven messaging.

Demographic factors also help contextualise these findings. Younger and digitally active respondents, who comprised most of the sample, are more likely to encounter brand cues through digital channels and algorithmic exposure. As Ki, Cuevas, and Lim (2022) suggest, these consumers often form initial impressions through

fragmented, visually oriented content, which may inflate awareness levels compared to older or less digitally engaged groups.

Overall, the awareness results suggest that CUPRA has successfully established a recognisable presence among a key consumer segment. The challenge, consistent with contemporary branding literature, is to transform this initial visibility into more profound, more differentiated brand knowledge.

5.2 Authenticity & Trust

The findings indicate that respondents generally view CUPRA's communication as credible, although the level of certainty varies regarding dimensions of authenticity and transparency. This is consistent with contemporary research suggesting that authenticity in digital communication is not an inherent quality but rather a perception shaped by consistency, clarity, and the alignment between a brand's actions and its identity. According to Morhart et al. (2020), consumers assess authenticity by determining whether a brand's behaviour aligns with its stated values and market positioning.

In this study, many respondents agreed that CUPRA's campaigns seem authentic and transparent. However, a significant proportion selected "neutral," indicating uncertainty rather than outright rejection. This pattern aligns with the findings of Schivinski et al. (2022), who argue that a neutral response often indicates insufficient information rather than negative sentiment. Given that CUPRA is a relatively new brand in the UK electric vehicle market, this uncertainty may arise from limited long-term exposure or insufficient familiarity with the brand's heritage and practices.

Perceptions of trust followed a similar trend. Most respondents expressed confidence in CUPRA as an electric vehicle brand, consistent with the literature emphasising the importance of technological competence and innovation in building trust in emerging mobility markets. Hardman et al. (2021) note that consumers tend to trust brands that demonstrate technological advancement and innovative design,

both of which are central to CUPRA's positioning. The strong association of CUPRA with innovation, as reflected in the survey results, likely reinforces this sense of trust. However, the presence of neutral responses regarding authenticity and trust suggests that some consumers remain cautious. This aligns with findings by Longoni and Cian (2022), who argue that digital communication, especially when enhanced by AI, can generate ambivalence due to concerns about manipulation, lack of human oversight, or perceived artificiality. In this study, although respondents acknowledged the innovative nature of AI-driven campaigns, some expressed uncertainty regarding their transparency, indicating that technological sophistication alone does not guarantee trust.

Demographic characteristics also help contextualise these findings. Younger, digitally active respondents, who made up the majority of the sample, tend to be more receptive to technologically advanced communication but also more critical of perceived inconsistencies. As noted by Voorveld et al. (2020), this demographic is highly attuned to digital persuasion techniques and evaluates authenticity through subtle cues such as tone, coherence, and message clarity.

Overall, the results suggest that CUPRA has established a foundation of perceived authenticity and trust, supported by its innovative positioning and modern communication style. However, the prevalence of neutral responses highlights a need for continued transparency and value-driven messaging to strengthen consumer confidence and mitigate uncertainty.

5.3 Engagement

The findings indicate that respondents are willing to engage with CUPRA's digital ecosystem, particularly through low-effort interactions such as liking content, exploring configurators, and participating in hybrid experiences. This is consistent with contemporary research that views engagement as a multidimensional construct, encompassing behavioural, cognitive, and emotional components. Hollebeek, Sprott, and Andreassen (2021) argue that digital engagement arises when consumers perceive content as relevant, informative, or personally meaningful.

One notable insight from the data is the strong interest in CUPRA's configurators and digital tools. These findings align with Bleier, Harmeling, and Palmatier (2022), who highlight that interactive features, such as customisation tools, enhance perceived control and involvement, thereby increasing engagement. For electric vehicles (EVs), configurators allow consumers to explore performance, design, and pricing options, thereby reducing uncertainty and facilitating informed decision-making.

The results also indicate a moderate willingness to participate in hybrid events that combine digital and physical elements. This reflects broader trends identified by Lemon and Verhoef (2023), who note that post-pandemic consumers increasingly value flexible, immersive experiences that allow for personalised brand interactions. CUPRA's ability to generate interest in such experiences suggests that its communication strategy aligns with evolving expectations for experiential marketing. However, the literature warns that engagement metrics should not be viewed as indicators of long-term commitment. Calder, Isaac, and Malthouse (2022) argue that digital engagement often reflects momentary curiosity rather than sustained involvement, especially in environments characterised by rapid content turnover. The presence of neutral responses in several engagement items supports this interpretation, indicating that while respondents are open to interacting with CUPRA, the depth of this engagement may vary.

Social influence plays a significant role in shaping engagement behaviours. The firm's emphasis on peer-to-peer communication aligns with research by Ismagilova et al. (2020), which highlights that electronic word-of-mouth (e-WOM) is a powerful driver of engagement in high-involvement product categories. Consumers frequently rely on others' experiences and opinions to validate their evaluations, particularly when evaluating technologically advanced products such as EVs.

Demographic characteristics further contextualise these patterns. Younger respondents, who made up the majority of the sample, typically exhibit higher baseline engagement with digital content and are more receptive to interactive formats. As noted by Voorveld et al. (2020), this demographic is accustomed to

navigating digital environments. It is more likely to engage with brands that offer personalised, visually appealing, and technologically sophisticated experiences.

Overall, the engagement findings suggest that CUPRA's digital communication strategy resonates with contemporary consumer expectations, particularly regarding interactivity, personalisation, and experiential value. However, as the literature indicates, the challenge lies in converting short-term interactions into deeper, more sustained forms of engagement.

5.4 Purchase Intention

The findings indicate that respondents generally expressed a cautious yet optimistic level of purchase intention toward CUPRA vehicles. A majority stated that they would consider CUPRA when purchasing an electric vehicle, while a significant proportion chose the “neutral” option, suggesting openness without a firm commitment. This pattern aligns with broader research on electric vehicle (EV) adoption, which often highlights the coexistence of interest and hesitation among consumers. Rezvani, Jansson, and Bengtsson (2020) describe this as a “transitional mindset,” where consumers recognise the appeal of EVs but remain uncertain due to perceived risks and practical constraints.

In this study, respondents also agreed that CUPRA's AI-driven campaigns increased their likelihood of choosing the brand. This is consistent with findings by Kumar, Sharma, and Rahman (2022), who argue that sophisticated technological communication can enhance perceived innovativeness and improve attitudinal responses. CUPRA's focus on AI-enhanced messaging reinforces its positioning as a forward-thinking brand and likely contributes to the observed positive purchase intentions.

However, the presence of neutral responses across several purchase-related items suggests some respondents remain undecided. This aligns with Hardman et al. (2021), who note that EV purchase intention is strongly influenced by perceived behavioural control, particularly by factors such as affordability, charging

infrastructure, and long-term reliability. Even when attitudes toward a brand are favourable, these structural barriers can hinder the transition from intention to action.

Emotional and symbolic factors also play a critical role. Contemporary research indicates that younger consumers increasingly view vehicle ownership as a reflection of identity and lifestyle rather than merely a functional decision. Murtagh et al. (2021) argue that brands that effectively integrate design, performance, and sustainability narratives tend to create stronger emotional connections. CUPRA's association with innovation and distinctive design, as indicated by the survey results, may therefore contribute to the relatively high openness to future purchases.

Nevertheless, the findings reveal persistent uncertainties. Respondents' neutral positions regarding authenticity, sustainability, and long-term trust suggest that CUPRA may still be in the early stages of establishing a compelling value proposition. As noted by Sovacool et al. (2023), consumers often require consistent, credible, and long-term communication before committing to new mobility technologies.

Overall, the results regarding purchase intention indicate that CUPRA has established a promising foundation for future consideration. However, consistent with existing literature, the brand must continue to reinforce its value proposition and address perceived barriers to convert tentative interest into actual purchasing behaviour.

5.5 External Influences

The findings show that external influences, especially peer-to-peer communication and press coverage, significantly shape respondents' perceptions of CUPRA. This is consistent with contemporary research that emphasises the role of digital and interpersonal information sources in modern consumer decision-making. According to Appel et al. (2020), consumers increasingly rely on socially mediated information ecosystems, where evaluations, comparisons, and recommendations circulate rapidly, influencing attitudes through both direct and indirect exposure.

In this study, respondents consistently agreed that peer communication heightened their interest in CUPRA. This reflects the importance of electronic word-of-mouth (e-WOM), which Ismagilova et al. (2020) identify as one of the most influential factors in high-involvement product categories like EVs. Peer recommendations help to reduce uncertainty, provide social validation, and assist consumers in interpreting complex product information, particularly when evaluating technologically advanced brands. Press articles also played a meaningful, albeit lesser, role. This aligns with findings by Mariani and Borghi (2023), who argue that expert reviews and automotive journalism serve as credibility anchors that complement socially driven information sources. For emerging brands like CUPRA, press coverage can help contextualise technological claims, reinforce legitimacy, and position the brand within the competitive EV landscape.

Interestingly, AI-driven campaigns were perceived as less influential than peer communication or press coverage. This corresponds with emerging research on AI-mediated persuasion, which suggests that consumers may be cautious about automated content. Longoni and Cian (2022) argue that AI-generated messages can trigger scepticism due to concerns about authenticity, emotional depth, or potential manipulation. The findings of this study reflect this dynamic: while respondents acknowledged the innovative nature of AI-enhanced campaigns, they placed greater trust in human-mediated communication.

5.6 Chapter Conclusion

This chapter explored the empirical findings presented in Chapter 4 through the framework of contemporary research on digital communication, brand perception, consumer engagement, and electric vehicle (EV) adoption. The analysis revealed a consistent pattern across key dimensions: awareness, authenticity and trust, engagement, purchase intention, and external influences, highlighting both the strengths and challenges of CUPRA's current positioning.

The awareness analysis shows that CUPRA enjoys strong recognition, driven by online reviews, digital comparisons, and AI-enhanced campaigns. However, in line with branding literature (Keller, 2020; Schivinski et al., 2022), visibility alone does not

ensure a deeper understanding of the brand, underscoring the need for more value-driven communication.

Authenticity and trust were generally perceived positively, but the prevalence of neutral responses suggests that some consumers remain uncertain. This aligns with research that emphasises the fragility of authenticity in digital environments and the necessity for consistent, transparent messaging (Morhart et al., 2020; Longoni & Cian, 2022).

Engagement findings indicated a strong willingness among consumers to interact with CUPRA's digital tools and hybrid experiences, reflecting broader trends in personalised and immersive marketing. However, as noted by Calder et al. (2022), engagement does not always translate into long-term involvement, underscoring the need for strategies to deepen consumer relationships.

The results regarding purchase intention indicated cautious openness, consistent with broader research on EV adoption (Hardman et al., 2021; Sovacool et al., 2023). While respondents expressed interest in CUPRA, structural and psychological barriers still exist.

Finally, external influences particularly peer communication and press coverage emerged as central drivers of perception, reinforcing the importance of socially mediated information ecosystems (Appel et al., 2020; Ismagilova et al., 2020).

Overall, the findings suggest that CUPRA has successfully established a strong digital presence and resonates with younger, technology-engaged consumers. However, the brand must deepen these initial connections by reinforcing its value proposition, addressing uncertainties, and fostering more enduring trust and engagement. These insights will inform the strategic recommendations presented in Chapter 6.

Chapter 6: CONCLUSION

6.1 General Conclusion

This dissertation investigated how adult consumers in London perceive CUPRA's digital communication strategy, focusing on four key dimensions: brand awareness, brand perception, engagement, and purchase intention, as well as the influence of external communication sources such as peer-to-peer communication, press reviews, and AI-generated content. The findings indicate that CUPRA has achieved strong visibility within digital environments, particularly among younger and digitally active adults who frequently engage with online content related to technology, mobility, and innovation.

A consistent pattern emerges across all dimensions: CUPRA's digital presence effectively generates awareness and fosters positive initial perceptions.

Respondents associate the brand with modernity, innovation, and a forward-looking identity, reflecting CUPRA's strategic positioning within the electric vehicle (EV) market. However, while visibility and positive attitudes are evident, a deeper emotional connection and long-term loyalty to the brand remain limited. Consumers recognise CUPRA but do not yet experience a strong emotional attachment, suggesting that awareness has not fully translated into brand equity.

The engagement results indicate that consumers are willing to interact with CUPRA's digital content, especially when it offers personalisation, clarity, or immersive elements. However, in line with contemporary engagement theory, these interactions often reflect short-term interest rather than sustained involvement. This distinction is crucial, as high engagement does not automatically lead to loyalty or purchase intention.

Findings regarding purchase intention indicate cautious interest. Respondents express a willingness to consider CUPRA but remain hesitant due to concerns about cost, reliability, and the broader challenges associated with EV adoption. These concerns align with established patterns in EV research, in which positive attitudes coexist with practical and psychological barriers that delay behavioural commitment.

Finally, the analysis of external influences underscores the significant impact of peer-to-peer communication and press reviews. These sources are perceived as credible and trustworthy, shaping awareness and perceptions more effectively than AI-generated content. While AI-mediated communication is recognised as innovative, respondents harbour uncertainties about its authenticity and persuasive power.

Overall, the study concludes that CUPRA has laid a solid foundation in the digital landscape. To translate visibility and engagement into stronger brand attachment and purchase intention, the brand must reinforce its value proposition, address perceived barriers, and enhance trust-building communication.

6.2 Theoretical Implications

The findings of this study contribute to contemporary discussions on digital consumer behaviour, mediated communication, and electric vehicle (EV) adoption by providing evidence from a real-world automotive context. Several theoretical implications arise from the results.

First, the study reinforces the notion that brand awareness in digital environments is influenced more by repeated exposure and algorithmic visibility than by deliberate information-seeking. Respondents recognised CUPRA primarily through digital ecosystems, supporting the argument that modern awareness formation is increasingly passive, shaped by continuous digital contact rather than active brand exploration.

Second, the findings enhance our understanding of brand perception in technologically advanced markets. Consumers associate CUPRA with innovation and modernity, reflecting how the symbolic value of technology shapes brand meaning. This aligns with existing literature suggesting that technological cues, such as AI integration, advanced design, and digital communication, play a crucial role in shaping perceptions of contemporary automotive brands.

Third, the results expand theoretical discussions on digital engagement. Engagement is increasingly recognised as a multidimensional construct

encompassing cognitive, emotional, and behavioural responses. The intense interest in personalised and immersive digital tools observed in this study supports the view that consumers seek interactive experiences that help them visualise ownership and reduce uncertainty. This reinforces the argument that engagement is not merely about exposure but involves meaningful interaction that enhances perceived value. Fourth, the study contributes to research on purchase intention in the EV sector. Consistent with existing literature, respondents expressed positive attitudes toward CUPRA but remained hesitant due to concerns about cost, reliability, and the practical challenges of EV adoption. This supports theoretical models suggesting that a combination of attitudes, perceived behavioural control, and structural constraints shapes behavioural intentions in emerging mobility markets.

Finally, the findings provide insights into the role of external communication sources in shaping consumer perceptions. Peer-to-peer communication and press reviews emerged as the most influential elements, highlighting the importance of credibility and perceived independence in digital decision-making. In contrast, AI-generated content was viewed as innovative but less persuasive, contributing to theoretical discussions on the limitations of automated communication in contexts where authenticity and trust are paramount.

Together, these implications demonstrate that CUPRA's digital communication strategy operates within a complex interplay of technological symbolism, credibility, engagement, and perceived risk. The study extends existing frameworks by illustrating how these dynamics manifest in the context of a contemporary automotive brand targeting digitally active adult consumers.

6.3 Practical Recommendations

The findings of this study provide several practical insights for CUPRA as it continues to refine its digital communication strategy within the UK automotive market. While the brand has successfully established visibility and generated positive attitudes among digitally active adult consumers, the results highlight

specific areas where strategic adjustments could strengthen brand equity, deepen engagement, and increase purchase intention.

1. Strengthen Value-Driven and Consistent Brand Communication:

Although respondents recognise CUPRA as an innovative and modern brand, their understanding of its core values remains limited. CUPRA should reinforce its value proposition by more clearly communicating themes such as technological leadership, sustainability, reliability, and long-term performance. Consistent messaging across digital channels can help transform awareness into more profound brand knowledge and more stable perceptions.

2. Enhance Transparency and Credibility in Digital Communication:

Peer-to-peer communication and press reviews were identified as the most influential external sources. Therefore, CUPRA should amplify credible, independent voices by highlighting verified customer experiences, expert evaluations, and transparent product information. This approach aligns with consumer expectations for authenticity and reduces uncertainty surrounding EV adoption.

3. Expand Immersive and Personalised Digital Experiences:

Respondents expressed a strong interest in interactive tools, including configurators, virtual demonstrations, and personalised content. CUPRA can leverage these preferences by investing in immersive digital experiences, such as virtual test drives, augmented reality features, or tailored product recommendations, that help consumers visualise ownership and reduce perceived risk. These tools can also support early-stage engagement and facilitate informed decision-making.

Addressing Practical and Psychological Barriers to EV Adoption

The intention to purchase electric vehicles (EVs) remains limited due to concerns about cost, reliability, charging infrastructure, and the complexity of transitioning to electric mobility. CUPRA should proactively communicate practical information, including maintenance costs, battery durability, charging options, and long-term value. Providing clear and accessible explanations can help reduce perceived barriers and increase consumer confidence.

Leveraging Social Proof and Community-Driven Content

Given the strong influence of peer communication, CUPRA should encourage and amplify community-generated content, including customer testimonials and real-world experiences. Social proof, such as reviews, comments, and shared experiences, can enhance credibility and support a positive brand perception, especially among younger and more digitally active consumers.

Using AI-Generated Content Strategically and with Caution

While AI-generated content is seen as innovative, it is often viewed as less persuasive. Therefore, CUPRA should utilise AI as a complementary tool rather than the primary driver of communication. AI can effectively support functional tasks, including personalisation, product configuration, and customer service. However, emotionally driven storytelling and trust-building communication should remain human-authored. This balanced approach maintains authenticity while reinforcing CUPRA's innovative brand positioning.

Overall, these recommendations emphasise the importance of a communication strategy that balances technological innovation with credibility, clarity, and consumer-centred value. By addressing practical concerns, fostering trust, and enhancing digital experiences, CUPRA can transform visibility and engagement into stronger purchase intentions and long-term brand loyalty.

6.4 Limitations of the Study

While this research offers valuable insights into how adult consumers in London perceive CUPRA's digital communication strategy, several limitations must be acknowledged to contextualise the findings and guide future research.

The first limitation concerns the sample composition, which consisted primarily of younger, educated, and digitally active adults. Although this demographic aligns with CUPRA's target audience and provides relevant insights into digital engagement

patterns, it restricts the generalizability of the results. Older consumers, individuals with lower levels of digital literacy, and those from diverse socioeconomic backgrounds may have different attitudes toward digital communication, AI-generated content, or electric vehicle (EV) adoption. A broader sampling approach would therefore offer a more comprehensive understanding of consumer heterogeneity.

The second limitation concerns our reliance on self-reported data. Survey responses are susceptible to biases, including social desirability, selective recall, and a tendency to provide responses perceived as socially acceptable. Although self-report surveys are commonly used in digital marketing and consumer behaviour research, stated attitudes do not always translate into actual behaviour. This is particularly relevant in the context of EV adoption, where interest may coexist with financial, infrastructural, or psychological barriers that prevent consumers from acting on their intentions.

The third limitation is the study's cross-sectional design. The data capture consumer perceptions at a single point in time; however, digital environments and EV markets evolve rapidly. Consumer attitudes toward innovation, sustainability, and mediated communication may change in response to technological advancements, regulatory changes, or broader cultural trends. Longitudinal research would provide a more dynamic understanding of how awareness, trust, engagement, and purchase intention evolve.

The fourth limitation concerns the scope of external influences examined. While the study included peer-to-peer communication, press reviews, and AI-generated content, it did not consider other potentially relevant factors, such as offline brand experiences, dealership interactions, or broader sociocultural influences. A complex interplay of digital, interpersonal, and contextual cues shapes consumer decision-making in the automotive sector. Expanding the range of influences examined could yield a more holistic understanding of consumer perceptions.

Finally, the study did not differentiate between specific CUPRA models or product categories. Consumer attitudes toward EVs and hybrid vehicles often vary based on

model characteristics, including price, performance, range, and technological features. A more granular approach could reveal important nuances in consumer evaluations of CUPRA's product portfolio and help identify which attributes drive interest or hesitation.

In summary, while these limitations do not diminish the value of the findings, they highlight essential considerations for interpreting the results and designing future research. Addressing these limitations through broader samples, mixed methods approaches, longitudinal designs, and expanded analytical frameworks would enhance our understanding of digital consumer behaviour in the automotive sector.

6.5 Directions for Future Research

Building on the findings and limitations of this study, several avenues for future research can enhance our understanding of digital consumer behaviour in the automotive sector and further contextualise CUPRA's positioning within an evolving electric vehicle (EV) landscape.

One direction for future research is to examine consumer perceptions across a broader and more diverse demographic spectrum. This study primarily focused on younger, digitally active adults in London; however, older consumers, families, and individuals with lower levels of digital engagement may hold different attitudes toward digital communication, AI-generated content, and EV adoption. Comparative studies across various age groups, regions, or socioeconomic segments would improve the generalizability of the findings and provide a more comprehensive picture of consumer diversity.

A second avenue involves utilising longitudinal research designs. Digital environments and EV markets evolve rapidly, and consumer perceptions may shift in response to technological advancements, regulatory changes, or broader cultural trends. Longitudinal studies would allow researchers to track how awareness, trust, engagement, and purchase intentions develop over time, offering a more dynamic perspective.

A third research direction is to examine specific CUPRA models or product categories rather than the brand as a whole. Consumer attitudes may vary significantly based on model characteristics such as price, performance, range, sustainability features, or technological sophistication. A more detailed approach could reveal important nuances in consumer evaluations and help identify which product attributes drive interest or hesitation within the CUPRA portfolio.

A fourth area for future research is the evolving role of AI-generated content in automotive communication. While this study found that AI-mediated communication currently has limited influence, consumer acceptance of AI is changing rapidly. Future studies could investigate how different forms of AI content, such as personalised recommendations, virtual assistants, automated demonstrations, or AI-supported customer service, affect trust, authenticity, and purchase intentions as these technologies become more sophisticated and integrated into digital ecosystems.

Additionally, exploring the interplay between online and offline brand experiences is essential. While digital communication shapes early perceptions, offline touchpoints such as test drives, dealership interactions, and live events remain crucial in high-involvement purchase decisions. Research that integrates both digital and physical dimensions could provide a more holistic understanding of the customer journey, particularly in the context of hybrid experiences and experiential marketing.

Finally, future research could involve cross-brand or cross-market comparisons. Analysing how CUPRA's digital strategy performs relative to competitors, both within the EV segment and the broader automotive market, would offer valuable insights into differentiation, competitive advantage, and consumer expectations. Comparative studies could also help identify best practices and emerging trends in digital automotive communication.

Overall, these directions highlight the potential for continued exploration of digital consumer behaviour in the automotive sector. As technologies, communication practices, and consumer expectations evolve, further research will be essential to understanding how brands such as CUPRA can effectively engage audiences, build trust, and support the transition to sustainable mobility.

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Appendix

Answer Overview Active

Answers

51

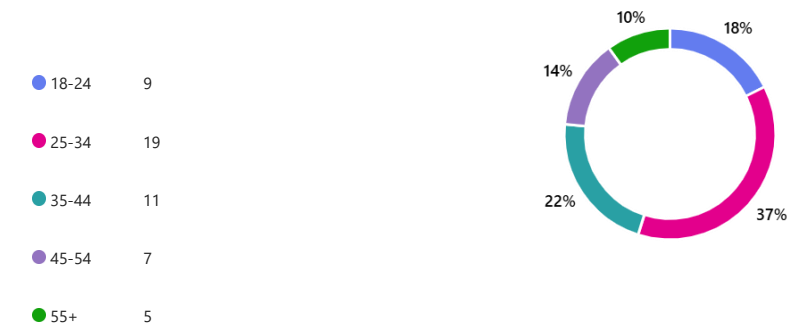
Average Time

03:15

Duration

20 Days

1. What is your age group?



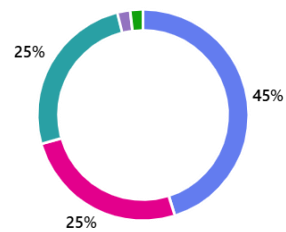
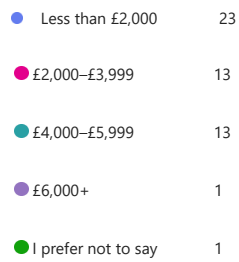
2. What's your gender?



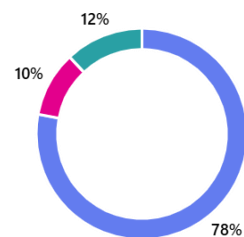
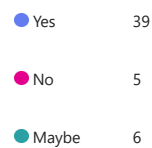
3. What's your Education level?



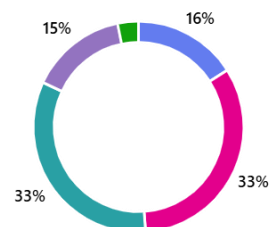
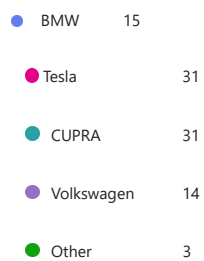
4. Income level (monthly, GB)



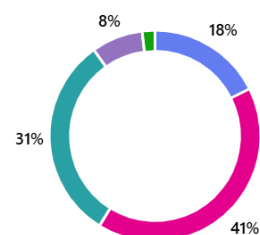
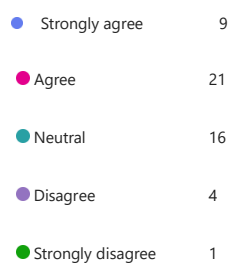
5. Have you heard of CUPRA before this survey?



6. Which EV brands come to mind when you think of innovation? (Multiple choices)

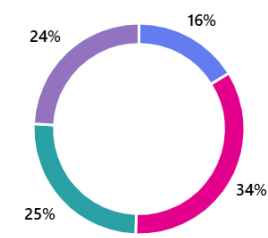


7. CUPRA's campaigns have increased my awareness of the brand.



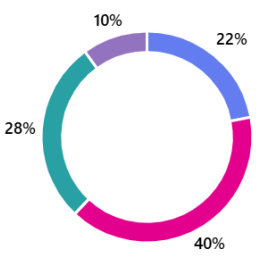
8. Which attributes are associated with the brand? (Multiple choices)

Innovation	16
Design	34
Performance	25
Technology	24



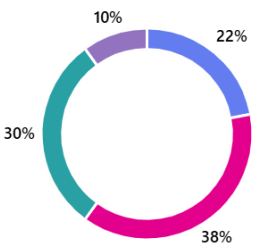
9. CUPRA stands out among other EV brands in its visual identity (colours, design, style).

Strongly agree	11
Agree	20
Neutral	14
Disagree	5
Strongly disagree	0



10. Would you say that CUPRA has a strong presence compared to other EV brands?

Strongly agree	11
Agree	19
Neutral	15
Disagree	5
Strongly disagree	0



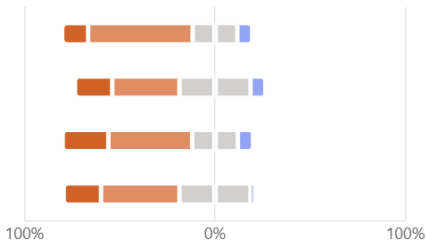
11. BRAND PERCEPTION

Legend: Strongly agree (orange), Agree (light orange), Neutral (grey), Disagree (light blue), Strongly disagree (dark blue).
CUPRA's use of AI makes the brand appear more innovative.

CUPRA is positioned as an exclusive brand compared to other EVs.

CUPRA's campaigns reflect authenticity and transparency.

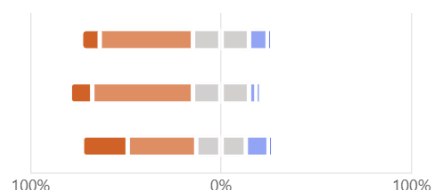
Sustainability is an important part of CUPRA's brand identity.



12. BRAND ENGAGEMENT (For example: exploring CUPRA's car configurator, using interactive tools on their website, engaging with digital ads, participating in online experiences, or clicking through promotional content.)

● Strongly Agree ● Agree ● Neutral ● Disagree ● Strongly disagree

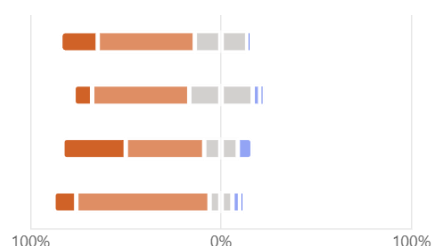
- I would attend CUPRA events or explore hybrid experiences (digital + physical).
- CUPRA's campaigns encourage me to spend more time engaging with the brand.
- I would interact with CUPRA's online configurators or digital campaigns.



13. e-WOM and External Narratives

● Strongly Agree ● Agree ● Neutral ● Disagree ● Strongly disagree

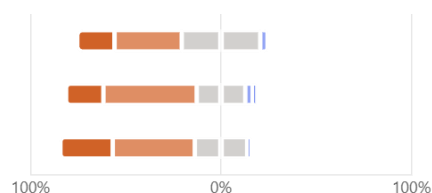
- I rely on peer-to-peer communication (friends, social media) when evaluating EV brands.
- Press articles (e.g., Auto Express, The Mirror) influence my perception of CUPRA.
- Personal recommendations or conversations with friends, family, or colleagues comparing CUPRA and Volkswagen increase my...
- Online reviews, social media posts, or digital comparisons between CUPRA and Volkswagen increase my interest in CUPRA.



14. PURCHASE INTENT

● Strongly Agree ● Agree ● Neutral ● Disagree ● Strongly disagree

- I would consider CUPRA when purchasing an EV.
- CUPRA's AI-driven campaigns increase my likelihood of choosing the brand.
- Overall, CUPRA is a brand I trust in the EV market.



					Have you heard of CUPRA before this survey?
ID	25-33	What's your gender?	What's your Education level?	Income level (monthly, GB)	
1	25-34	Female	Master	Less than £2,000	Yes
2	35-44	Male	Undergraduate degree	£2,000–£3,999	Yes

3	25-34	Female	Other	Less than £2,000	Maybe
4	35-44	Female	Undergraduate degree	£2,000–£3,999	Yes
5	25-34	Female	Postgraduate degree	Less than £2,000	Yes
6	25-34	Male	Undergraduate degree	Less than £2,000	Yes
7	35-44	Male	Secondary school	Less than £2,000	No
8	55+	Female	Postgraduate degree	Less than £2,000	Yes
9	25-34	Male	Secondary school	Less than £2,000	Yes
10	25-34	Male	Undergraduate degree	£2,000–£3,999	Yes
11	25-34	Male	Undergraduate degree	Less than £2,000	Yes
12	25-34	Male	Secondary school	Less than £2,000	No
13	25-34	Male	Undergraduate degree	£2,000–£3,999	Yes
14	35-44	Male	Undergraduate degree	£2,000–£3,999	Yes
15	55+	Male	Secondary school	Less than £2,000	Yes
16	25-34	Female	Undergraduate degree	£4,000–£5,999	Yes
17	18-24	Male	Postgraduate degree	Less than £2,000	No
18	35-44	Male	Undergraduate degree	I prefer not to say	Yes
19	18-24	Non-binary	Other	Less than £2,000	Maybe
20	35-44	Male	Undergraduate degree	£2,000–£3,999	
21	25-34	Female	Undergraduate degree	£2,000–£3,999	Yes
22	25-34	Male	Postgraduate degree	Less than £2,000	Maybe
23	18-24	Male	Undergraduate degree	Less than £2,000	Yes
24	25-34	Female	Postgraduate degree	£2,000–£3,999	Yes
25	25-34	Female	Secondary school	Less than £2,000	Yes
26	45-54	Male	Postgraduate degree	£4,000–£5,999	Yes
27	35-44	Female	Secondary school	£2,000–£3,999	Yes
28	18-24	Male	Secondary school	Less than £2,000	Yes
29	25-34	Female	Undergraduate degree	£4,000–£5,999	Yes
30	25-34	Male	Undergraduate degree	£2,000–£3,999	Yes
31	18-24	Female	Secondary school	Less than £2,000	Yes
32	45-54	Male	Postgraduate degree	£6,000+	Yes
33	45-54	Male	Secondary school	£4,000–£5,999	No
34	18-24	Male	Secondary school	Less than £2,000	No
35	45-54	Female	Postgraduate degree	£4,000–£5,999	Yes
36	35-44	Female	Undergraduate degree	£4,000–£5,999	Yes
37	55+	Female	Postgraduate degree	£4,000–£5,999	Yes
38	35-44	Male	Postgraduate degree	£4,000–£5,999	Yes

39	35-44	Prefer not to say	Postgraduate degree	£4,000–£5,999	Yes
40	55+	Male	Secondary school	Less than £2,000	Yes
41	45-54	Female	Secondary school	Less than £2,000	Yes
42	18-24	Female	Secondary school	Less than £2,000	Yes
43	35-44	Male	Undergraduate degree	£2,000–£3,999	Yes
44	25-34	Female	Undergraduate degree	£4,000–£5,999	Yes
45	55+	Male	Postgraduate degree	£4,000–£5,999	Maybe
46	25-34	Male	Postgraduate degree	Less than £2,000	Yes
47	25-34	Female	Undergraduate degree	£2,000–£3,999	Yes
48	45-54	Male	Postgraduate degree	£4,000–£5,999	Maybe
49	45-54	Female	Undergraduate degree	£4,000–£5,999	Maybe
50	18-24	Male	Secondary school	£2,000–£3,999	Yes
51	18-24	Male	Secondary school	Less than £2,000	Yes

Column1	CUPRA's campaigns have increased my awareness of the brand.	Which attributes are associated with the brand? (Multiple choices)	CUPRA stands out among other EV brands in its visual identity (colours, design, style).
Tesla	Agree		
CUPRA;Tesla ;	Strongly agree	Design;Technology;	Agree
CUPRA;	Strongly agree	Innovation ;Technology;Performance;Design;	Strongly agree
BMW;	Agree	Innovation ;	Agree
Tesla ;	Neutral	Design;	Neutral
CUPRA; Volkswagen; BMW;	Agree	Design;	Neutral
Other;	Neutral	Innovation ;Design;Performance;Technology;	Strongly agree
Volkswagen;	Neutral	Innovation ;Technology;	Neutral
Tesla ;	Disagree	Design;	Disagree
Tesla ; Volkswagen; CUPRA;	Agree	Design;Technology;Performance;	Strongly agree
Tesla ; CUPRA;	Strongly disagree	Innovation ;	Neutral
Tesla ;	Neutral	Technology; Innovation ;	Neutral
Tesla ; Other;	Neutral	Design;Performance;	Neutral
Volkswagen; CUPRA;	Agree	Design;Technology;	Strongly agree
Tesla ;	Neutral	Performance;	Neutral

BMW; CUPRA;	Neutral	Design;Performance;	Agree
BMW;	Agree	Design;	Agree
Tesla ;	Neutral	Design;	Agree
Volkswagen;Tesla ;	Neutral	Design;Technology;	Neutral
BMW; CUPRA;	Agree	Design; Innovation ;	Agree
Tesla ;	Agree	Technology;	Disagree
CUPRA;	Agree	Performance;	Agree
CUPRA;Tesla ; BMW; Volkswagen;	Strongly agree	Innovation ;Design;Performance;	Agree
CUPRA;	Agree	Design; Innovation ;	Strongly agree
CUPRA;Tesla ;	Strongly agree	Technology;Design;	Neutral
BMW; CUPRA; Volkswagen;	Agree	Design;Performance;Technology;	Agree
BMW; CUPRA;	Strongly agree	Performance;Design;	Agree
Tesla ; CUPRA;	Disagree	Performance; Innovation ;	Agree
CUPRA; Volkswagen;	Strongly agree	Performance;Technology;	Disagree
Volkswagen; CUPRA;Tesla ;	Agree	Performance;Design;	Agree
Tesla ; CUPRA;	Agree	Performance;Technology;	Strongly agree
CUPRA;Tesla ;	Agree	Design;Performance;	Agree
Other;	Disagree	Design;	Neutral
Tesla ; BMW;	Agree	Technology;	Disagree
CUPRA;Tesla ;	Agree	Design;Performance;	Neutral
Tesla ; Volkswagen;	Agree	Performance;Design;	Neutral
CUPRA; Volkswagen;	Strongly agree	Innovation ;Design;	Agree
CUPRA;Tesla ;	Neutral	Design;Performance;	Strongly agree
BMW;Tesla ; CUPRA;	Neutral	Performance;Technology;	Agree
BMW;	Neutral	Technology;	Neutral
Volkswagen;Tesla ; CUPRA; BMW;	Neutral	Innovation ;Design;Performance;Technology;	Agree
Tesla ; CUPRA;	Strongly agree	Innovation ;Design;Performance;Technology;	Strongly agree
Tesla ; CUPRA; BMW;	Agree	Design; Innovation ;Technology;	Agree
CUPRA; Volkswagen;	Neutral	Innovation ;Design;	Agree
Tesla ;	Neutral	Technology;	Disagree
CUPRA;	Agree	Performance;Technology;	Strongly agree
Tesla ; CUPRA;	Agree	Performance;Technology;	Agree
Tesla ; Volkswagen;	Disagree	Design;	Agree
Tesla ; BMW;	Neutral	Design;Performance;	Strongly agree
BMW; CUPRA;	Strongly agree	Design;Technology;	Neutral

Tesla ; CUPRA;	Agree	Innovation ;Design;Performance;Technology;	Strongly agree
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Would you say that CUPRA has a strong presence compared to other EV brands?	CUPRA's use of AI makes the brand appear more innovative.	CUPRA is positioned as an exclusive brand compared to other EVs.	CUPRA's campaigns reflect authenticity and transparency.	Sustainability is an important part of CUPRA's brand identity.
	Strongly agree	Strongly agree	Strongly agree	Strongly agree
Agree	Agree	Strongly agree	Agree	Strongly agree
Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree
Agree	Agree	Agree	Agree	Agree
Agree	Disagree	Neutral	Agree	Agree
Neutral	Neutral	Neutral	Agree	Agree
Strongly agree	Strongly agree	Agree	Agree	Strongly agree
Neutral	Neutral	Neutral	Neutral	Neutral
Neutral	Agree	Neutral	Agree	Neutral
Disagree	Agree	Disagree	Agree	Agree
Disagree	Neutral	Agree	Neutral	Neutral
Neutral	Neutral	Neutral	Neutral	Neutral
Neutral	Agree	Neutral	Neutral	Neutral
Agree	Agree	Agree	Agree	Neutral
Neutral	Neutral	Neutral	Neutral	Neutral
Disagree	Agree	Disagree	Agree	Neutral
Strongly agree	Agree	Neutral	Neutral	Agree
Agree	Agree	Agree	Neutral	Agree
Agree	Agree	Neutral	Neutral	Agree
Neutral	Agree	Strongly agree	Agree	Agree
Neutral	Neutral	Agree		Strongly agree
Agree	Agree	Agree	Agree	Agree
Neutral	Agree	Neutral	Strongly agree	Agree
Agree	Disagree	Agree	Neutral	Agree
Agree	Agree	Neutral	Strongly agree	Neutral
Agree	Neutral	Agree	Agree	Neutral
Neutral	Neutral	Agree	Disagree	Strongly agree
Strongly agree	Agree	Neutral	Agree	Strongly agree
Strongly agree	Agree	Neutral	Agree	Neutral
Agree	Agree	Neutral	Strongly agree	Agree
Agree	Disagree	Agree	Disagree	Agree
Agree	Neutral	Agree	Strongly agree	Agree

Neutral	Agree	Disagree	Disagree	Neutral
Neutral	Disagree	Agree	Disagree	Agree
Strongly agree	Agree	Strongly agree	Agree	Neutral
Agree	Agree	Strongly agree	Agree	Neutral
Neutral	Strongly agree	Agree	Agree	Neutral
Agree	Agree	Neutral	Strongly agree	Agree
Strongly agree	Neutral	Disagree	Strongly agree	Neutral
Neutral	Agree	Neutral	Neutral	Neutral
Agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree
Strongly agree	Strongly agree	Strongly agree	Agree	Agree
Agree	Agree	Agree	Neutral	Agree
Disagree	Neutral	Agree	Neutral	Agree
Disagree	Agree	Neutral	Agree	Strongly agree
Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree
Strongly agree	Agree	Neutral	Agree	Agree
Neutral	Agree	Neutral	Strongly agree	Neutral
Agree	Neutral	Agree	Strongly agree	Disagree
Agree	Agree	Strongly agree	Agree	Neutral
Strongly agree	Agree	Agree	Agree	Agree

I would attend CUPRA events or explore hybrid experiences (digital + physical).	CUPRA's campaigns encourage me to spend more time engaging with the brand.	I would interact with CUPRA's online configurators or digital campaigns.	I rely on peer-to-peer communication (friends, social media) when evaluating EV brands.	Press articles (e.g., Auto Express, The Mirror) influence my perception of CUPRA.
Agree	Agree		Strongly Agree	Strongly Agree
Agree	Agree	Agree	Neutral	Agree
Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Agree	Agree	Agree	Agree	Agree
Agree	Agree	Neutral	Agree	Agree
Agree	Agree	Agree	Agree	Agree
Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Neutral	Neutral	Neutral	Neutral	Neutral
Agree	Disagree	Disagree	Neutral	Disagree
Strongly Agree	Agree	Strongly Agree	Agree	Neutral
Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree	Strongly disagree
Neutral	Neutral	Neutral	Neutral	Neutral

Neutral	Neutral	Disagree	Agree	Agree
Neutral	Agree	Neutral	Agree	Agree
Neutral	Neutral	Neutral	Neutral	Neutral
Agree	Agree	Neutral	Agree	Neutral
Strongly Agree	Strongly Agree	Strongly Agree	Agree	Agree
Neutral	Neutral	Agree	Strongly Agree	Agree
Neutral	Agree	Strongly Agree	Agree	Neutral
Agree	Agree	Neutral	Agree	Neutral
Disagree	Neutral	Agree	Agree	Neutral
Agree	Agree	Agree	Agree	Agree
Disagree	Agree	Neutral	Agree	Strongly Agree
Strongly Agree	Agree	Strongly Agree	Agree	Neutral
Disagree	Agree	Neutral	Agree	Neutral
Disagree	Agree	Agree	Neutral	Agree
Agree	Neutral	Strongly Agree	Neutral	Agree
Disagree	Agree	Agree	Neutral	Agree
Agree	Strongly Agree	Agree	Neutral	Agree
Neutral	Agree	Strongly Agree	Agree	Neutral
Agree	Neutral	Strongly Agree	Agree	Neutral
Neutral	Agree	Disagree	Agree	Agree
Neutral	Neutral	Neutral	Agree	Neutral
Neutral	Agree	Agree	Neutral	Agree
Agree	Strongly Agree	Agree	Neutral	Agree
Agree	Agree	Neutral	Agree	Neutral
Agree	Agree	Disagree	Agree	Agree
Neutral	Agree	Disagree	Agree	Agree
Agree	Agree	Neutral	Strongly Agree	Agree
Neutral	Neutral	Neutral	Agree	Agree
Agree	Agree	Strongly Agree	Strongly Agree	Neutral
Neutral	Agree	Agree	Strongly Agree	Disagree
Agree	Neutral	Strongly Agree	Agree	Agree
Neutral	Agree	Agree	Agree	Agree
Agree	Neutral	Agree	Strongly Agree	Agree
Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree
Agree	Disagree	Agree	Neutral	Agree
Agree	Neutral	Disagree	Agree	Neutral
Agree	Neutral	Agree	Neutral	Agree
Agree	Strongly Agree	Agree	Neutral	Neutral
Agree	Neutral	Agree	Strongly Agree	Agree

Personal recommendations or conversations with friends, family, or	Online reviews, social media posts, or digital comparisons between CUPRA	I would consider CUPRA when purchasing an EV.	CUPRA's AI-driven campaigns increase my likelihood of	Overall, CUPRA is a brand I trust in the EV market.
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colleagues comparing CUPRA and Volkswagen increase my interest in CUPRA	and Volkswagen increase my interest in CUPRA.		choosing the brand.	
Strongly Agree		Strongly Agree	Strongly Agree	Strongly Agree
Neutral	Agree	Neutral	Agree	Strongly Agree
Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Agree	Agree	Agree	Agree	Agree
Agree	Agree	Agree	Neutral	Agree
Agree	Agree	Agree	Neutral	Neutral
Strongly Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree
Neutral	Neutral	Neutral	Neutral	Neutral
Agree	Agree	Disagree	Disagree	Neutral
Agree	Agree	Neutral	Agree	Agree
Disagree	Strongly disagree	Neutral	Strongly disagree	Neutral
Neutral	Neutral	Neutral	Neutral	Neutral
Disagree	Disagree	Neutral	Neutral	Neutral
Agree	Neutral	Strongly Agree	Agree	Agree
Neutral	Neutral	Neutral	Neutral	Neutral
Agree	Agree	Strongly Agree	Agree	Agree
Strongly Agree	Agree	Strongly Agree	Agree	Strongly Agree
Agree	Agree	Agree	Agree	Agree
Agree	Agree	Neutral	Agree	Neutral
Agree	Agree	Neutral	Agree	Strongly Agree
Strongly Agree	Agree	Agree	Neutral	Agree
Agree	Agree	Agree	Agree	Agree
Agree	Agree	Strongly Agree	Agree	Neutral
Disagree	Agree	Neutral	Agree	Agree
Strongly Agree	Neutral	Disagree	Agree	Agree
Strongly Agree	Agree	Neutral	Strongly Agree	Neutral
Neutral	Neutral	Agree	Agree	Strongly Agree
Agree	Agree	Neutral	Agree	Strongly Agree
Agree	Agree	Neutral	Agree	Agree
Strongly Agree	Agree	Agree	Neutral	Strongly Agree
Strongly Agree	Agree	Neutral	Agree	Agree
Neutral	Agree	Agree	Strongly Agree	Agree
Agree	Agree	Neutral	Neutral	Disagree
Agree	Disagree	Agree	Neutral	Agree
Strongly Agree	Agree	Neutral	Agree	Agree
Strongly Agree	Strongly Agree	Agree	Strongly Agree	Neutral
Strongly Agree	Agree	Neutral	Agree	Agree
Disagree	Agree	Neutral	Agree	Neutral
Strongly Agree	Agree	Agree	Neutral	Agree
Agree	Agree	Agree	Agree	Neutral

Strongly Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree
Agree	Agree	Agree	Agree	Agree
Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Neutral	Strongly Agree	Neutral	Disagree	Agree
Neutral	Agree	Agree	Strongly Agree	Neutral
Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
Neutral	Agree	Agree	Neutral	Agree
Agree	Agree	Neutral	Agree	Strongly Agree
Strongly Agree	Agree	Neutral	Agree	Agree
Agree	Strongly Agree	Agree	Neutral	Strongly Agree
Agree	Agree	Agree	Agree	Agree