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INVESTIGATING THE MARKETING STRATEGIES IMPLEMENTED BY ASTON MARTIN AND BMW AND ITS IMPACT ON CONSUMER BEHAVIOUR IN THE UK

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Abstract

The evaluation of the brand marketing strategies of the luxury car companies such as Aston Martin and BMW in the UK is crucial to foster more sales and increase market share. The purpose of this research was to evaluate the various marketing strategies that could be followed by the marketing managers of both these companies to improve their market share in the UK. The UK automobile market is highly competitive, which also affects the manufacturing components for the luxury car brands. Intra-network promotion packages serve as a brand accomplishment strategy for the vehicle manufacturing companies to ensure better customer engagement. Furthermore, the use of digital technologies such as AI and ML to attract more customers is another important aspect that needs to be closely followed. Effective and visible CSR policies play a major role in boosting customer confidence as well.

The methodology followed in this study is involved with both qualitative and quantitative strategies. This section involves a customer survey with preferences by conducting a live interaction with proper topic-related questions. Here, both the inductive and deductive approaches are conducted.

The study finds that investing in marketing strategies is one of the best approaches that luxury car companies can opt which eventually lead to the betterment of the company including customer engagement, enhancing brand perception and customer loyalty. The study finds that appropriate and strategic marketing like celebrity endorsement, and social media marketing are effective in changing consumer attitudes and building trust.

The survey result showed that customer-centric marketing strategies have a major effect on the development of business growth in the UK for BMW and Aston Martin. Also, celebrity brand endorsement can help the companies to make an impact on the minds of the customers as well. The marketing strategies also need to be changed according to cultural diversity and feedback using social media and online and print advertisements.

The conclusion part contains a brief discussion of the effects and the strategies provided on the topic of investigating the marketing strategies implemented and the impact on consumer behaviours in the UK, which helps in developing performance metrics and establishing the relation with the consumers. The limitations of the study and the future scopes related to this study are also discussed. Ultimately, the study provides various successful strategies to improve marketing strategies and impact consumer behaviour.

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**Master's Degrees by Examination and Dissertation
Declaration Form.**

I, MD Naeem Hossain, declare that this dissertation has been composed by myself, that the work contained herein is entirely my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or qualification, in whole or in part, except as specified.

Signature:Md Naeem Hossain.....

Date:04/06/2025.....

Table of Contents

Chapter 1: Introduction	10
1.1 Introduction	10
1.2 Background Information	10
1.3 Research Problem	11
1.4 Research Aim, Objectives, and Questions	12
1.5 Scope of the Research	12
1.6 Relevance of the Research and Knowledge Contribution	13
1.7 Theoretical Framework	13
1.8 Dissertation Structure	14
1.9 Summary	15
Chapter 2: Literature Review	16
2.1 Introduction	16
2.2 Literature Review	16
2.2.1 Critically examining the importance of appropriate marketing strategies on consumer behaviour within the UK vehicle manufacturing sector	16
2.2.2 Importance of the marketing strategies to retain a competitive positioning in the automotive vehicle market	17
2.2.3 Role of Marketing Strategies on the Consumer Purchasing intention	18
2.2.4 Investigating the role of marketing in the strategy planning process for the automotive vehicle industry	19
2.2.5 Exploring the role of strategic marketing in driving growth and profitability for the business organisations	20
2.2.6 Analysing the impact of Digital Community building as a marketing strategy to build consumer engagement by Aston Martin and BMW	21
2.2.7 Evaluation of co-branding by Aston Martin and BMW to enhance consumer engagement	22

2.2.8 Investigating the impact of marketing strategies on consumer engagement for the automotive industry	22
2.2.9 Critically explore the effective role of marketing strategies implemented by the companies	23
2.2.10 Examples of marketing strategies undertaken by automotive companies	24
2.2.11 Analysing the recommendation strategies that can effectively enhance the engagement of the customers by Aston Martin and BMW	25
Conceptual Framework	27
Literature Gap	27
Summary	28
Chapter 3: Methodology	29
3.1 Overview	29
3.2 Research onion	29
3.3 Research philosophy	30
3.4 Research approach	30
3.5 Research design	31
3.6 Data collection method	31
3.7 Data analysis method	32
3.8 Sampling method	33
3.9 Ethical considerations	33
3.10 Summary	33
Chapter 4: Data Analysis and Findings	34
4.1 Overview	34
4.2 Data Analysis	34
4.3 Findings	62
Chapter 5: Conclusion and Recommendations	69
5.1 Conclusion	69
5.2 Linking with Objectives	69

5.3 Recommendations	70
5.4 Limitations of the study	71
5.5 Future scope	71
References	72

LIST OF FIGURES

Figure 1: Benefits of digital marketing in organisational growth	10
Figure 2: Dissertation Structure	14
Figure 3: Conceptual framework	27
Figure 4: Structure of a research onion	29
Figure 5: Unique customer-centric marketing strategy role	35
Figure 6: Role of company strategies	36
Figure 7: Appropriate marketing moves to low the customer switch rate	37
Figure 8: Use of digital marketing strategies	38
Figure 9: Effect of celebrity brand endorsement	38
Figure 10: Role of customer feedback in developing marketing strategies	39
Figure 11: Role of technological advancement in marketing strategies	40
Figure 12: Effect of customer requirement fluctuations in marketing strategies	41
Figure 13: Impact of cultural diversity on marketing strategies	41
Figure 14: Impact of customer feedback on marketing strategies	42
Figure 15: Ethical Impact of CSR on marketing advancement	43
Figure 16: UK automobile market competition	43
Figure 17: Rating of celebrity endorsement as an engaging marketing strategy	44
Figure 18: Effectiveness of social media-based marketing for UK luxury automotive companies	45
Figure 19: Importance of consumer behaviour for purchasing decisions	45
Figure 20: Ranking of marketing strategies related to use of social media	46
Figure 21: Ranking of marketing strategies related to use of print media	47
Figure 22: Ranking of marketing strategies related to use of online advertisement	48
Figure 23: Ranking of marketing strategies related to use of celebrity endorsement (1st)	48
Figure 24: Ranking of marketing strategies related to use of celebrity endorsement (2nd)	49
Figure 25: Importance of sustainability	50
Figure 26: Importance of brand heritage	51
Figure 27: Preferred method of learning about new cars using online search	51
Figure 28: Preferred method of learning about new cars using social media	52
Figure 29: Preferred method of learning about new cars using word of mouth	53
Figure 30: Preferred method of learning about new cars using print advertisement	53

Figure 31: Frequency of attending car shows	54
Figure 32: Rank of method of luxury car experience before buying using test drive	55
Figure 33: Rank of method of luxury car experience before buying using virtual tour	55
Figure 34: Rank of method of luxury car experience before buying using dealership visit	56
Figure 35: Recommendation potential for a luxury car	57
Figure 36: Factor of price effecting the purchasing decision	57
Figure 37: Factor of vehicle quality effecting the purchasing decision	58
Figure 38: Factor of brand reputation effecting the purchasing decision	59
Figure 39: Factor of customer service effecting the purchasing decision	59
Figure 40: Factor of using Facebook platform to engage with luxury car brands	60
Figure 41: Factor of using Instagram platform to engage with luxury car brands	61
Figure 42: Factor of using Twitter platform to engage with luxury car brands	61
Figure 43: Factor of using YouTube platform to engage with luxury car brands	62
Figure 44: Consideration of purchasing a luxury car	62
Figure 45: Consideration of the brand of a luxury car	63

Chapter 1: Introduction

1.1 Introduction

The first chapter of the research will provide a detailed overview of the purpose of this investigation which is based on the marketing strategies of Aston Martin and BMW and how it is affecting their marketing strategies.

1.2 Background Information

In order to ensure competitive advantage in the growing market of the automotive industry, companies depend on various marketing strategies to build relationships with their customers in order to sustain them for a longer period of time with respect to the agenda of customer retention (Kanapathipillai and Kumaran, 2022). In the case of automotive companies, effective marketing approaches with specific value creation among the customers ensure a higher level of customer experience.

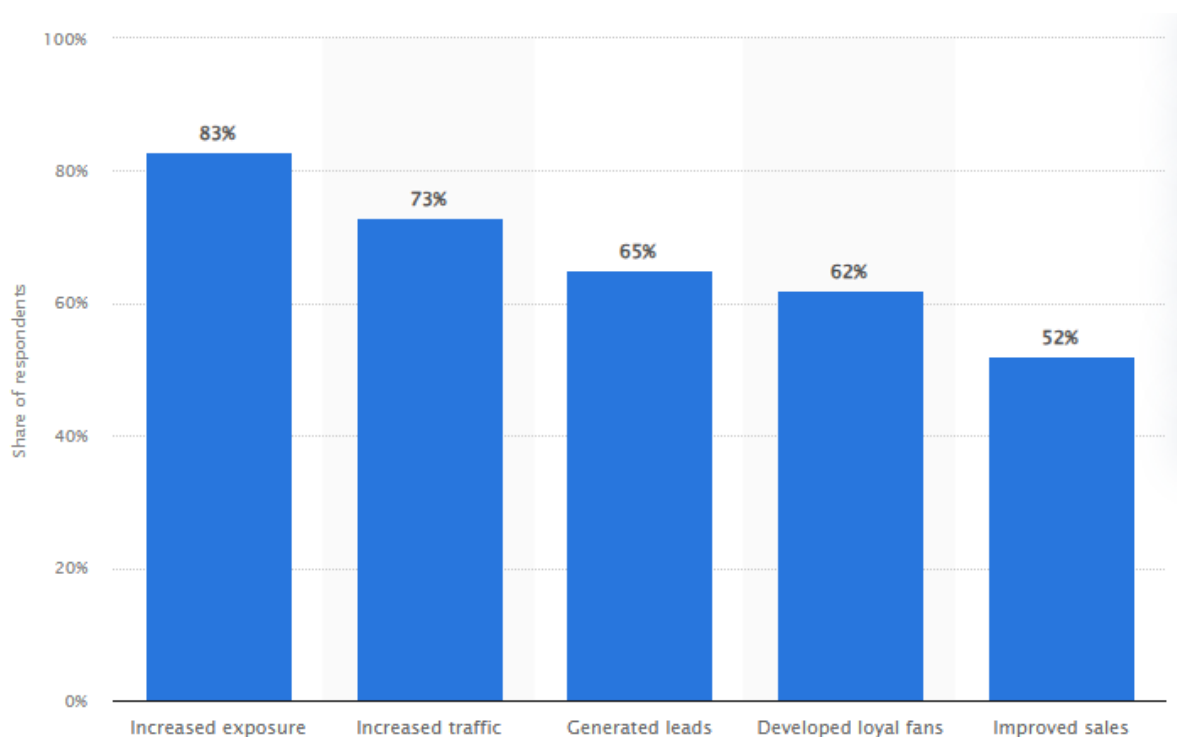


Figure 1: Benefits of digital marketing in organisational growth

(Source: Statista, 2024)

For example, the use of social media marketing is one of the most effective factors to develop customer engagement with greater exposure. In a similar way, this advanced way of marketing

can be effective in developing higher levels of customer engagement in the UK car manufacturing sector. In this matter, automotive companies like Aston Martin and BMW face issues regarding low customer engagement which is majorly impactful for their sales and revenue. As per the market analysis of the UK automotive sector, it has been identified that Battery Electric Vehicle (BEV) registrations have increased by 41.7% to 21,244 units which secures a 25.3% market share which is higher than previous years (Beech, 2025). Therefore, it can be stated that the increasing demand for BEV and other EVs can gather higher market demand than the traditional car models and this could be a challenge for the UK car manufacturers like Aston Martin and BMW. Herein, an effective marketing strategy could play the main role in maintaining the demand for the vehicle models of these companies in the competitive market of the UK.

1.3 Research Problem

Appropriate marketing strategies play a vital role in the development of customer engagement in any organisation. Ineffective marketing strategy has been identified as one of the major issues of the automotive companies of the UK. For example, dependence on traditional marketing strategies or lack of appropriate digital marketing initiatives can be considered as some of the major shortcomings of UK car manufacturing companies like Aston Martin and BMW. Herein, the partnership of Aston Martin with James Bond can be considered as one of the most important factors for product placement which was initially forecasted as a beneficial strategy for the company (Kohut, 2024). It can be stated that the impact of this marketing strategy was not up to the mark for the company.

On the other hand, the dependence of BMW on its BMW's onboard platform-based feedback analysis was a major shortfall of this company to maintain customer engagement. There is a major argument between the significance of onboard platforms and mobile apps of this company to ensure customer engagement. As per research, the number of attracted customers towards BMW's onboard platforms was not sufficient enough (Weiss *et al.* 2021). This can be considered as one of the major marketing and customer engagement issues of this company which is responsible for affecting the sales efficiency of this company. In this way, the presence of ineffective marketing strategies as per customer requirements can be considered as the main problem of this research and this will be focused on here to provide possible recommendations to develop customer engagement.

1.4 Research Aim, Objectives, and Questions

Research Aim: The aim of the specific research study is to investigate the marketing strategies implemented by Aston Martin and BMW and evaluate their impact on consumer behaviour in the UK.

Research Objectives:

- To evaluate the impact of the marketing strategies implemented by BMW and Aston Martin on consumer behaviours within the UK
- To critically analyse challenges faced by Aston Martin and BMW in retaining customer satisfaction
- To recommend strategies that can facilitate Aston Martin and BMW to enhance customer engagement

Research Question: What are the marketing strategies implemented by Aston Martin and BMW and how does it impact consumer behaviour in the UK?

1.5 Scope of the Research

This research will cover a detailed analysis of the issues faced by UK vehicle manufacturing companies at the time of the marketing which will be helpful to explore the impact of these marketing ineffectiveness in decreasing the customer engagement efficiency of these companies. Negative customer engagement gathers negative contributions as well as co-destruction within the service relationships of an organisation (Naumann, Bowden, and Gabbott, 2020). At the same time, the significance of customer awareness in the development of brand value will also be examined in this research which could be considered as one of its scope. Brand awareness can be considered as one of the essential and critical factors to ensure interactiveness among customers with respect to stronger brand understanding (Zia, Younus, and Mirza, 2021). In a similar way, the impact of brand awareness through strong marketing strategies among customers will also be examined in this research in order to explore its importance in the development of customer interactiveness in UK vehicle manufacturing companies. Another scope of this research is based on exploring the challenges faced by Aston Martin and BMW in retaining customer satisfaction and, further strategies to overcome these customer engagement issues.

1.6 Relevance of the Research and Knowledge Contribution

In terms of the relevance of this research, its significance in a wider range of analyses about customer engagement issues through ineffective marketing strategies can be stated. Ineffective marketing strategies have been identified as one of the major reasons for low customer engagement by a lot of researchers. There is a wide range of benefits related to customer engagement such as customer referral. Customer engagement contributes to developing purchase-related metrics as well as engagement behaviour ensures new customer referrals or new product development ideas through feedback (Barariet *al.* 2021). With relevance to that, this research will encapsulate data about customer engagement issues due to ineffective marketing strategies with respect to its impact on customer awareness and brand value management in the UK vehicle manufacturing industry.

This research will contribute to a broader range of knowledge regarding customer engagement and its importance in automotive vehicle manufacturing companies. Herein, the impact issues related to ineffective marketing strategies such as traditional marketing will be examined which will develop knowledge about the appropriate marketing management to ensure higher customer attraction. Customer engagement is strongly related to word-of-mouth (WOM) (de Oliveira Santini *et al.* 2020). Furthermore, this study will contribute to critically analysing the existing marketing strategies of Aston Martin and BMW to attract customers in the UK and find out its shortcomings in ensuring brand value which will further explore possible mitigation strategies accordingly.

1.7 Theoretical Framework

In this section below, three core theoretical models will be introduced with their value which will be helpful to incorporate them in the further research to meet the research aim.

Expectancy Disconfirmation Theory (EDT)

This theory deals with a customer's critical view where customers get an opportunity to judge the product or service they purchased. As per this theory, there are three possible outcomes including Positive disconfirmation, Zero disconfirmation, and Negative disconfirmation which help to examine customer behavioural status.

Theory of Planned Behavior (TPB)

This theory deals with customer attitude, subjective norms, and behavioural control at the time of product or service purchasing. This

Consumer Decision-Making Model

This decision-making model has five specific stages which are- need recognition, information search, alternative evaluation, purchasing decision-making, and post-purchase evaluation. Following these steps, the customer decision-making behaviour will be analysed in this research further.

1.8 Dissertation Structure

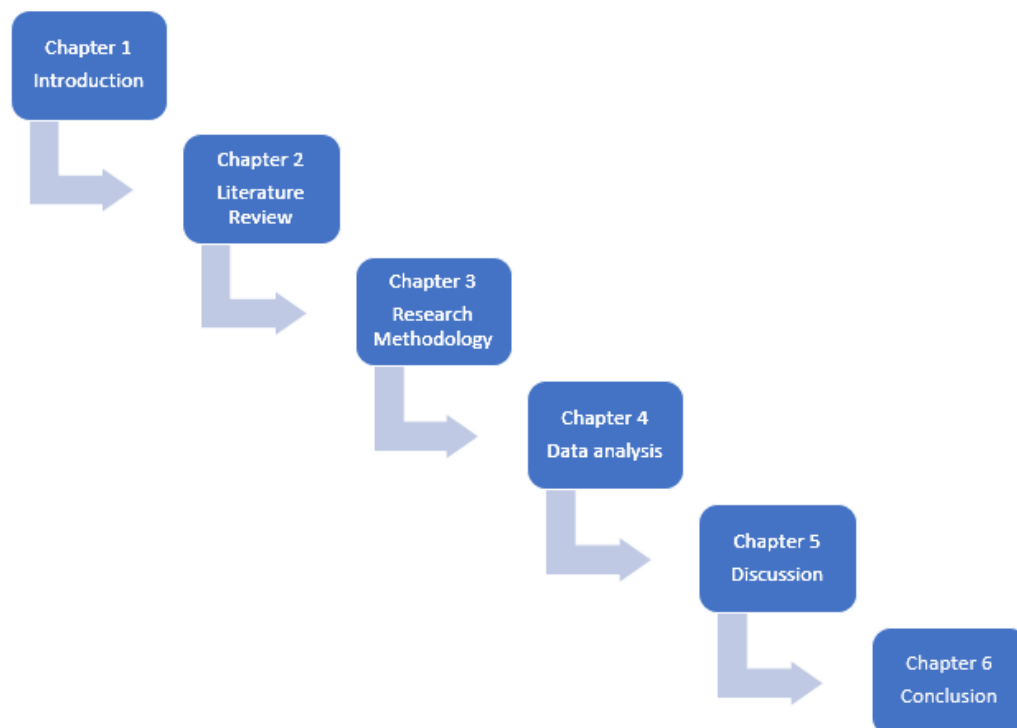


Figure 2: Dissertation Structure

(Source: Self-created)

This present chapter of this research has provided a brief overview of the entire research process with its relevance and significance. The following chapter will be based on examining the previous pieces of literature which will be chosen as per the research objectives. The next chapter will be based on a detailed methodological overview of the research which will justify the choice of specific methods in the different parts of the research. Further two chapters will be based on analysis and discussion of the collected data in the literature review section in order to meet the research aim and objectives. The last chapter will be based on concluding the entire research outcome in order to answer the research question presented above.

1.9 Summary

This chapter has provided a detailed overview of the research base that is to be followed at the time of conducting it. It has been identified that the lack of appropriate marketing strategies is responsible for affecting the customer engagement efficiency of UK automotive companies such as Aston Martin and BMW. Considering this problem statement, this research will be formulated further.

Chapter 2: Literature Review

2.1 Introduction

The following chapter of the research will be based on examining current and relevant pieces of literature which will be chosen considering the research aim and objectives. In this chapter, all the chosen literature will be analysed in terms of their strengths and weaknesses to extract their findings and meet the research objectives from the previous chapter.

2.2 Literature Review

2.2.1 Critically examining the importance of appropriate marketing strategies on consumer behaviour within the UK vehicle manufacturing sector

Due to the rapid evolution of technologies in the modern age, traditional marketing strategies have been altered by the presence of digital marketing approaches (Ali and Anwar, 2021). As per the research of Moraga-González, Sándor, and Wildenbeest, (2023), it can be stated that a customer's search and purchasing decision has been identified as a discrete choice problem as it makes a customer select the alternative offers with the highest minimum of the reservation value. Therefore, it can be said that purchasing decisions are one of the most important factors that have to be focused on at the time of marketing. In the case of the UK automobile manufacturing companies, lack of appropriate marketing strategies is responsible for creating low awareness among the customer which positively affects their purchasing decisions from a particular brand. Supporting data with respect to sequential search theory can be considered the main strength of this article by Moraga-González, Sándor, and Wildenbeest, (2023), whereas this article has used old datasets from practical organisations which can be considered as its major weakness regarding data validity.

Brand accomplishment can be considered as one of the most important strategies of marketing particular goods (Haralayya, 2021). In this vein, as per the research by Javed *et al.* (2023), informed consumers' intra-network promotion packages with information about organisational innovativeness are responsible for increasing the likelihood of receiving favourable customer recommendations. In this regard, intra-network promotion packages act as a brand accomplishment strategy for the vehicle manufacturing companies to ensure better customer engagement and this is very similar for brands like Aston Martin and BMW in the UK. Through the analysis of this article by Javed *et al.* (2023), the impact of customer behavioural factors in

the development of organisational proactiveness can be examined. The main strength of this article is its dependence on the primary data collected from one specific automobile market. This article is enriched by the presence of norms of reciprocity theory which is responsible for justifying the importance of brand value and brand loyalty in customer engagement. On the other hand, this article has not provided any further recommendations to meet its identified gap which can be considered as its main weakness. In this way, the two chosen core articles by Moraga-González, Sándor, and Wildenbeest, (2023) and Javed *et al.* (2023) have been beneficial for examining the importance of appropriate marketing strategies on consumer behaviours within the UK vehicle manufacturing sector.

2.2.2 Importance of the marketing strategies to retain a competitive positioning in the automotive vehicle market

Effective marketing strategies play a pivotal role in retaining success and growth for the automotive industry. The strategy intensifies uniqueness in the business operation and develops a crucial position in the marketplace. Product diversification helps enhance brand presence by integrating consumer attention and brand loyalty. The customer-centric approach in the business operation helps in enhancing brand loyalty and understanding to elevate the positioning in the global aspect. According to Benjamin *et al.* (2024), leveraging data analytics aspects the business professionals of the automotive market enhance the product development process. Personalised communication, loyalty programmes and target marketing in the automotive industry play a significant role in strengthening the brand position in the international aspects. Strategic marketing incentivizes brand recognition by leveraging consumer loyalty and awareness in the business. Inclusion of consumer perceptions in manufacturing of automobile products and increase the profitability and productivity rates.

Corporate growth relies on the sustainable and efficient operational process to strengthen the commitment regarding social, environmental and socio-technical requirements. Sustainable CSR practices help retain organisational productivity while leveraging socio-technical policy, cultural promotions and brand reputation. From the perspective of Gong *et al.* (2023), the Long-term development of an organisation relies on effective client loyalty to the brand. The automotive vehicle market has adopted a vivid transformation in the digitised aspects to elevate the brand name and reputation in the global aspects. In the opinion of Abdelfattah *et al.*, (2024), sustainable marketing initiatives streamline favorable brand perception and positive consumer attitudes to earn a competitive advantage by employing brand equity. For instance, the leading

automotive industry Tesla has adopted technological advancements to grasp the market of the Middle Eastern zone to promote competitive advancement in the business.

The inclusion of blockchain in the automotive industry has enabled trust and confidence among consumers integrating transparency and accuracy in business operation. In the opinion of Reddy et al. (2021), the appropriate inclusion of AI and ML in marketing procedures elevates transparency and accuracy in the transaction process and technological operation. Information sharing and streamlining of the rapid digitisation in the automotive industry has become a crucial component in strengthening the market position in the global aspects. The growth of the automotive industry has witnessed a revolutionary transformation in the marketing and sales operations with the inclusion of massive digitisation to expand the business in the global aspects.

2.2.3 Role of Marketing Strategies on the Consumer Purchasing intention

Emerging concerns regarding the sustainability aspects in the business operation the business professionals related to the automotive industry can ensure profitable and productive business. Automotive industries have adopted the green sustainable planning process to enhance the operational efficiency, accuracy and transparency in the business. In the opinion of Kaur et al. (2022), a green marketing strategy helps in accessing the behavioural intention of the consumers and boosts the brand identity and image in the global aspects. Digital marketing has become an indispensable part of the daily lives of the people and amalgamation of digitisation with the automotive industry has helped in boosting the sales rates in the business. The automotive industry must implement B2B sales operations to refrain from profitable relationships with the customer. As per Hien et al. (2022), digital platforms are the prime component of retaining sustainability in business operations. Purchasing strategies of the customers are correlated to the digital marketing aspect as the attitudes of the consumers play a significant role in modifying the business operation of the automotive industry in the global aspects.

The implication of planned behaviour theory is applied to assess the current behavioural intention of consumers in the automotive industry. Consumer purchase intention is correlated with the product, perceived behavioural control and subjective norms to enhance sales rates in the business operation. Positive perspectives of the consumers related to the product enhance pressure on the purchasing intention process. The presence of customer loyalty and trust in the purchasing process enhances sales rates in the automotive industry. Inclination to the

sustainable product of the consumers in the global aspects has enhanced the possibility in the increment. Aligning with consumer preferences and experiences in the manufacturing process of the automotive industry has enhanced the profitability and productivity of the business operation.

The eco-friendly approach in the automotive industry has helped increase the collaboration of potential customers in boosting sales rates. From the viewpoint of Tan et al. (2022), consumer awareness regarding sustainable business practices has become an indispensable part of retaining productivity and profitability in the business operation of the automotive market. Marketing policies have an indispensable influence on improving performance and growth of market share with the integration of customer loyalty and confidence.

2.2.4 Investigating the role of marketing in the strategy planning process for the automotive vehicle industry

Effective customisation and discount policies help increase consumer loyalty and engagement in the business operation. The automotive industry has prioritised consumer choices in product delivery and manufacturing processes. Establishing personalized product offerings to a diverse range of customers the automotive industry has included strategic marketing policies to evaluate the sales rates in the organisational aspects. In the opinion of Bersch et al. (2021), consumers select products from hybrid engines, combustion engines and electrical engines. A diverse range of engine models is included to reduce the testing skills and boost the brand familiarity in the global aspect.

Sustainable development of the EV industry boosts ecological and economic development of any specific continent and the widespread inclusion of digitalisation has impacted the EV industry to inspect the bottlenecks in the supply chain. As per Cao et al. (2021), stakeholder engagement plays a significant role in developing the business operation of the EV industry. Stakeholders are the individuals that help in achieving the organisational objectives. Implication of the stakeholder's theory in the EV industry helps in mitigating the ethical dilemmas, CSR policies and other organisational issues. Enhanced stakeholder engagement in the business operation supports the sustainable development of the EV industry in the global aspects. In the perception of Cao et al. (2021), 36.44 billion metric tons of Co2 equivalent has emerged of concern in accelerating a stabilised and sustainable business.

Implication of RBV theory in retaining the competitive advantage of a firm can be considered as an effective option to enhance the business operation. Assessment of customer needs,

exponential customer management operation and implication of the strategic choices in the business operation have enabled a significant customer collaboration to enhance the sales rates in the automotive industry. The inclusion of RBV theory in the business operation ensures the long-term growth of an industry with successful alignment of the digitised aspect to combat the market trends. The digital marketing process has helped in getting the reach of potential customers and boosting the sales approach to improve the operational process in the EV industry. In the opinion of Gulzari et al. (2022), affordability and confidence to drive EVs have created significant barriers to the expansion of the EV market. Mitigating the challenge the EV industries can promote the digital marketing aspects for the rental organisation to improve the efficiencies and effectiveness in business.

2.2.5 Exploring the role of strategic marketing in driving growth and profitability for the business organisations

Extensive water and land acquisition, chemical pollution and GHG emissions in the organisation are the core components in enhancing sustainability risks and emerging questions related to sustainable business practices. The presence of reusable products in the automotive industry enhances the economisation process and reduces the risks of carbon emissions. From the perspective of Persson et al. (2023), second-hand clothing consumption has become the most profitable option to strengthen the economic infrastructures of any business operation. Data-driven marketing is the most effective segment in accelerating a profitable and productive business. In the opinion of Rosário and Dias (2023), Data-driven marketing assesses customer information in developing the market strategy. The process helps in gathering transparent information from the online and offline platforms to retain transparency in the customer relationship. Successful implication of BDA in the marketing inspects the profitable and potential customers in the business operation. Integration of analytical assessment helps in promoting transparent analysis of consumer satisfaction and engagement in the business operation. By employing BDA-skilled employees in the automotive industry business professionals retain a profitable, productive and sustainable business operation in the global aspect. In the opinion of Johnson et al. (2021), data-driven decision-making in U.S. firms elevates the competitive advantage in business operations. Resource circulation in the economic infrastructures has elevated the industrial economic infrastructures and improved efficiency in business operations.

The inclusion of Dynamic capability theory encourages business professionals to streamline continuous learning and reconfigure the internal and external spectrums to improve profitability and productivity rates to expand the business. With the alignment of the data-driven decision-making process in strategic marketing business professionals can ensure a stabilised business operation ensuring long-term growth. The procedure enhances long-term profitability ensuring effective consumer insights in the business. According to Magistretti et al. (2021), Dynamic capabilities enhance the possibilities of achieving organisational success with the implication of technological aspects and consumer requirements. Ordinary capabilities of the automotive industries are excluded from the creative and visionary thinking that limits the possibility of innovative product development and helps in accelerating a profitable business operation. Consistent configuration in infrastructure development of the resources has helped in promoting innovative performance and elevates the problem-solving abilities aligning with the market trends.

2.2.6 Analysing the impact of Digital Community building as a marketing strategy to build consumer engagement by Aston Martin and BMW

Building the digital community spontaneously involves the effective creation of platforms online which facilitates the engagement between the brand and the potential consumers with additional inclusion of sharing of experiences along with the act of staying connected with the respective brand. Bitrián, et al. (2021) additionally observed the investigation of the impact of the psychological requirements on the engagement of the user through mobile applications or apps. In this regard, BMW has essentially built an app named 'My BMW' which effectively serves as the central hub for the owners of BMW to engage in significant interaction not just with the brand but also with their respective vehicles. Furthermore, it allows the users to engage in accessing varied information such as remote services, navigation along with checking the status of the vehicle. Aston Martin has implemented mobile applications to build digital communities with the inclusion of varied features such as security along with alerts and remote monitoring which enables the customers to build a connection with their vehicle.

Additionally, Eslami, et al. (2022) contended that social media and its usage allows the firms to effectively control their broadcasting information along with the act of targeting and connecting with the customers in a dialogue fashion and create an enhanced engagement with the customers. Aston Martin makes use of Instagram and TikTok for the promotional purpose of Formula 1 and target consumers. The "I / AM A FAN" campaign stands as an initiative from

the side of Aston Martin to identify and reward the fans for their spontaneous loyalty and passion. BMW showcases its launches along with news about its vehicles through the use of social media such as Facebook, Instagram and Twitter. It effectively encourages content which is generated by the users through the integration of a campaign strategy that encourages the potential customers to reflect upon their experience and upload photos using the brand hashtag namely, #BMWRepost. An act of investing in these strategies can aid in deepening the connection between the brand and the consumer and strengthen the positioning of the brands.

2.2.7 Evaluation of co-branding by Aston Martin and BMW to enhance consumer engagement

PaydasTuran, (2021) observed that co-branding stands as a marketing strategy that makes an effective combination of the individual attributes of the brand with that of the constituent brands thereby engaging in transferring the associated values of both the brands to that of the created co-branding. The potential purpose of this co-branding is to effectively create synergies that spontaneously boost the awareness and spontaneously enhance the value of the brand who are involved by leveraging each of the brands through the act of transferring of associations from one brand to that of another and contrasting them with the competition. BMW has co-branded with Louis Vuitton to bring in a special edition sports car namely BMW i8. Bisazza has partnered with BMW MINI brand to bring in a creation of five personalized MINI cars with the inclusion of custom mosaic dresses. Aston Martin on the other hand co-branded with Girard-Perregaux to bring in Laureato Absolute Chronograph Aston Martin F1 Edition which has been inspired by Aston Martin's Formula 1 Racing team. Even the Boss x Aston Martin Collection has taken inspiration from the rich racing history of Aston Martin. Thereby Co-branding brings innovation and exclusivity by the act of alignment with the partners who share similar values of the brand.

2.2.8 Investigating the impact of marketing strategies on consumer engagement for the automotive industry

Issues in customer engagement tampered the sustainable and effortless business operations and generated a negative impact to accelerate a profitable business. Automotive industries are utilising similar social media platforms to boost sales rates but the operation has emerged several barriers to retaining transparency in the data assessment process. Differentiation in the code of conduct and utilisation divergence of Twitter has generated different results regarding

customer engagement. In the opinion of Matosas-López et al. (2021), the application of a saturated message helps in effective advertising to improve customer engagement by reducing the tone of commercial perspectives. Influencer and celebrity marketing is an effective option for the automotive industry to assess the engagement of the potential customer to enhance the brand visibility and identity in the business operation. The automotive industry must employ social media professionals to assess the engagement of the customers to enhance transparency and accuracy in the business operation.

Engagement with social media platforms improves the business operation of the automotive industry by connecting with their marketing channels and streamlining the engaging content. The utilisation of the repetitive platform and messages and the content styles dilutes the diversification aspect of the promotional process. Consumer engagement in the business operation can be tarnished by the presence of repetitive content and content delivery styles as the consumers. As per Akin (2024), industries adopt innovative technologies to retain sustainability and profitability in the business operation but the strategic implementation is fruitful to retain a stable business policy.

Integration of Augmented Reality, AI and ML experiences in the business process for the business professionals of an organisation intensifies the business expansion in the global aspects. The innovative approach not only enhances customer interaction but also emerges from the popularity of the brand to grasp consumer attention. Automotive industries must align the customer management and relationship management theories to boost the sales rates in the business operation. Customer engagement theory emphasises the interactive and significant cooperation between consumers and brands that enhances brand loyalty and satisfaction. Relationship theory prioritises value delivery, trust and communication by developing personalised and emotionally resonant content. The automotive industry should align the theories in the strategic planning process to boost the sales rates with the potential engagement of the customers,

2.2.9 Critically explore the effective role of marketing strategies implemented by the companies

Researchers have contended that the primary task of the products and brands is to engage in spontaneous differentiation amongst potential competitors. In regards to the modern competition marketers as well as researchers are being actively involved in searching for newer paths to incur contrasts (Kohut, 2024). Thereby the traditional methods involved in marketing

strategies are no longer effective in spontaneously attracting potential consumers. In this regard, Aston Martin along with BMW stands to portray the converging philosophies which are being effectively associated with the marketing strategy of the premium automotive sector. Additionally, a critical exploration of the current strategies of the UK pinpointed the skilful amalgamation of technology along with data and heritage that bring in a spontaneous ground to incur progression and sustain within the competition. Furthermore, personalizations stand as another effective marketing strategy that effectively forms the second strategic pillar. Researchers have observed that the way to improvise the corresponding interaction with the potential customers is being effectively built based on a customer-oriented approach which thereby involves personalization of the marketing strategies along with high-quality communication through achievements of criteria which are based on personalization (Kotyrló et al. 2024). In regards to this Aston Martin has effectively integrated Salesforce Data Cloud along with the Marketing Cloud to potentially personalize the experience of the potential consumers across varied segments be it through email marketing or SMS marketing as an effective strategy. This implementation along with the integration of this innovation stands potentially effective to develop a comprehensive understanding of the potential customers and to effectively engage in collaboration with the dealership to effectively develop experience at a personalized level. Social media campaigns designed by automotive firms attract consumers to establish a sustainable and interactive relationship.

2.2.10 Examples of marketing strategies undertaken by automotive companies

Aston Martin had effectively engaged in trading heavily in connection to the exclusivity of the British. It was in 2024 when Aston Martin engaged in partnering with the campaign which involved Formula 1 namely the Bond-franchise iconography along with the limited-run specials such as the Vantage F1 Edition. The Vantage stands as the official FIA Safety Car of that of Formula 1®. It potentially stands effective as another addition to the essentially rich racing heritage. Furthermore, it had been spontaneously built from the ferocious foundations of the latest Aston Martin Vantage but being targeted with the force to effectively engage in meeting the potential demands associated with the role of saving lives (Aston Martin, 2025). This innovation stands as an effective marketing strategy that aims at deliberately restricting the volume to potentially sustain scarcity pricing.

Additionally, by Misztal, and Ratajszczak, (2025), sustainability stands as that of a potentially complex concept. Thereby the sustainability of an organization stands as the key element to

determine the potential level of competitiveness within an organization (Miształ, and Ratajszczak, 2025). This concept was developed by the first UN Conference on Environment and Development in 1972.

In this regard, Aston Martin's Valhalla PHEV 2026 intended to effectively align with the sustainable approach which stands as one of the crucial marketing strategies in alignment with the demands of ecologically aware consumers and to potentially create a surge in brand trust. The WLTP CO₂ Emissions are undergoing homologation. These figures are effectively intended for indicative comparability purposes (Aston Martin, 2025). The fuel consumption along with the emission of CO₂ will effectively depend on potential variations such as the load of the vehicle, the conditions of weather, and so on.

Even BMW has incorporated a sustainable approach as an effective marketing strategy for respective progress and also to sustain within the competition. Researchers have effectively observed that BMW has been successful in positioning itself as a leader in sustainability within the sector of automotive. The company has effectively committed to engaging in the potential reduction of carbon footprints across the entire process of production. Furthermore, as part of its Circular Economy initiative, BMW aims to potentially achieve a reduction of around 50% of the emission of CO₂ per vehicle by 2030 (Owen, and Hannah, 2025). . Thereby the company has effectively implemented varied programs that stand to provide an emphasis on resource efficiency along with recycling and the effective usage of sustainable materials.

2.2.11 Analysing the recommendation strategies that can effectively enhance the engagement of the customers by Aston Martin and BMW

Within the core of the digital age, the engagement from the side of the potential customers once resisted that of the in-store interactions has stood effectively to be taken within the multiple dimensions. Henceforth comprehending the elements that influence the engagement of the customer stands imperative for the enterprises who are seeking to establish a connection with the customers which are enduring (Arjang,*et al.* 2024).

Brands may expect customers to treat them as individuals rather than just generic customers. Aston Martin and BMW can implement this strategy by integrating personalized ownership experiences to spontaneously tailor consumer experience along with services and communications.

Boppana, (2023) observed that the Customer Relationship Management system had stood effective as the potential backbone of the interaction of the customers along with the act of

assisting the companies to manage their relationship procedure along with streamlining. With the spontaneous evolution of the expectations of customers, the tools and strategies have to be innovated to meet the evolution. In this regard, the integration of AI stood spontaneously effective. It enabled the companies to offer personalized experiences at a higher level and spontaneously enhance the touch of humans within the interaction of every customer. In this context, Aston Martin can implement this strategy to offer customization options of the vehicle for the consumers as a loyalty reward while BMW can effectively exclusively offer test drives for the upcoming models in alignment with the customer's overt interest in sustainability practices. This will aid these automotive luxury brands to create a meaningful connection with the customers.

This innovation can be integrated by Aston Martin and BMW to bring in a dynamic and immersive experience to the consumers. From the perspective of Enyejo, et al. (2024), AR stands significant to potentially enhance the in-store experience through the integration of virtual try-ons along with displays that are on the other hand, VR enables the visiting aspect within the virtual store and enables stimulation of products thereby bridging the gap in between the virtual and that of the physical stores. Aston Martin and BMW can indulge in implementing these strategies to offer customers a driving experience on virtual grounds. Additionally, AR can be used even through mobile apps where the customers can spontaneously posit their respective car in their driveway or to the street and step within it virtually. It thereby breaks the barrier on geographical grounds offering an exclusive experience through virtual aspects.

Conceptual Framework

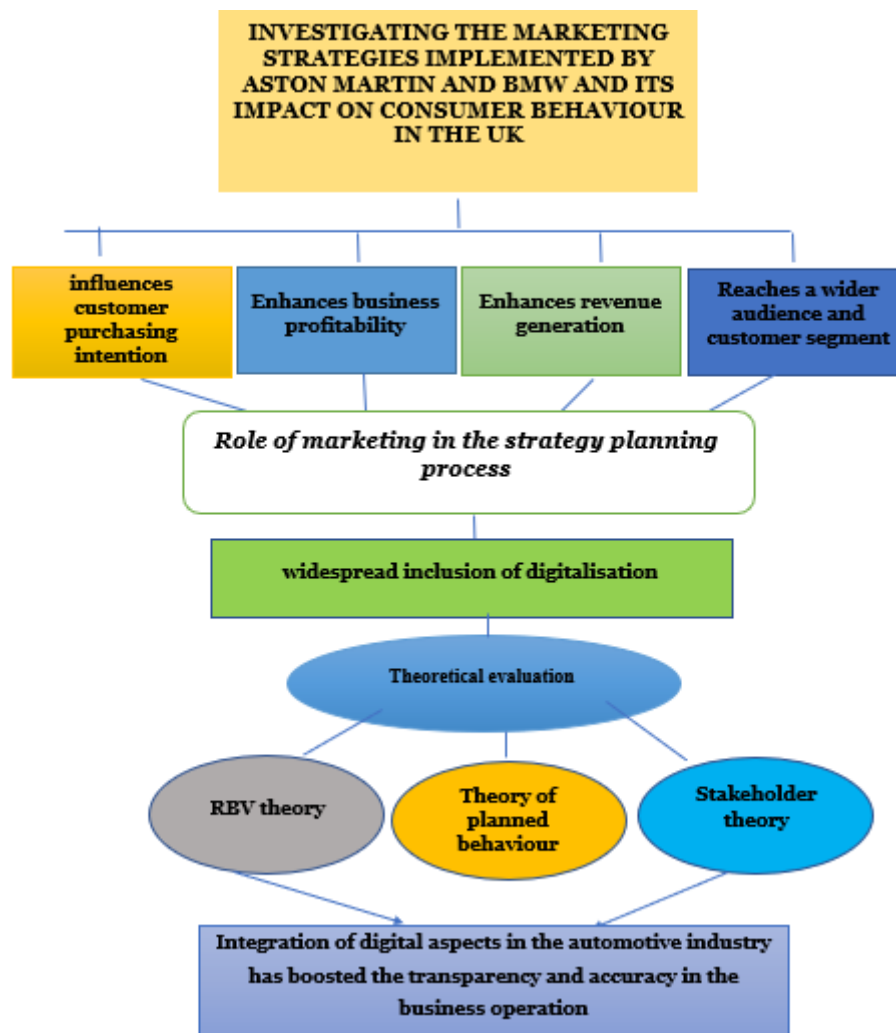


Figure 3: Conceptual framework

(Source: Created by self)

Literature Gap

The researcher has accomplished the literature review with the inclusion of the hypothetical and pre-interpreted notions to gain a deep insight related to the topic. A quantitative analysis can be done to gain more insight regarding the topic with the inclusion of statistical data. In the perception of Kohut (2024), business professionals have adopted modern technologies in the marketing trend to continue a sustainable and stable business operation. With the implication of the statistical data in the research process, the business professional of the automotive industry can gain an accurate roadmap related to the concept.

Summary

The literature review has highlighted the importance of strategic marketing plans to improve the brand identity and popularity in the global aspects. Presence of the eco-conscious consumers has enhanced the popularity of the EV market to ensure the well-being of the environmental aspects. Integration of digital aspects in the automotive industry has boosted the transparency and accuracy of the business operation. Repetitive languages and styles in content delivery have created significant issues in boosting business operations. Influencer marketing is an integral part of developing the brand identity and grabbing the attention of the millennials and Gen-Z. The inclination of Gen-Z toward sustainability is a significant point to enhance the business operation of EVs.

Chapter 3: Methodology

3.1 Overview

The following chapter involves the methods and methodology that are used to determine the investigation of various marketing strategies and the use of data collection that are used at the time of research will be thoroughly discussed with the potential discussion from the retrieved data. It will also involve the ethical considerations that will be discussed to maintain the credibility of the research.

3.2 Research onion

Research onion is a conceptual model, also known as Saunder's model that helps the researchers to develop or design a robust and coherent research methodology which is then followed to implement the process of the research. It involves an overview of the research philosophy, making assumptions about the nature of reality, knowledge, and the best way to study it. Then comes the research approach, determining whether the research was inductive or deductive. After that, it comes to research design, data collection method, data analysis method, and sampling method for collecting, analyzing and interpreting the data. The well-defined structure of a research onion is shown below.

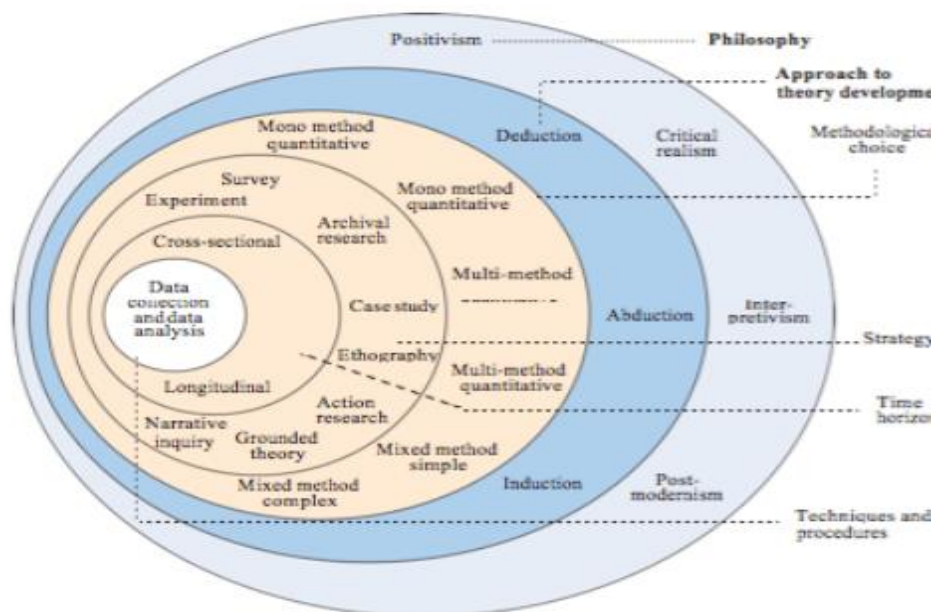


Figure 4: Structure of a research onion

(Source: jfsdigital.org)

3.3 Research philosophy

Research philosophy is the collection of superposition, creation and delineation which helps in collecting reliable data within this research (Mbanaso *et al.* 2023). This helps in ensuring that the research is valid, free from any kind of biases and genuine. Generally, there are four categories of this method such as positivism, realism, pragmatism and interpretivism. The positivist method has been chosen within this research.

Justification

Positivist method has been used within this research as it helps in developing a well-designed structure concerning the evaluation of the impact of the marketing strategies, which manage their implementation by BMW and Aston Martin on the behaviours of consumers within the United Kingdom. It also helps in developing a well-structured conclusion, which assists in fostering the quality of content within this research. This can also make an effective contribution to improving the comprehensive quality of the research. It also helps in fostering the contextual understanding within this work.

- To evaluate the impact of the marketing strategies implemented by BMW and Aston Martin on consumer behaviours within the UK
- To critically analyse challenges faced by Aston Martin and BMW in retaining customer satisfaction
- To recommend strategies that can facilitate Aston Martin and BMW to enhance customer engagement

3.4 Research approach

This is one of effective methods which assists in offering the appropriate answers of the identified questions within this research. This method has mainly two categories such as inductive and deductive research approaches. Inductive methods have been used within this research.

Justification

Inductive research approach has been considered within this research as it helps in developing useful theoretical frameworks concerning the critical evaluations of the challenges faced by Aston Martin and BMW in retaining improved satisfaction of consumers. It helps in developing the structure of the research in a systematic way. This method also helps in improving the overall understanding regarding the role of notable marketing strategies which manages its implementation by the companies in their progress and their positioning in the competitive

market. It assists in collecting reliable and useful evidence which can help in fostering quality of context within this research. It can also ensure the validity, authenticity and genuineness of the collected information within this research. By analyzing the specific observations and recognizing the notable patterns, this method can develop new theories and manage modifications of existing ones.

3.5 Research design

A research design outlines the plan researchers will use to answer research questions based on empirical data. It is mainly of three types such as descriptive, exploratory, and explanatory.

Justification: This study adopts a Descriptive research design in order to investigate the marketing strategies of Aston Martin and BMW and their impact on consumer behaviour in the UK. Since the descriptive method is conducted in the respondent's natural setting, it produces reliable data and covers a wide population (Ghanad, 2023). This design enables the collection of measurable data through structured surveys, along with offering objective insights into consumer preferences and brand perceptions. It is chosen for its ability to quantify trends, summarise responses, and identify patterns. The approach ensures clarity, reliability, and replicability, which makes it suitable for analysing marketing strategy impacts within a defined consumer population.

3.6 Data collection method

Data collection is the techniques and procedures for gathering the information for the purpose of the research. It can be a simple self-reported survey to more complex quantitative or qualitative experiments. This study involves a sample of 50 participants, where the data was gathered through primary quantitative data collection, resulting in the findings. Primary quantitative data collection is gathering numerical information directly from individuals for specific research purposes such as questionnaires, surveys or experiments.

Justification

Primary quantitative data collection utilizes consecutive observation of the individuals, groups, or machines in a specific time period to record the happening event and achieve the rate if needed. It also assisted specific human sources by gathering in-depth information to gain a hypothesis by using different research tools as per research preferences (Taherdoost, 2021). It was also provided with an explanation about the changes and impacting factors that are not always driven by the data which brought social influence in the unit. In this current, we took

this primary quantitative data collection to go through the survey that was conducted by 50 participants to investigate the marketing strategies implemented and consumer behaviour that might not be effective which are present in journals, articles, etc. So, a live in-depth survey was conducted to get more effective and purposeful results from the experiences participants shared and assisted specific human sources by gathering different recharge tools to get effective results. The common methods which are used in this research are live- surveys, interviews, observations, and experiments which were taken directly from the source to avoid any manipulation of the variables of the data retrieved.

3.7 Data analysis method

Data analysis techniques have continuously evolved, which provide a set of tools for understanding, interpreting, and forecasting data patterns. Using these methods is vital to gaining practical information from data that can guide more effective organizational decision-making.

Justification: For this study, a **quantitative data analysis technique** is employed to systematically evaluate the responses gathered from 50 participants through structured surveys. The process of quantitative data analysis depends on statistical techniques. To understand numerical data taken from a sample, statistics will always break down and analyse the variables involved (Kotronoulaset *al.* 2023). This technique is chosen as it allows for the clear summarisation of large sets of numerical data while identifying patterns and trends in consumer perceptions and behaviours towards the marketing strategies of Aston Martin and BMW. The primary justification for selecting qualitative analysis lies in its ability to provide objective, measurable, and generalisable results, which are essential for understanding consumer behaviour on a broader scale. By quantifying responses, the study effectively identifies which marketing strategies are most influential in driving consumer engagement, brand loyalty, and purchase decisions in the UK market. Additionally, this technique offers simplicity and efficiency in presenting data patterns without complex inferential statistics, which makes it suitable for the sample size and exploratory nature of this research. The results are organised into visual formats such as charts to enhance clarity and facilitate easy interpretation, thus ensuring practical insights for both academic and business applications.

3.8 Sampling method

The sampling technique represents an important part of the quantitative research process. Sampling's main intent is to obtain a subset of units that represent the entire group or population from which they were selected.

Justification: This study employs a **simple random sampling technique** to select 50 participants from the UK population. Every individual had an equal chance of being chosen, which reduces selection bias and ensures a representative sample (Rahman *et al.* 2022). This method is selected for its simplicity, fairness, and ability to produce reliable, generalisable results. It allowed the researcher to gather unbiased consumer opinions on the marketing strategies of Aston Martin and BMW while providing credible data for analysing trends in consumer behaviour.

3.9 Ethical considerations

Investigating the marketing strategies implemented by Aston Martin and BMW and its impact on consumer behavior in the UK has gone through careful consideration of ethical implications. By following the “*Data Privacy Act, 2018*” the research was conducted by maintaining the data privacy rule prioritizing data privacy, transparency in the business claims, and avoiding manipulative and deceptive practices, especially when targeting vulnerable customers. Top companies like Aston Martin and BMW often use data collection, where the researchers ensure that any data collection is transparent, complies with data protection regulations, and contains informed consent from the participants. Moreover, the data collected from the survey are stored in an encrypted device and any unauthorized access was denied. The data collected from the survey are used specifically for the research, and the participants who are involved in this research were asked only questions related to the survey and no other personal or controversial questions were asked of them. Moreover, the research paper was written using data and theories from various sources, which were properly cited, ensuring it was plagiarism-free.

3.10 Summary

Positivism research philosophy has been taken to develop a well-defined structure within this research. Implementation of an inductive research approach helps in enhancing the contextual understanding and collecting reliable and useful evidence and findings. Primary quantitative method of collecting data has been utilised within this research.

Chapter 4: Data Analysis and Findings

4.1 Overview

This chapter will focus on carrying out the data analysis based on the survey that was carried out among the customers in the UK, selected randomly. The data analysis helped in improving the overall understanding of the potential thinking regarding the products and customer services in relation to BMW and Aston Martin. Based on the results of the data analysis, comprehensive findings were identified, and a subsequent discussion was carried out.

4.2 Data Analysis

Q1: Do you agree that unique customer-centric marketing strategies play a vital role in developing customer engagement?

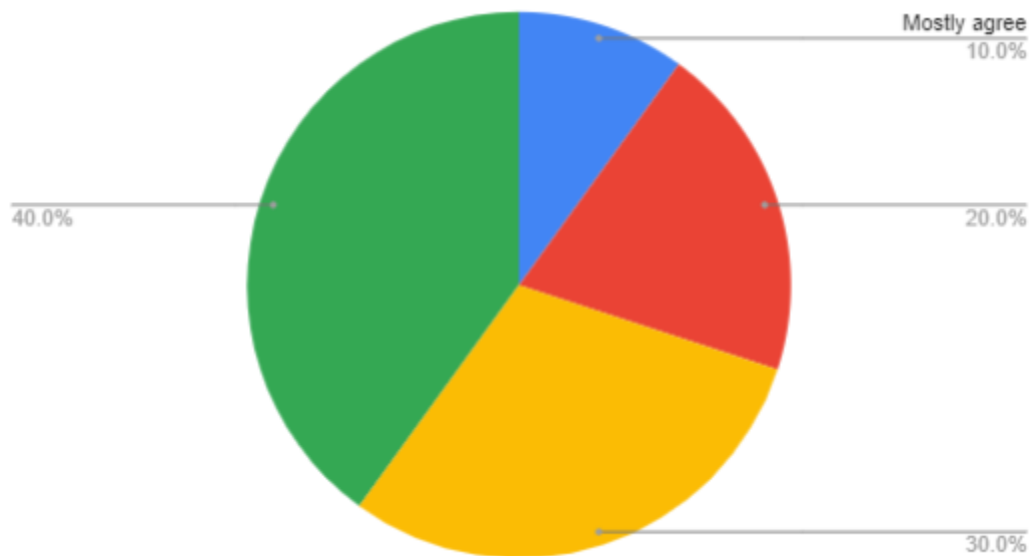


Figure 5: Unique customer-centric marketing strategy role

(Source: Self-developed)

The above figure 5 highlights the result of the opinion of the participants regarding the role of unique customer-centric marketing strategies in the area of development of customer engagement. The result showed that only 10% of the customers agreed mostly to this prospect. Furthermore, the result also showed that 40% of the customers totally agreed with this prospect, that a unique customer-centric marketing has a vital role in the development of effective customer engagement in relation to BMW and Aston Martin.

Q2: Do you believe that customer retention and their loyalty depend on the marketing strategies of the company?

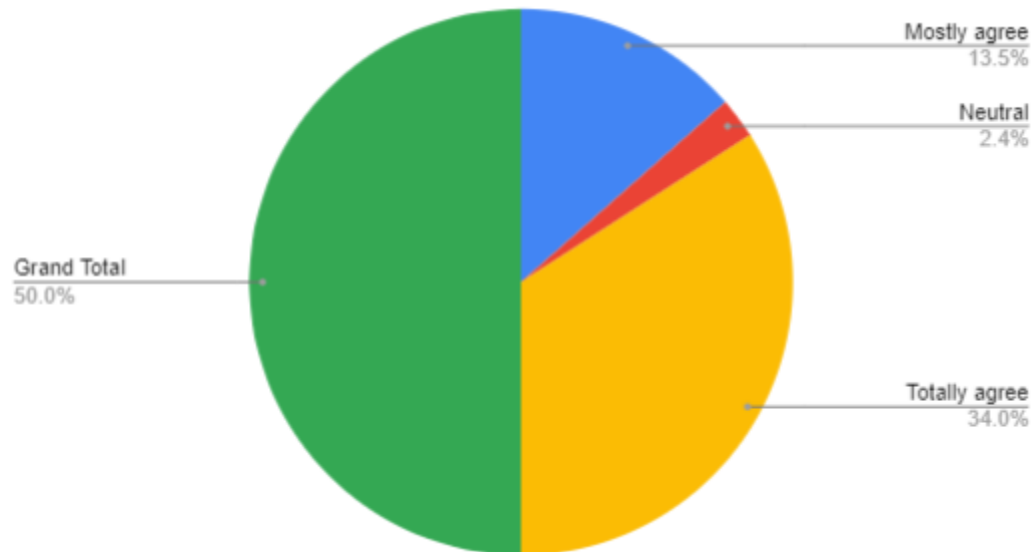


Figure 6: Role of company strategies

(Source: Self-developed)

The above figure 6 shows the result in a pie chart format regarding the link between customer retention and subsequent loyalty in relation to an effective marketing strategy of the company. The result showed that 34% of the participants totally agreed to the fact that customer loyalty and retention are dependent on the strategies followed by the companies.. However, the result also showed that only 2.4% of the participants remained neutral in this regard in relation to BMW and Aston Martin.

Q3: How far do you agree that an appropriate marketing move can ensure low customer switch rate in an organisation?

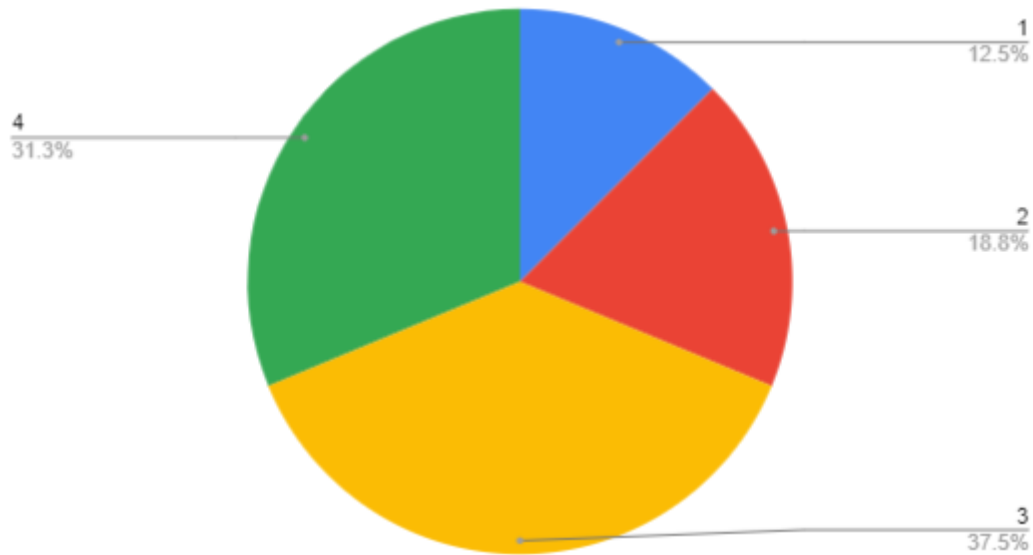


Figure 7: Appropriate marketing moves to low the customer switch rate

(Source: Self-developed)

The figure 7 above shows the result of the opinion of the participants about how effective marketing moves can help in lowering the switching rate of the customers to other companies in the same industry. The result showed that 31.3% of participants partially agreed that appropriate marketing moves have a role to play regarding ensuring the lowering of the customer switch rate to other companies. Also, 12.5% of the customers said they mostly agreed with this aspect that appropriate marketing strategies can lower the switching of customers from one company to another.

Q4: Does your company use digital marketing strategies to ensure better customer engagement?

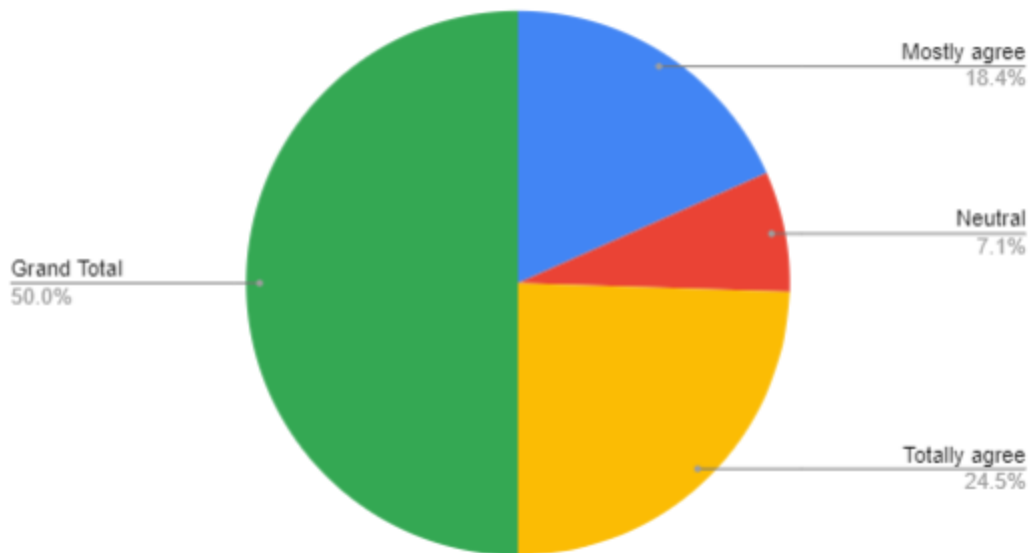


Figure 8: Use of digital marketing strategies

(Source: Self-developed)

The above figure shows the opinion of the participants about the use of digital marketing by the companies to ensure better customer engagement. The result shows that 24.5% of the customers totally agreed, while 7.1% remain neutral regarding the prospect of digital marketing having any impact to enhance customer engagement.

Q5: Do you believe celebrity brand endorsement is one of the most effective marketing strategies for your company?

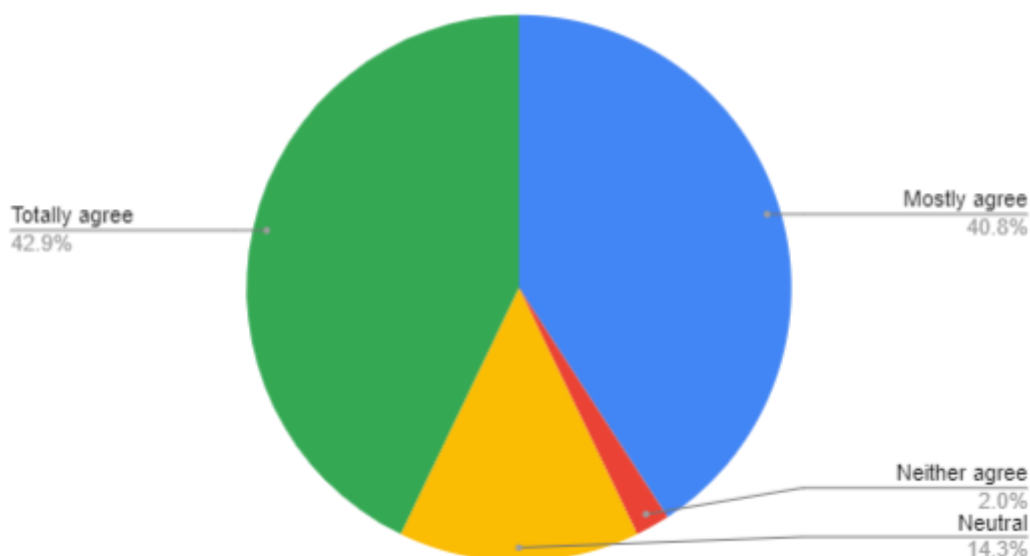


Figure 9: Effect of celebrity brand endorsement

(Source: Self-developed)

The above pie chart in the figure 9 shows the result of the opinion of the participants about whether celebrity brand endorsement is the most effective marketing strategy followed by the companies. The result found that 42.9% of the people totally agreed that the celebrity brand endorsement is the most effective marketing strategy. However, 14.3% of the people remain neutral, and 2% neither agree regarding the role of celebrity brand endorsement for effective product and brand marketing.

Q6: How far do you believe that customer feedback plays a major role in the development of marketing strategies in your company?

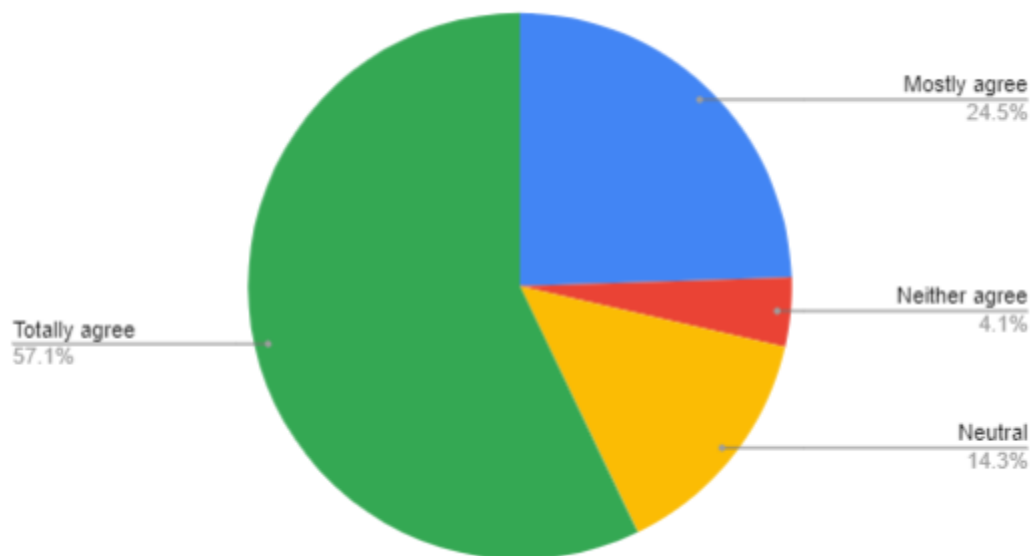


Figure 10: Role of customer feedback in developing marketing strategies

(Source: Self-developed)

The figure 10 shows the result of the believe of the participants regarding the role of customer feedback in developing the marketing strategies of the companies. The result showed that, 57.1% of the people totally agreed that the customer feedback has an essential role in the development of effective marketing strategies. However, 14.3% of the respondents remain neutral, and 4.1% of the people neither agreed that customer feedback has any role.

Q7: How far do you believe that technological advancement in marketing strategies ensure loyal customer attraction?

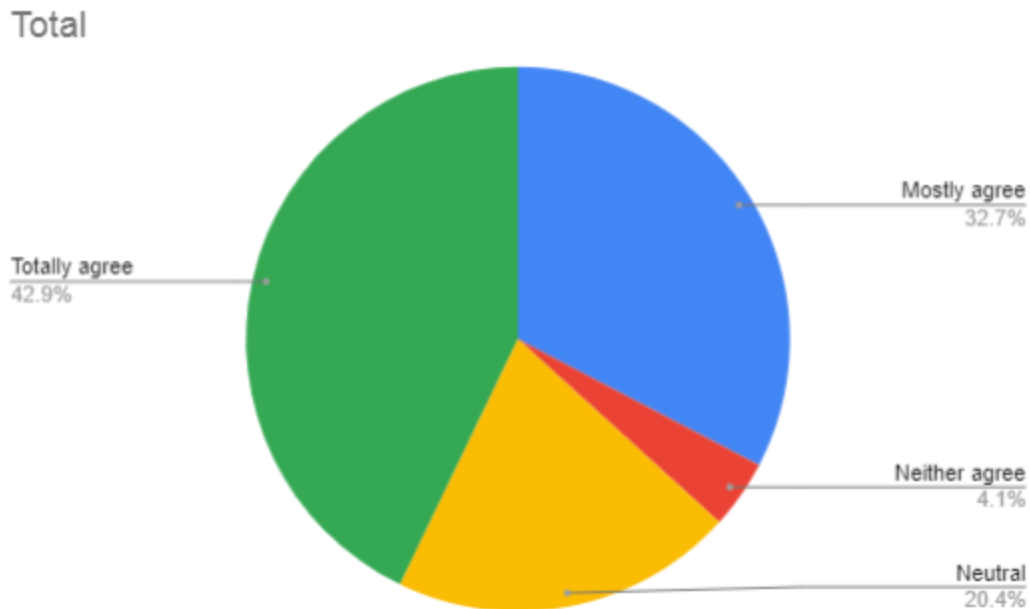


Figure 11: Role of technological advancement in marketing strategies

(Source: Self-developed)

The above figure shows the result of technological advancement in marketing strategies for ensuring the development of a loyal customer base. The result found that 42.9% of the respondents totally agreed that technological advancement in developing marketing strategies boost customer loyalty. However, 20.4% remained neutral, 32.7% mostly agreed and 4.1% neither agreed with the proposition that technological advancement has any link with customer loyalty.

Q8: How far do you agree that customer requirement fluctuation affects the marketing moves of your organisation?



Figure 12: Effect of customer requirement fluctuations in marketing strategies

(Source: Self-developed)

The above figure shows the result of the opinion of the participants regarding the effect of customer requirement fluctuations on the development of an effective marketing strategy. The result showed that 57.1% of the participants totally agreed with the prospect that a change in customer requirements also affects the marketing strategies. However, 24.5% of the participants mostly agreed and 14.3% remained neutral about the prospect of changing customer requirements on the marketing strategy of a company.

Q9: Do you believe that cultural diversity has an impact on the marketing strategies of the automotive companies in the UK?



Figure 13: Impact of cultural diversity on marketing strategies

(Source: Self-developed)

The above figure 13 shows the result of whether cultural diversity among the consumers has an effect on the marketing strategies of automobile companies. The result showed that 48.8% of the participants totally agreed that cultural diversity has an effect on the development of the marketing strategies. The result further showed that 36.7% mostly agreed, while 16.3% remained neutral about the effect of culturally diverse consumers at the time of developing the product marketing strategy of an automobile company.

Q10: How far do you believe that customer feedback plays a major role in the development of marketing strategies in your company?

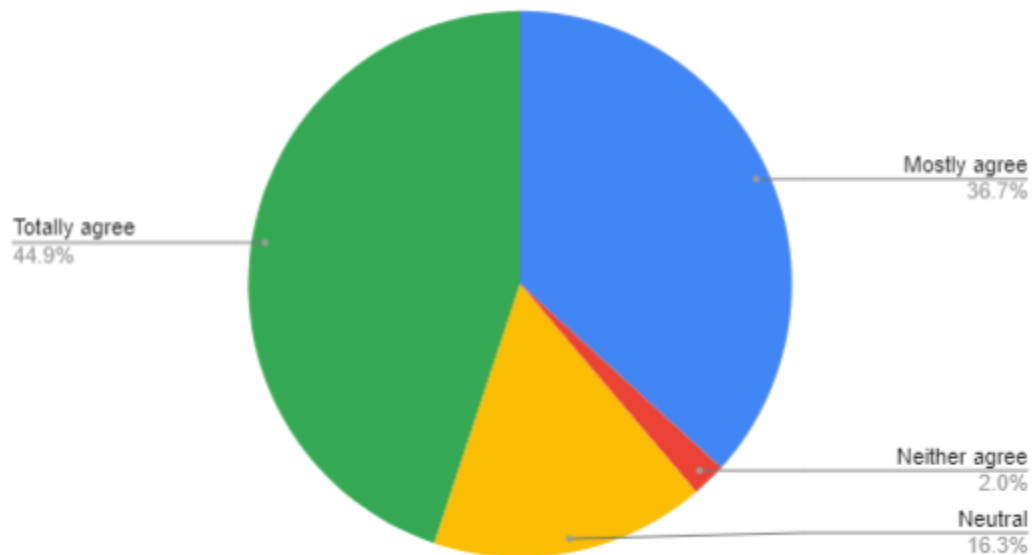


Figure 14: Impact of customer feedback on marketing strategies

(Source: Self-developed)

The figure 14 shows the result of the major role of customer feedback regarding the development of marketing strategies. The result found that 44.9% of the participants totally agreed that customer feedback has a role in the development of an effective marketing strategy. Also, 36.7% of the participants mostly agreed and 16.3% remained neutral regarding the effect of customer feedback on the development of marketing strategies of the automobile companies.

Q11: Do you believe that CSR makes an ethical impact on the marketing advancement of the automotive companies?

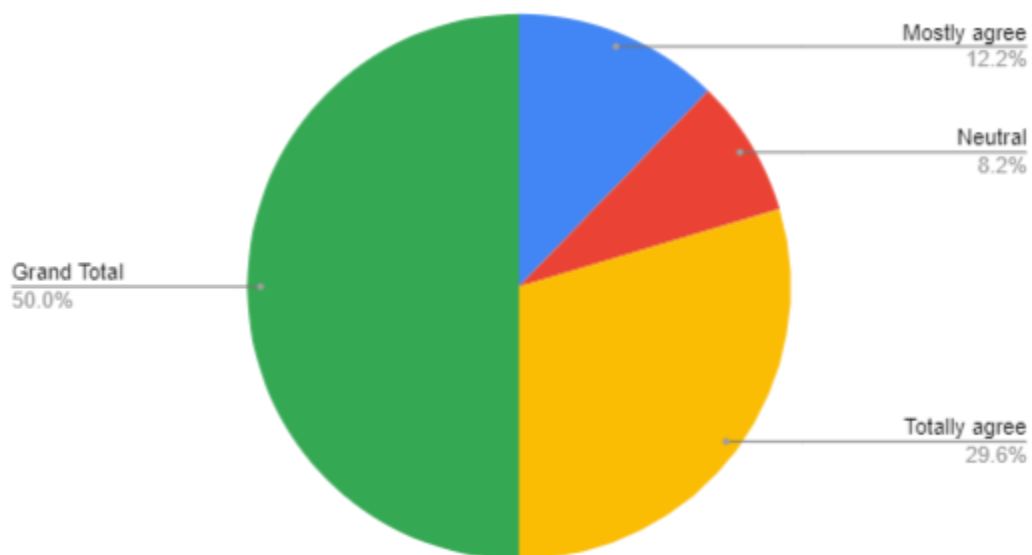


Figure 15: Ethical Impact of CSR on marketing advancement

(Source: Self-developed)

The figure 15 above shows whether the CSR strategies of an automobile company have any ethical impact at the time of advancing the marketing strategy among customers. The result found that only 29.6% of the customers totally agreed that the CSR strategies had an ethical impact regarding the development of marketing advancement. The result further showed that 12.2% of the people mostly agreed, and 8.2% remained neutral regarding the ethical impact of CSR on marketing advancement of the automobile companies.

Q12: Which automotive companies do you consider as the main competitors in the UK market?

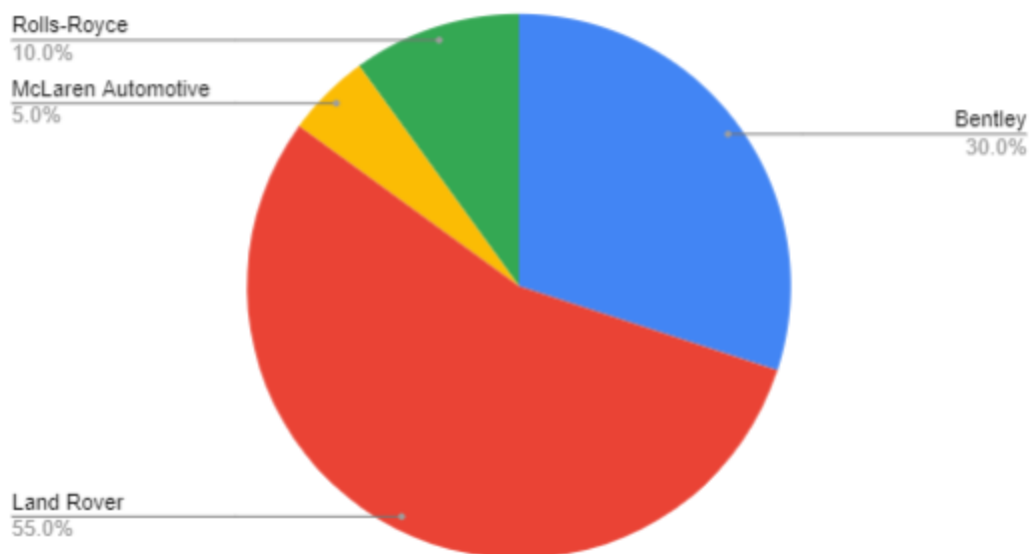


Figure 16: UK automobile market competition

(Source: Self-developed)

The figure 16 showed the result of the opinion of the participants about the main competitors of BW and Aston Martin in the UK automobile market. The result showed that, overwhelmingly 55% think that Land Rover is the main competitor in the UK market. However, the result further showed that 30% of the people think that Bentley, 10% think Rolls-Royce and 5% think McLaren Automotive are the main competitors of BMW and Aston Martin in the UK market.

Q13: How would you rate celebrity endorsement as an engaging marketing strategy?

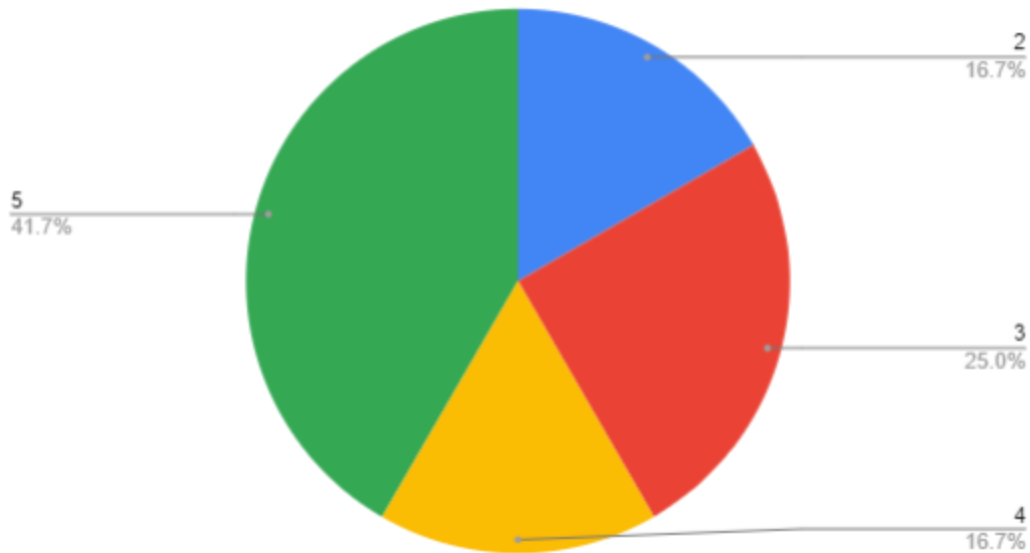


Figure 17: Rating of celebrity endorsement as an engaging marketing strategy

(Source: Self-developed)

The result of the opinion of the participants about the rating of celebrity endorsement regarding engagement with the British customers. The result showed that 41.7% of the respondents totally disagreed regarding the major role of celebrity endorsement and gave 5. However, 16.7% of the participants agreed, and 25% remained neutral about the role of celebrity endorsement for the development of effective marketing strategies and given 2 and 3 ratings.

Q14: How effective do you think social media-based marketing is for luxury automotive companies in the UK?

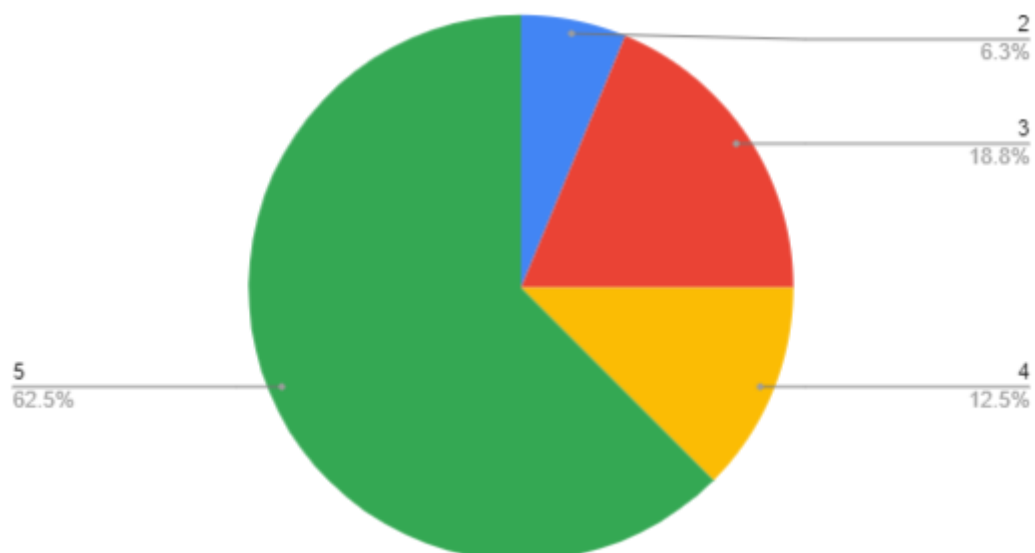


Figure 18: Effectiveness of social media-based marketing for UK luxury automotive companies

(Source: Self-developed)

The figure 18 shows the result of the effectiveness of the social media-based marketing strategies among the luxury automobile brands of the UK. The result showed that 62.5% of the participants had given a rating of 5 regarding the effectiveness of social media-based marketing strategies on the UK luxury automobile companies. The result further showed that 12.5% of the participants had given a rating of 4, and only 6.3% had given a rating of 2 in relation to the role of social media-based marketing among the luxury UK automobile companies.

Q15: How important is consumer behaviour in developing customer purchasing decisions for luxury automotive companies in the UK?

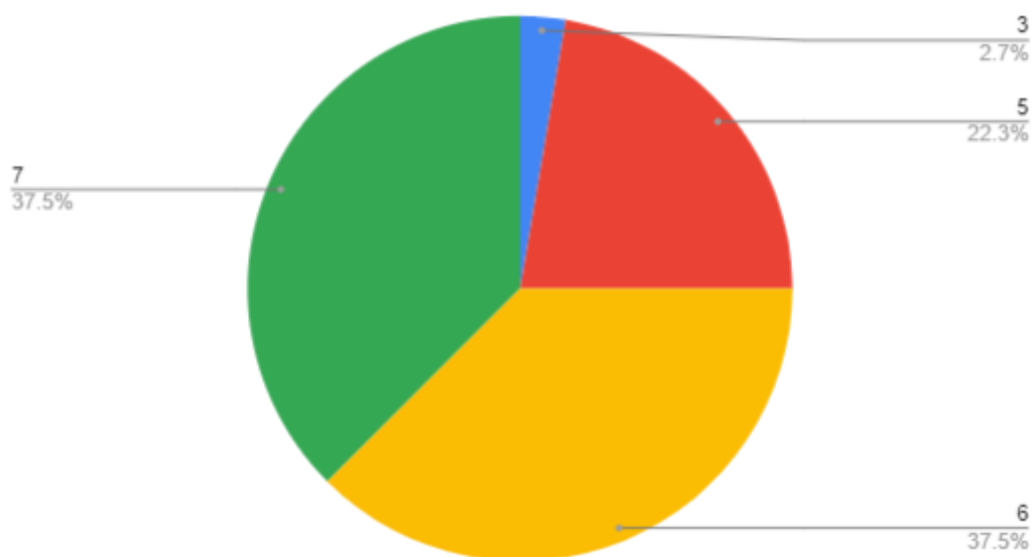


Figure 19: Importance of consumer behaviour for purchasing decisions

(Source: Self-developed)

The above pie chart in figure 19 shows the result of the importance of consumer behaviour on the making of purchasing decisions of the automobile products by the British consumers. The result found that 37.5% of the participants mostly disagreed with the notion that consumer behaviour has an impact on their purchasing decision. However, 37.5% of the respondents disagreed with the notion, while 22.3% remained neutral and only 2.7% strongly agreed.

Q16: Rank the following marketing strategies based on their effectiveness for luxury car brands like Aston Martin and BMW (1 = Most Effective, 5 = Least Effective): [Social media advertising]



Figure 20: Ranking of marketing strategies related to use of social media

(Source: Self-developed)

The figure 20 shows the result of potential rankings given by the participants in relation to the use of social media advertising by Aston Martin and BMW in the UK. The result found that 23.5% said social media advertising strategy was most effective, while 28.2% said that the strategy was effective. Also, 23.5% of the participants said the strategy was less effective in relation to BMW and Aston Martin.

Q17: Rank the following marketing strategies based on their effectiveness for luxury car brands like Aston Martin and BMW (1 = Most Effective, 5 = Least Effective): [Print advertising]

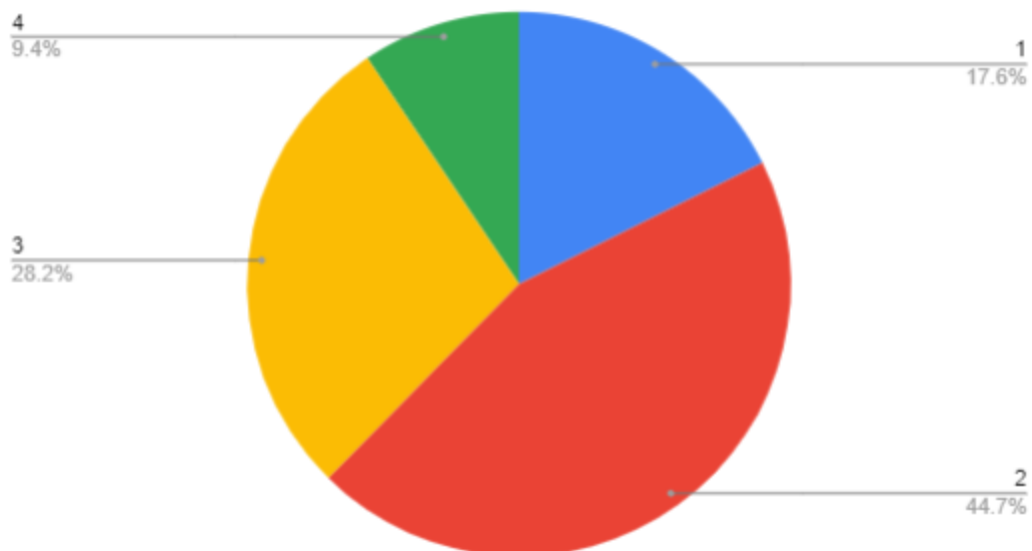


Figure 21: Ranking of marketing strategies related to use of print media

(Source: Self-developed)

The above figure shows the result of the ranking given by the participants regarding the marketing strategies of BMW and Aston Martin in the UK with the help of print media. The result showed that 44.7% of the respondents think the use of print advertisements is highly effective regarding the product marketing by BMW and Aston Martin. Also, only 9.4% of the participants in the survey think the strategy is highly ineffective.

Q18: Rank the following marketing strategies based on their effectiveness for luxury car brands like Aston Martin and BMW (1 = Most Effective, 5 = Least Effective): [Online advertising]

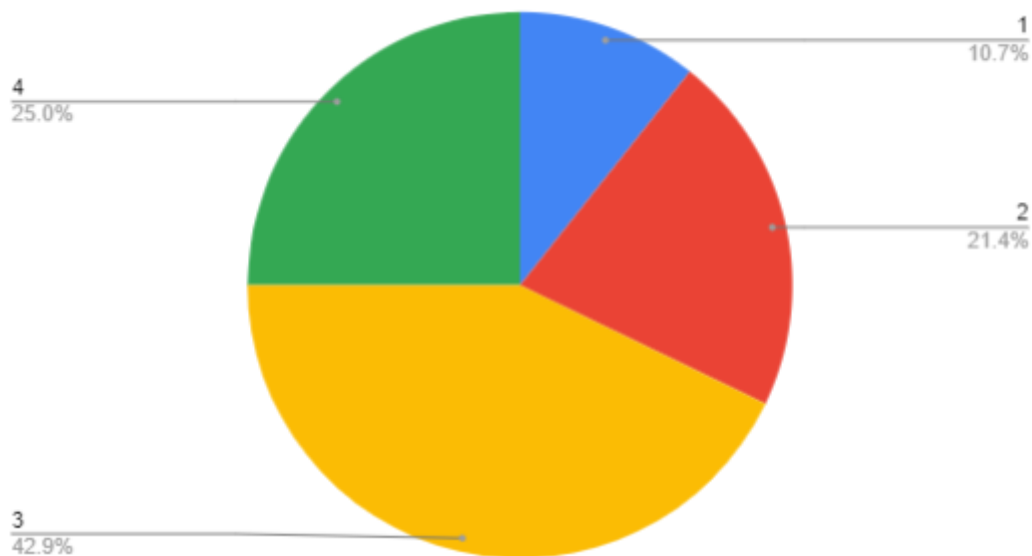


Figure 22: Ranking of marketing strategies related to use of online advertisement

(Source: Self-developed)

The above figure shows the result of the ranking given by the respondents regarding the use of online advertisement by the luxury car brands BMW and Aston Martin in the UK market. The result found that 42.9% of the participants thought this strategy of online advertisement was less effective regarding product marketing. Also, only 10.7% of the participants had the opinion that online advertisement was the most effective strategy, followed by Aston Martin and BMW.

Q19: Rank the following marketing strategies based on their effectiveness for luxury car brands like Aston Martin and BMW (1 = Most Effective, 5 = Least Effective): [Celebrity endorsements]

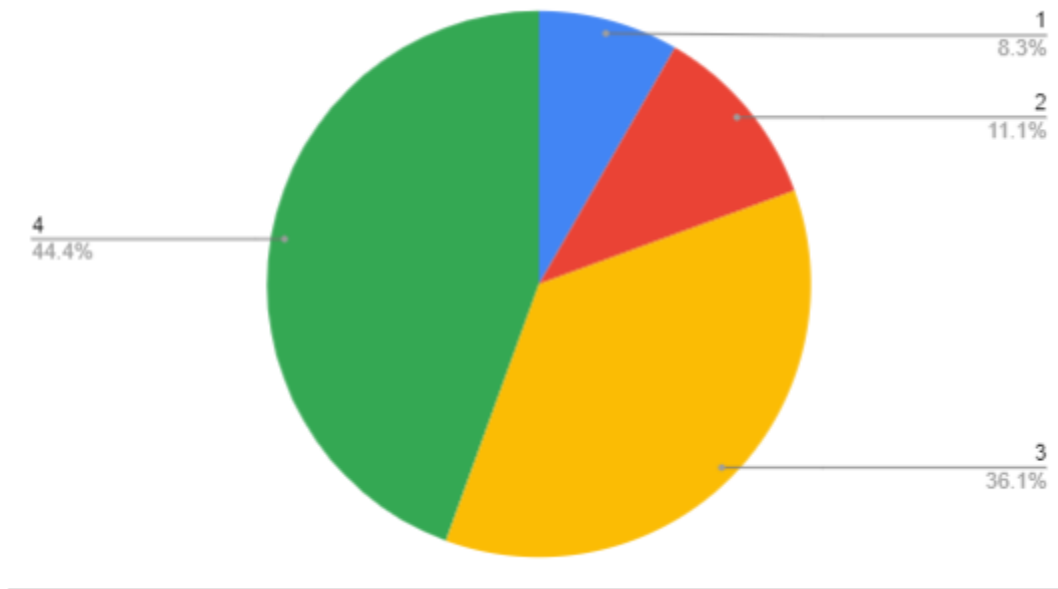
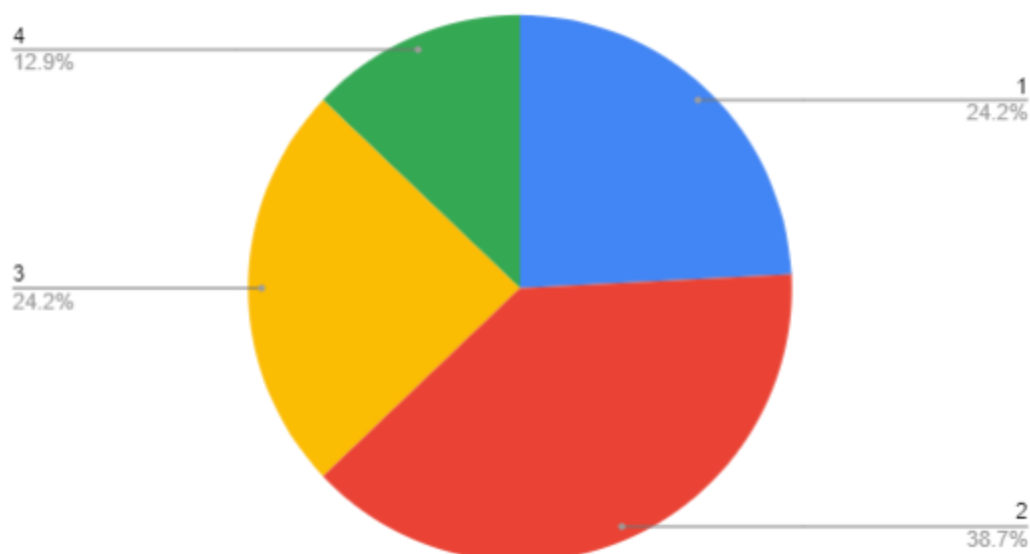


Figure 23: Ranking of marketing strategies related to use of celebrity endorsement (1st)

(Source: Self-developed)

The figure 23 shows the result of the opinion of the participants regarding the role of celebrity endorsement in the marketing strategy of BMW and Aston Martin in the UK. The findings showed that, 44.4% of the respondents have the opinion this strategy is less effective to enhance the product brand value in the UK car market. However, only 8.3% had the opinion this strategy was most effective and 11.1% said that this was effective.

Q20: Rank the following marketing strategies based on their effectiveness for luxury car brands like Aston Martin and BMW (1 = Most Effective, 5 = Least Effective): [Celebrity endorsements]



**Figure 24: Ranking of marketing strategies related to use of celebrity endorsement
(2nd)**

(Source: Self-developed)

The above figure shows the result of the ranking given by the participants about the marketing strategies involving the use of celebrity endorsement. The result shows that 38.7% of the participants said that the use of celebrity endorsement is effective for the brand marketing of Aston Martin and BMW. However, 12.9% of the participants said that the strategy was less effective, and 24.2% remained neutral in this regard.

Q21: How important is sustainability focus when considering a luxury car brand?

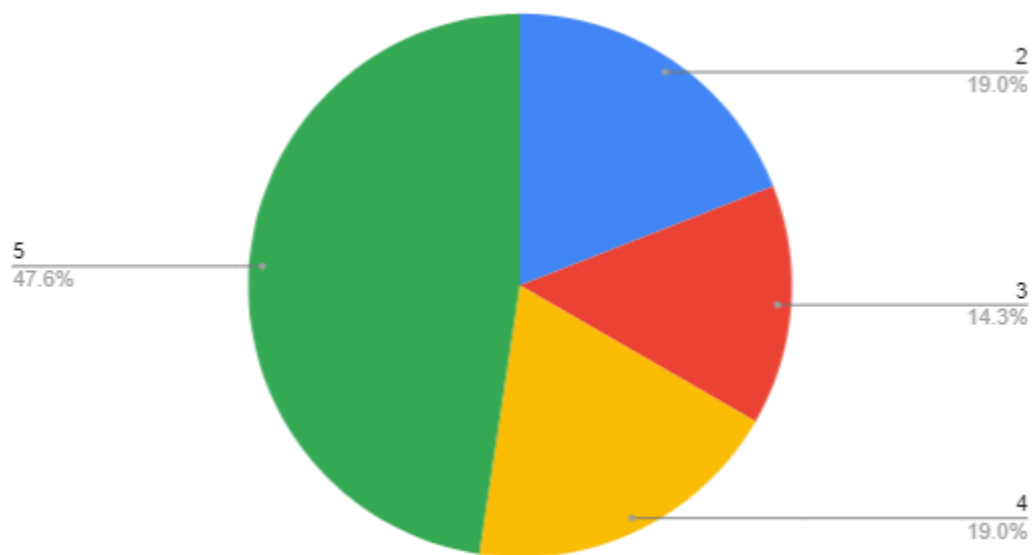


Figure 25: Importance of sustainability

(Source: Self-developed)

The figure 25 shows the result of the importance of sustainability regarding the brand enhancement of the luxury car products in the UK market. The result based on the response given by the participants showed that 47.6% highly disagreed that a focus on sustainability has a major link with product marketing in the UK. The result further showed that 14.3% remained neutral and 19% agreed and disagreed with the prospect of sustainability focus to enhance the brand value of a luxury car brand.

Q22: How important is brand heritage when considering a luxury car purchase?

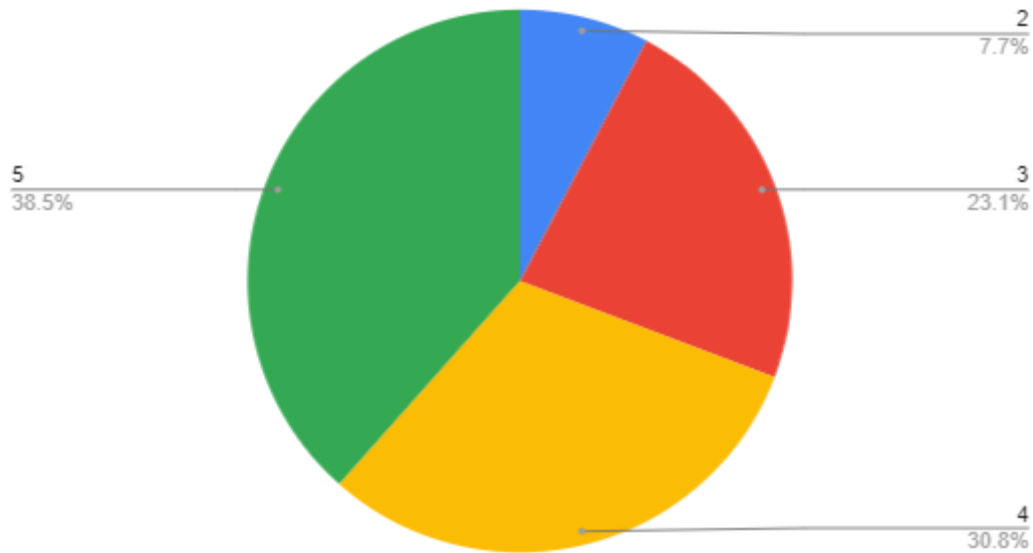


Figure 26: Importance of brand heritage

(Source: Self-developed)

The above figure 26 shows the result of the importance of brand heritage at the time of purchasing a new car by the UK customers. The result found that 38.5% think the importance of brand heritage is least important at the time of decision-making regarding the purchasing of a new car product. Also, the result further showed that only 7.7% thought brand heritage is important and 23.1% remain neutral in this question.

Q23: Rank your preferred methods for learning about new luxury cars [Online research (e.g., websites, reviews)]

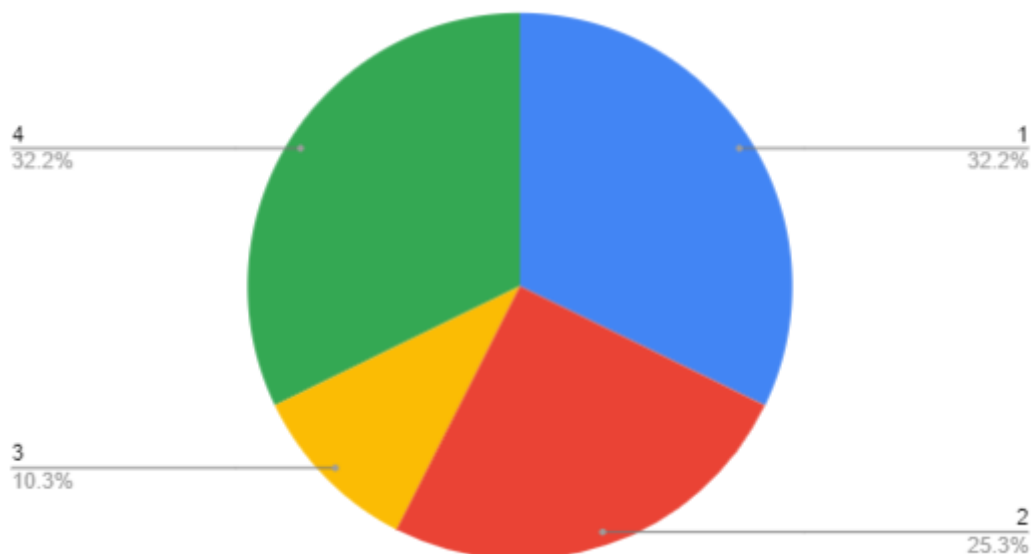


Figure 27: Preferred method of learning about new cars using online search

(Source: Self-developed)

The above figure shows the result of the preferred method of learning about a new car based on the use of online research with the help of BMW and Aston Martin websites, blog and mobile application. The result showed that, 32.2% of the participants think this method was highly effective to search for a new car. While, 10.3% remain neutral and 25.3% had said the use of online search was effective to search a new car.

Q24: Rank your preferred methods for learning about new luxury cars [Social media]

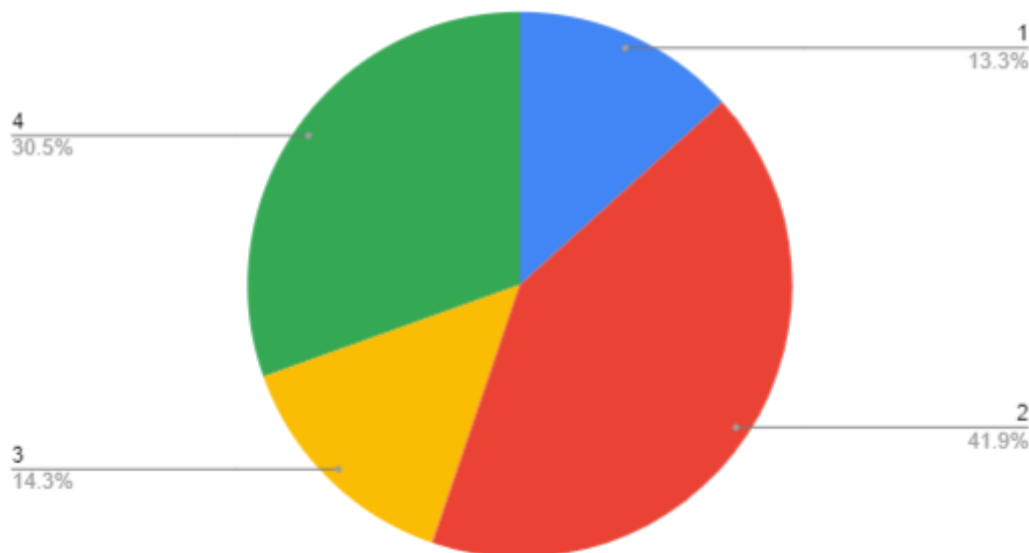


Figure 28: Preferred method of learning about new cars using social media

(Source: Self-developed)

The above pie chart shows the results of potential preferred methods in the area of using social media platforms regarding the search for a new car. The result found that 41.9% of the respondents said the use of social media was effective in searching for a new car. Furthermore, the result showed that 13.3% think this method was most effective and 30.5% think the method was least effective for searching for a new car.

Q25: Rank your preferred methods for learning about new luxury cars [Word of mouth (e.g., friends, family)]

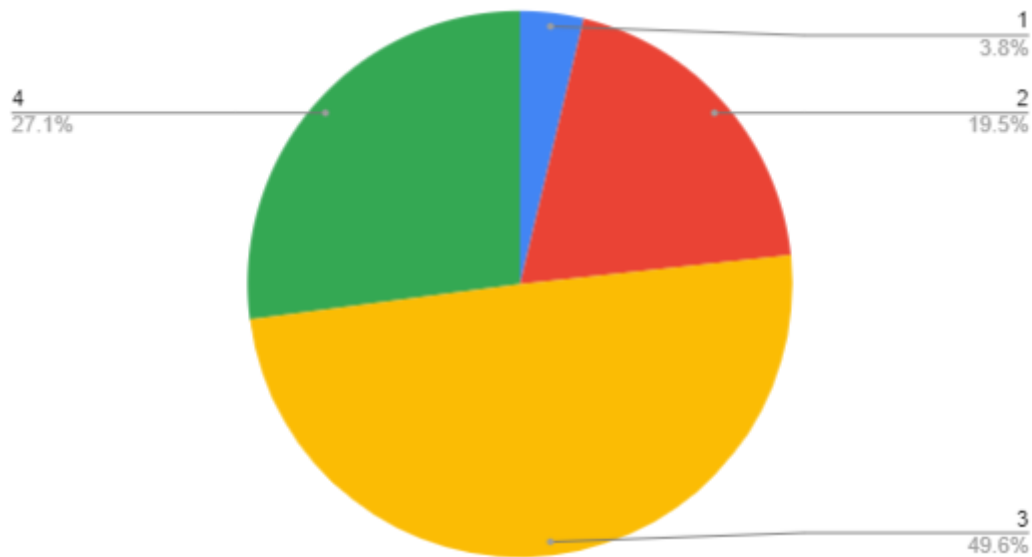


Figure 29: Preferred method of learning about new cars using word of mouth

(Source: Self-developed)

The result of the preferred method of learning about a new car at the time of purchasing this from the market is shown in figure 29. The result found that, 49.6% said the word of mouth opinion from friends and family members is an effective method and given a rank of 3. Also, 19.5% of the respondents said that the word of mouth learning method is highly effective regarding the learning of a new car and given a rank of 2.

Q26: Rank your preferred methods for learning about new luxury cars [Print advertising (e.g., magazines, brochures)]

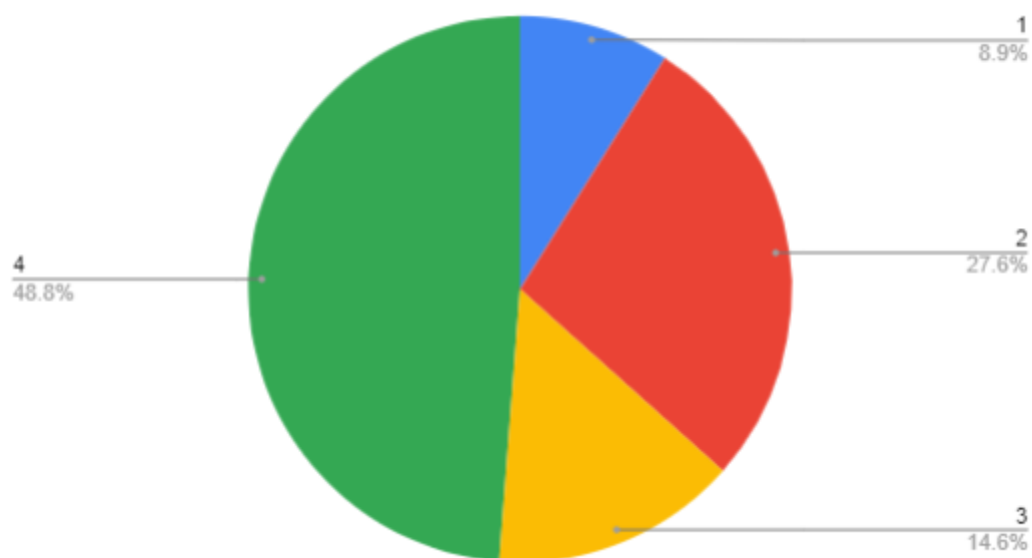


Figure 30: Preferred method of learning about new cars using print advertisement

(Source: Self-developed)

The above figure 30 shows the result of the preferred method of learning about a new car at the time of purchase in the area of print advertising. The findings showed that, overwhelmingly, 48.8% of the participants think the use of print advertisement was less effective to learn about a new car. However, 8.9% of the respondents think that the use of this method was highly effective and gave a rank of 1.

Q27: How frequently do you attend car shows or automotive events?

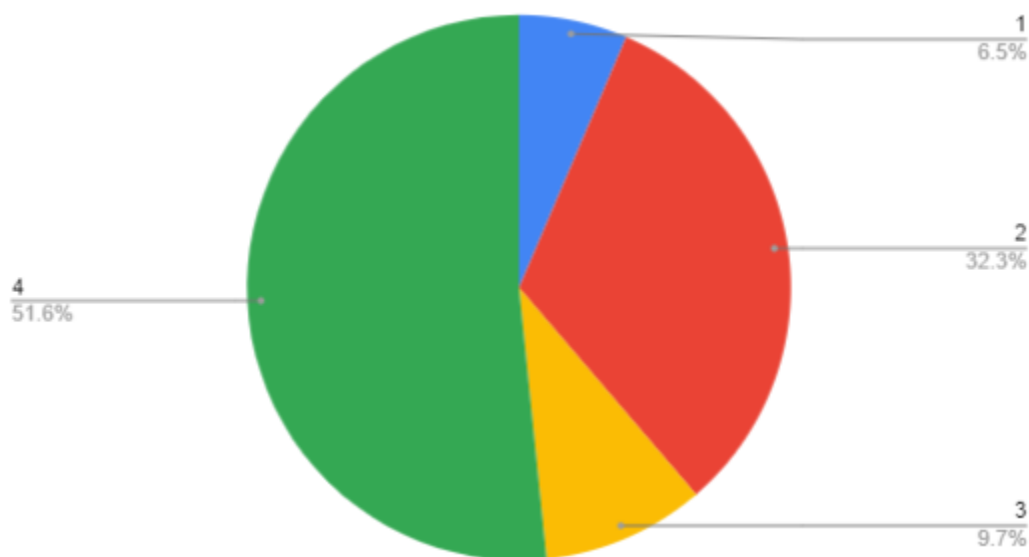


Figure 31: Frequency of attending car shows

(Source: Self-developed)

Attendance at car shows is a method of understanding the interest of a person in luxury automobiles including cars. In this aspect, figure 31 shows the result of frequency of attending car shows by the respondents. 51.6% attended a car show least frequently, while only 6.5% attended car shows with high frequency. Also, 9.7% attended a car show less frequently in the UK.

Q28: Rank the following methods of experiencing a luxury car before purchase in order of your preference [Test drive]

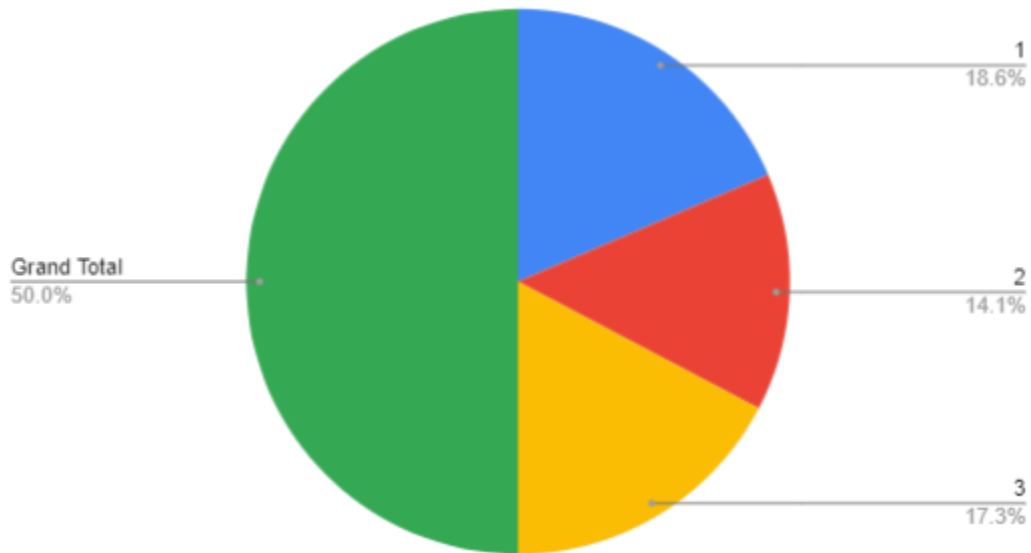


Figure 32: Rank of method of luxury car experience before buying using test drive

(Source: Self-developed)

The above figure shows the result of the preferred method of experiencing a luxury car with the help of a test drive regarding the making of purchasing choice. The result based on the responses given by the respondents showed that, 18.6% said test drive is the most effective method. However, 14.1% said it is a moderately effective way of understanding the key features of a luxury car.

Q29: Rank the following methods of experiencing a luxury car before purchase in order of your preference [Virtual tour (e.g., online configurator)]

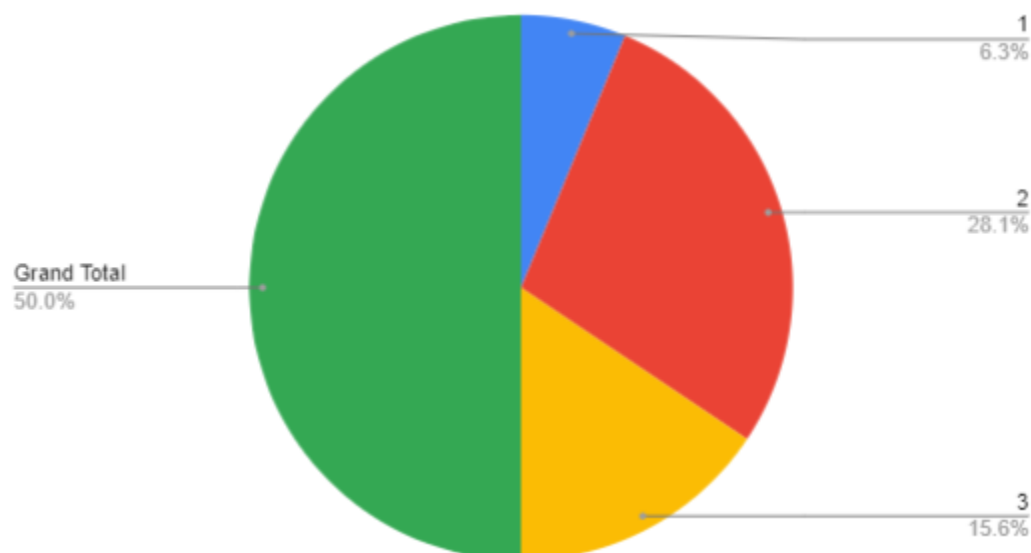


Figure 33: Rank of method of luxury car experience before buying using virtual tour

(Source: Self-developed)

The figure 33 shows the result of the opinion of the preference of virtual tour or online configurator use at the time of making relevant decisions to purchase a luxury car. The result showed that 15.6% of the respondents least preferred a virtual tour of a luxury car before purchasing. However, 6.3% of the respondents highly preferred the virtual tour method before making a decision about purchasing a luxury car in the UK.

Q30: Rank the following methods of experiencing a luxury car before purchase in order of your preference [Dealership visit]

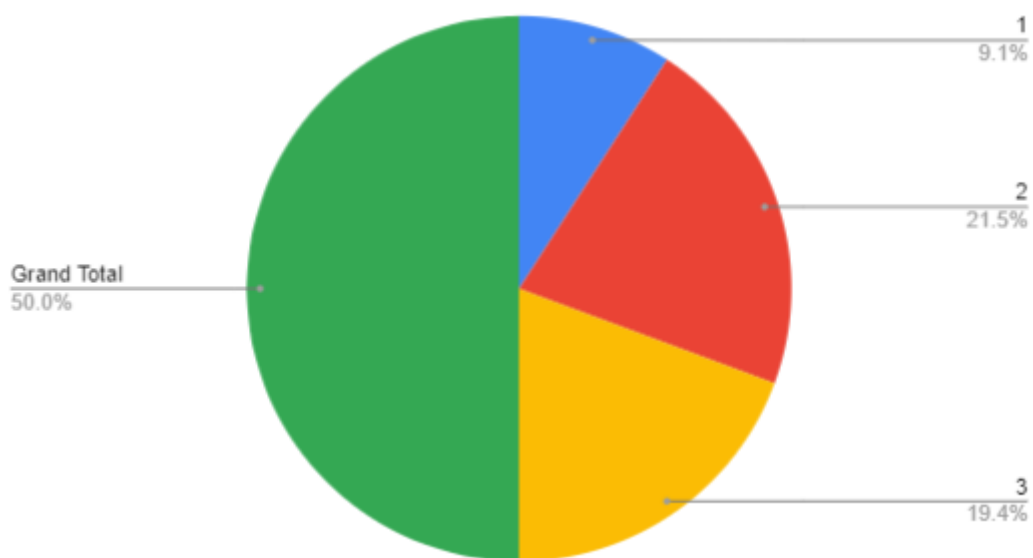


Figure 34: Rank of method of luxury car experience before buying using dealership visit

(Source: Self-developed)

The above figure in the form of a pie chart shows the result of preference of the respondents regarding the purchasing of a new car in the UK. The findings showed that 19.4% said they least prefer a dealership visit before making any purchasing decision of a luxury car. However, 9.1% said they prefer a dealership visit before taking any decision about purchasing a new luxury car in the UK as a method of experience.

Q31: How likely are you to recommend your luxury car brand to a friend or family member?

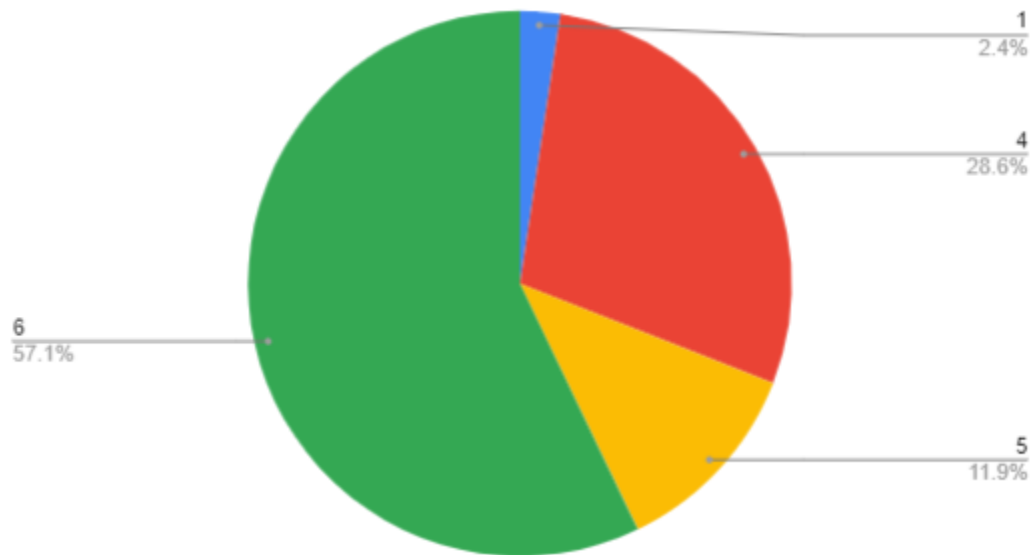


Figure 35: Recommendation potential for a luxury car

(Source: Self-developed)

The above figure shows the results of the opinion about the potential recommendation regarding the purchasing of a new car by the respondents to the family and friends. The result showed that 57.1% of the respondents said they would be less likely to recommend purchasing a new luxury car to family and friends. However, 2.4% of the participants said they would highly likely recommend to their family and friends about the purchasing of a new luxury car in the UK.

Q32: Rank the following factors that influence your decision to purchase a luxury car [Price]

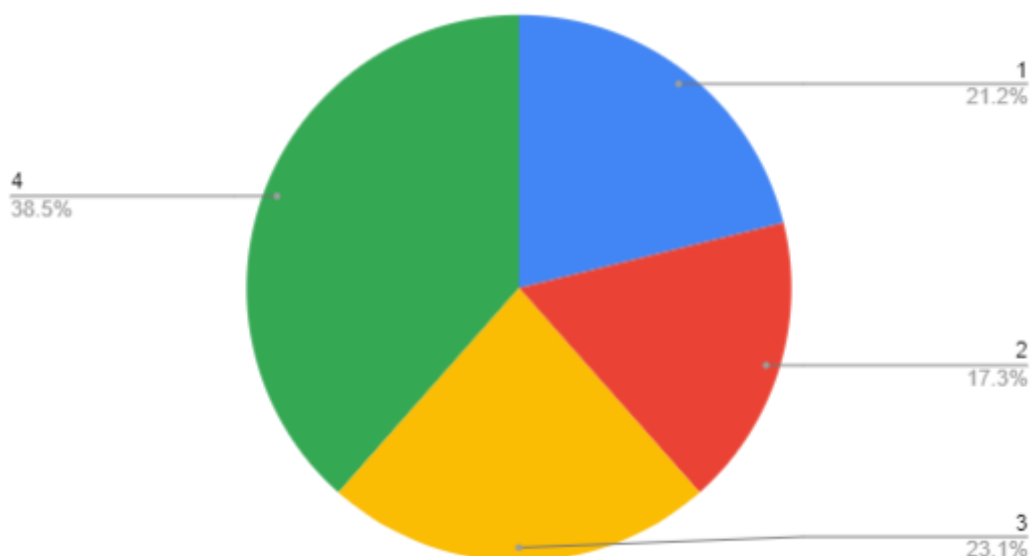


Figure 36: Factor of price affecting the purchasing decision

(Source: Self-developed)

The figure 36 shows the result of the price factor that affects the purchasing decision of a luxury car in the UK. 38.5% of the respondents said that the price would be less likely to affect the purchasing decision of a luxury car belonging to the brands BMW and Aston Martin in the UK market. However, 17.3% said it would likely affect, and 21.2% said highly likely to affect the purchasing decision in the UK.

Q33: Rank the following factors that influence your decision to purchase a luxury car
[Quality of vehicle]

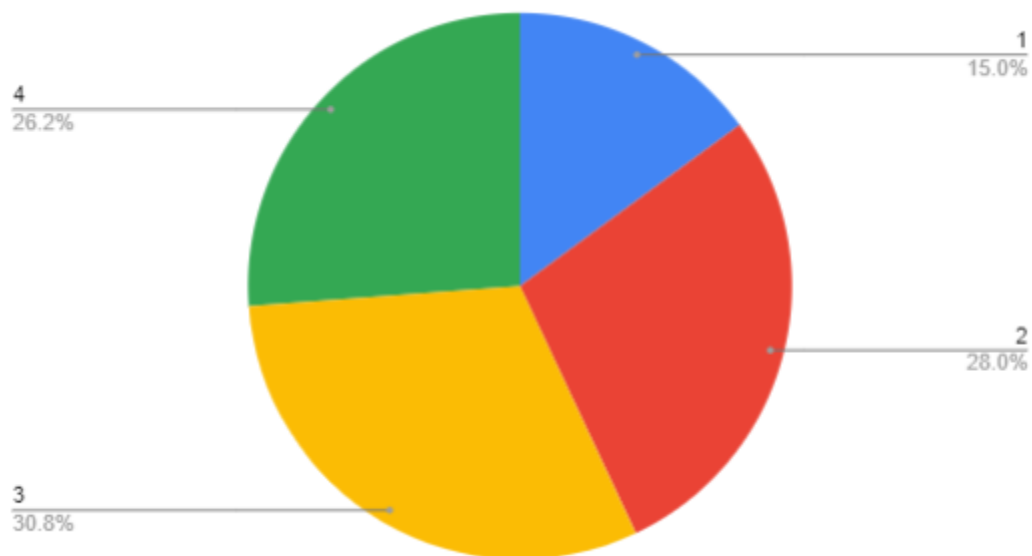


Figure 37: Factor of vehicle quality effecting the purchasing decision

(Source: Self-developed)

The quality of the vehicle is a major factor that affects the purchasing decision of a luxury car in the UK is the matter of investigation in this question. The result showed that 30.8% said the quality of a vehicle would unlikely affect the purchasing decision of a luxury car in the UK. In contrast, 15% said that the factor of quality of vehicle would highly likely affect the purchasing decision, and 28% said it would likely affect the decision.

Q34: Rank the following factors that influence your decision to purchase a luxury car
[Brand reputation]

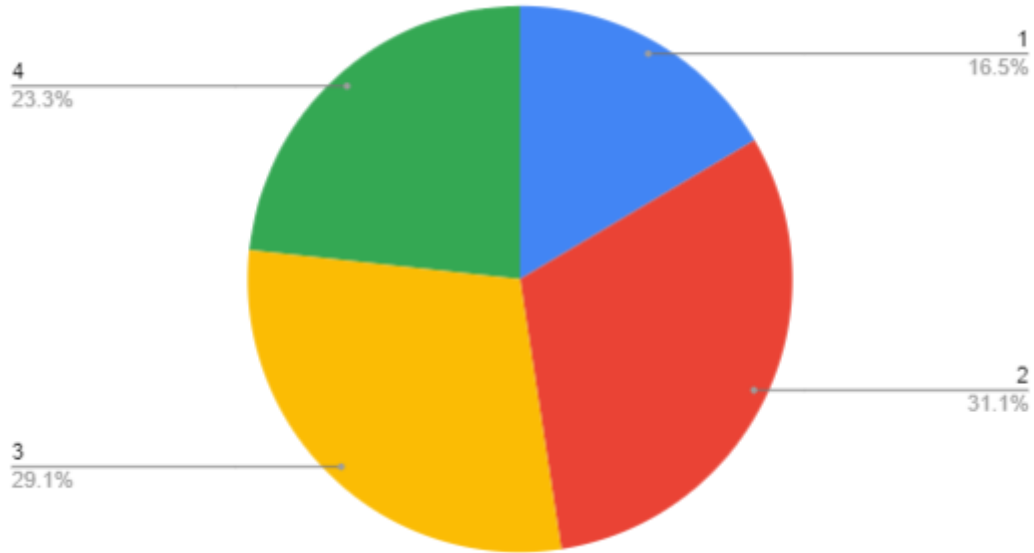


Figure 38: Factor of brand reputation effecting the purchasing decision

(Source: Self-developed)

The figure 38 shows the result of the opinion of the respondents regarding the factor of brand reputation, which has an impact on the purchasing decision of a luxury car belonging to Aston Martin and BMW. The result showed that 31.1% said that it would affect the purchasing decision. Also, 16.5% said that this factor would highly likely affect the purchasing decision. However, the result further showed that 23.3% said brand reputation would unlikely affect the purchasing decision of a luxury car in the UK.

Q35: Rank the following factors that influence your decision to purchase a luxury car
[Customer service]

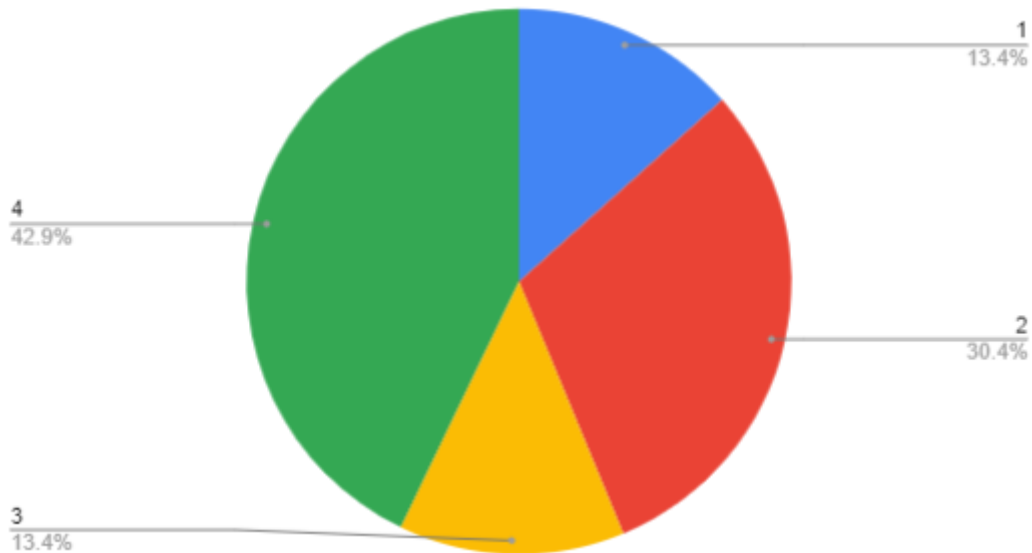


Figure 39: Factor of customer service effecting the purchasing decision

(Source: Self-developed)

The factor of effective customer service regarding the decision-making to purchase a new luxury car in the UK is another factor of importance. In this survey, the result showed that 42.9% said that customer service is unlikely to affect their purchasing decision. However, in contrast, 13.4% said that customer service would affect the purchasing decision of a luxury car in the UK.

Q36: Rank the social media platforms you use to engage with luxury car brands [Facebook]



Figure 40: Factor of using Facebook platform to engage with luxury car brands

(Source: Self-developed)

The above figure 40 shows the result of the potential use of the Facebook social media platform regarding the engagement with the luxury car brands such as BMW and Aston Martin in the UK. The findings showed that 35% said the use of Facebook was least done for engagement with luxury car brands. However, 19.4% of people said that the use of this platform was highly used to engage with the luxury car brands in the country.

Q37: Rank the social media platforms you use to engage with luxury car brands [Instagram]

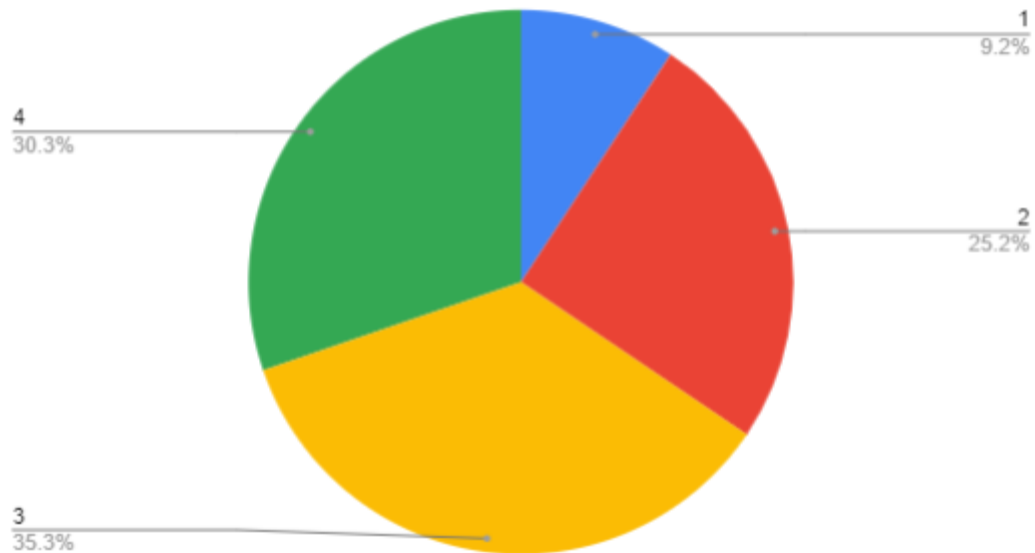


Figure 41: Factor of using Instagram platform to engage with luxury car brands

(Source: Self-developed)

The understanding of the use of another social media platform, Instagram, to make an engagement between the customers and the luxury car brands in the UK is also crucial. In this context, the survey result showed that 35.3% of the respondents said the use of this platform is less likely to be used for engagement opportunities. Also, 9.2% said that they use Instagram frequently to engage with a luxury car brand in the UK.

Q38: Rank the social media platforms you use to engage with luxury car brands [Twitter]

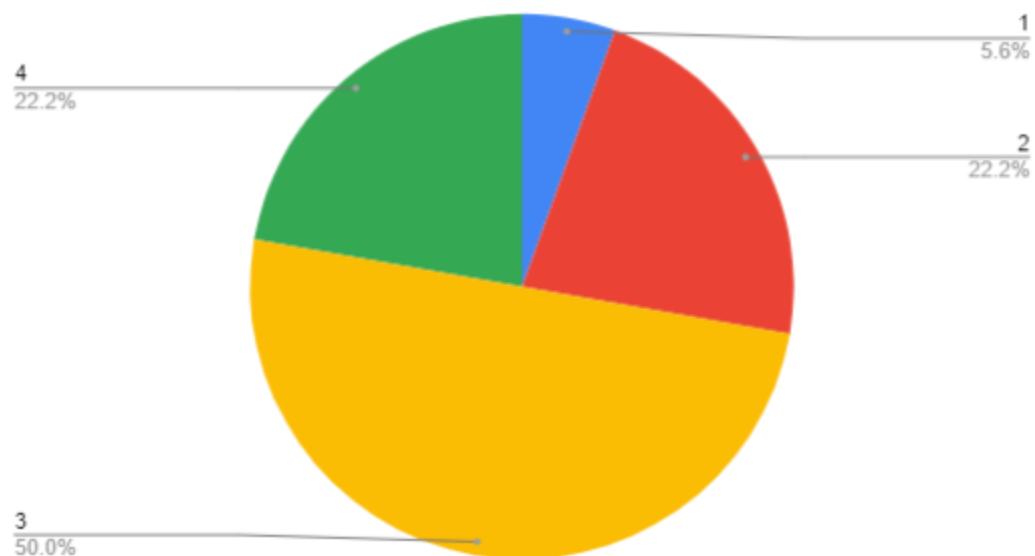


Figure 42: Factor of using Twitter platform to engage with luxury car brands

(Source: Self-developed)

The above figure shows the result of using the Twitter platform regarding making an effective engagement with the luxury car brands by the customers in the UK. The result of the survey found that 50% of the respondents would likely use this platform to make direct contact with the luxury car brands. In contrast, 22.2% of the people said that the use of this platform is less likely to make a direct engagement.

Q39: Rank the social media platforms you use to engage with luxury car brands [YouTube]

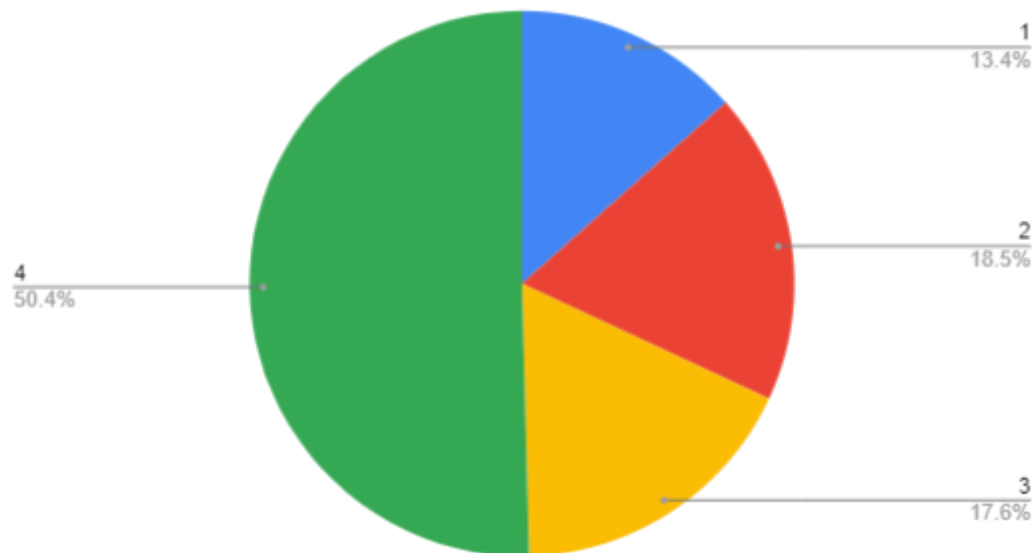


Figure 43: Factor of using YouTube platform to engage with luxury car brands

(Source: Self-developed)

The above figure 43 shows the result of the potential use of the YouTube platform regarding the usage in engaging with the luxury car brands in the UK. The result showed that 50.4% of the respondents are unlikely to use this social media platform to engage with a luxury car brand. The result further found that only 13.4% said they would use the YouTube platform to make an engagement with the luxury car brand in the UK.

Q40: Are you considering purchasing a luxury car in the next 12 months?

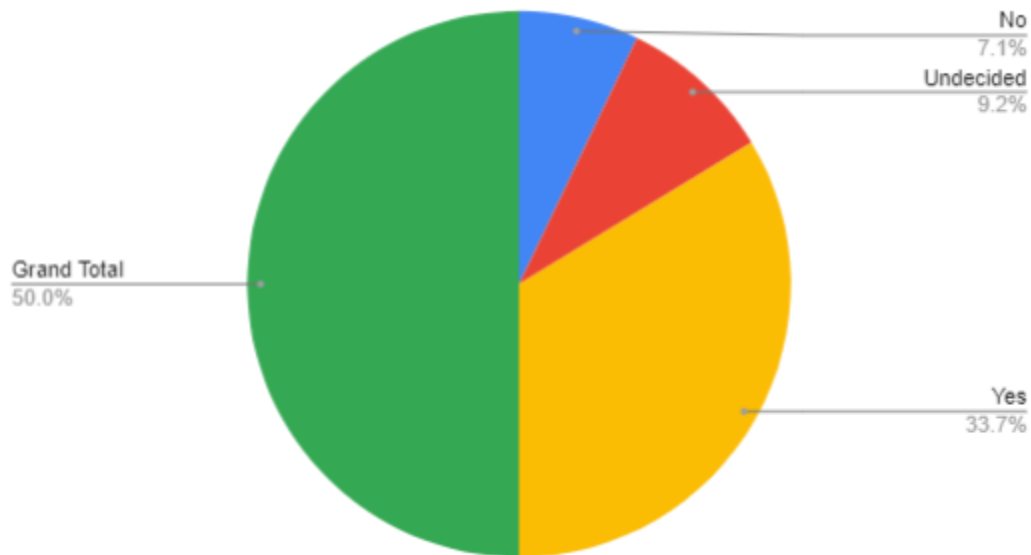


Figure 44: Consideration of purchasing a luxury car

(Source: Self-developed)

Figure 44 shows the result of potential consideration of purchasing a luxury car in the UK within the next 12 months. The survey found that 33.7% of the customers said that they would consider purchasing a luxury car in the next 12 months in the UK. However, the result also showed that 7.1% are not considering the purchase, and 9.2% remain undecided.

Q41: If yes, which brand(s) are you considering?

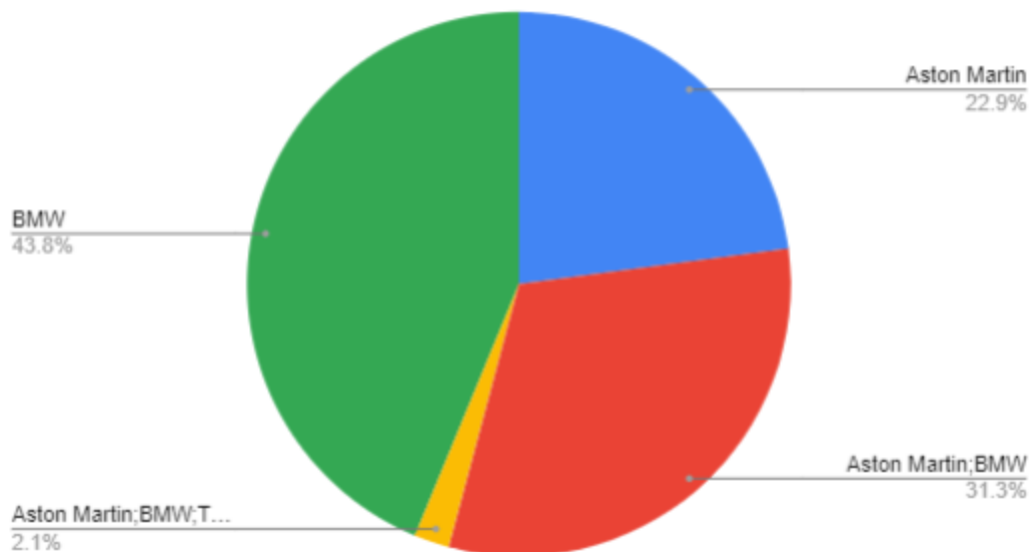


Figure 45: Consideration of the brand of a luxury car

(Source: Self-developed)

The above figure is the result of potential consideration of the luxury car brand available in the UK regarding the making of a purchase. The result found that 43.8% of the customers would consider BMW as a preferred choice, and 31.3% would consider both Aston Martin and BMW as the brand of choice. In contrast, only 2.1% of the UK customers would consider Tesla along with these two luxury car brands as a preferred choice.

4.3 Findings

Role of unique customer-centric marketing strategies

Customers from these companies believe that customised and tailored marketing tactics encourage them to engage more with the company. In this regard, a viewpoint of Čavlin *et al.* (2024) can be considered. The author stated that a unique customer-centric approach prioritises the individual needs of customers, which eventually leads to fostering strong connections with the customers. It can also be stated that by providing a customised and integrated tailoring approach customers can feel a sense of value which enhances customer satisfaction and encourages them to do repetitive business. From combining both the real life and existing evidence it can be said that investing in marketing strategies by Aston Martin and BMW do play a significant role in shaping consumer behavior and can lead to customer engagement.

BMW and Aston Martin utilise unique customer-oriented strategies of marketing to strengthen the brand loyalty and differentiate themselves in the luxury automotive market (Manca et al. 2021). BMW pays attention to emotional branding with its slogan “Sheer Driving Pleasure,” which highlights the driving experience, innovation, and lifestyle. It uses the evidence-based personalization and digital tools such as BMW ConnectedDrive to manage effective engagement with customers' purchase decisions. On the other hand, Aston Martin markets exclusivity, the heritage, and craftsmanship which targets the elite clientele through bespoke services and luxury partnerships such as with James Bond films.

For instance, Aston Martin's Q by Aston Martin customization program assists in enabling the clients to co-create their vehicles and assist in fostering the emotional connection. At a certain point in time, while BMW appeals to a broader premium audience with cutting-edge technologies and dynamic performance, Aston Martin manages the cultivation of an ideal identity centred on legacy and prestige. Both brands excel by managing alignment of the marketing with customer aspirations; BMW with the notable innovation and precision, and

Aston Martin with status and artistry, highlight that deeply tailored strategies are vital in sustaining competitiveness and brand value in the luxury segment.

Role of marketing strategies in improving customer retention and customer loyalty

Marketing strategies play a vital role in fostering retention of consumers and loyalty by fostering long-term relationships and emotional connections with consumers (Bing *et al.* 2024). Effective strategies, such as personalized communication, loyalty programs, and consistent brand messaging, assist in developing the trust and satisfaction. For example, tailored email campaigns and rewards systems make customers feel valued which helps in enhancing the repeat purchases. Emotional branding and storytelling enrich the customer-brand relationship, transforming buyers into the brand advocates. Nonetheless, overdependence on promotions or inconsistent messaging can manage disruption of the loyalty of consumers by shifting focus to price instead of value.

Furthermore, the poorly executed strategies that ignore the feedback of consumers or lack the authenticity that may lose the loyal customers. Therefore, for marketing to truly drive the retention, it must go beyond acquisition and pay attention to effective ways of delivering continuous and pertinent value. Data analytics and customer feedback loops are essential in refining strategies to meet evolving expectations. Ultimately, marketing must align with customer needs and brand values to sustain loyalty in a competitive marketplace.

Impact of marketing strategies in moving low customer switch rate

As mentioned by Adekunle et al. (2023) appropriate marketing strategies impact on moving lower consumer switch rates by addressing the hidden reason of any kind of potential churn. The author further stated loyalty programs, personalised communication and tailored consumer services have the ability to navigate the purchasing attitude towards brands. In the case of such high-end products like luxury cars, a positive attitude leads to lower customer switching rates. In the case of BMW, the company has a dedicated focus on digital marketing and therefore they use social media such as TikTok, YouTube and Instagram to connect people. The company and its team make dedicated content that triggers client psychology regarding having assets of luxury cars (Chandiran, 2021). The company also provides augmented and virtual experiences in order to highlight product features and make them feel a sense of belonging and experience luxury cars and motorcycles. This eventually retains consumers and moves their conversion

rate. It can be said that the UK is undoubtedly one of the best-selling luxury cars and motorcycles and in this regard, appropriate marketing plays a pivotal role.

Marketing strategies significantly affect the reduction of the switch rates of consumers by fostering the engagement of brand, satisfaction, and perceived value. Personalization, consistent communication, and loyalty programs assist in creating the emotional connections, which makes the customers less likely to switch (Rane et al. 2023). Brands that emphasise the unique value propositions and superior customer experiences that strengthen customer bonds and discourage defection. Nonetheless, if strategies are overly transactional or fail to manage the adaptation to evolving preferences, they may have a limited impact. Additionally, the aggressive competitor marketing can still lure the customers away if the perceived benefits outweigh the loyalty. Therefore, effective marketing must be dynamic, customer-oriented and experience-driven to meaningfully lower switch rates and sustain brand preference.

The roles of celebrity brand endorsement in marketing strategies for Luxury cars

It is worth mentioning that celebrity endorsement is one of the traditional methods of promoting products to larger audiences (Sufian *et al.* 2021). However, in the new era, celebrity endorsements are not limited to Television or Radio. Celebrity endorsements are now part of online marketing and as digitalisation evolves the role of celebrity endorsement has also evolved in a positive manner. The needs of consumers regarding looking at their idols have changed and therefore, engaging celebrities according to their consumer needs has also changed. Therefore, in order to endorse celebrities, marketing tactics are crucial for every brand. In terms of the role of celebrity endorsement, a multifaceted and crucial significance can be noticed. Celebrities who endorse brands are actually promoting or marketing their status, lifestyles, and their engagement with any product and brand. This created scenario enhances brand perception among their followers and makes products more desirable and aspirational (George and George, 2023). In the case of Aston Martin, they have engaged several celebrities, and even some of them such as Jay Leno, Michael Jordan, David Beckham, and Rafael Nadal, actually own Aston Martin cars. Besides this, Ranveer Singh, one of the popular celebrities from India, is the current brand ambassador of Aston Martin who customized his car and endorsed it with his millions of followers in India. In the UK, celebrities like Ed Sheeran, Jason Statham, and David Beckham own Aston Martin, and therefore, it helps companies to market

their product effectively across the UK, especially those who are huge fans of these celebrities. Combining both the primary evidence and secondary evidence it can be said that celebrity endorsement is an important part of marketing strategies and it does have a significant role in marketing, especially when it comes to enhancing brand perceptions, engaging with customers and establishing trust.

Celebrity brand endorsements in the luxury car marketing assist in fostering the prestige of the brand, its visibility, and emotional appeal by managing alignment of the products with aspirational lifestyles. At a certain point in time, while effective in influencing affluent consumers, overuse or misalignment can dilute the authenticity of a brand. Success relies on selecting ambassadors whose image complements the identity of the brand resonates with the target audience.

Customer feedback and its impacts in shaping the development of marketing strategies in luxury cars

Consumer feedback has tremendous impacts on marketing strategies. Apart from the primary evidence, several authors have analysed the same facts which need to be considered here. As per the viewpoint of Gokhale *et al.* (2021) consumer feedback influences companies to present themselves differently and therefore luxury cars designed their marketing plan acquiring to the consumer review and understanding. For example, Aston Martin mostly emphasises performance and exclusivity in their product and mostly promotes the product features to influence people. On the other hand, BMW always emphasises innovation and luxury driving experiences in their marketing tactics (Brandvm.com, 2024).

On the other hand, consumer feedback is also an important part of designing features and new models which further promotes marketing tactics in front of their customers. Therefore, considering both the evidence, it is justified to conclude that consumer feedback can solidify the brand image, help in presenting themselves and most importantly influence how companies differentiate themselves in the intensely competitive market across the globe. The feedback helps the companies like Aston Martin, BMW or any other luxury car to foster and develop informed product, personalization for their services, and improves overall customer experience.

Unlike mass market vehicles, the luxury car buyers often seek for personalised and customised experiences and facilities (Barakati *et al.* 2024). The feedback ensures valuable insights and

identifies areas of development for better performance and enhances brand sentiment related trust. Critically, while traditional marketing strategies emphasized product features and status appeal, customer feedback has shifted the focus toward emotional engagement, sustainability, and digital interaction. It enables the brands to manage modification of their messaging, manage adjustments of the offerings, and enhance loyalty by giving responses directly to consumer concerns or desires. However, over-reliance on feedback can risk diluting brand identity if brands attempt to cater to all preferences without maintaining core values.

Impacts of technological advancement on marketing strategies

Drawing upon the emphasis of participants, it is obvious that, in the era of globalisation and as well as digitalisation technological advancements and their application are the most important parts to keep up with the pace in an effective manner. In similar to this context, Rane et al. (2024) stated that technological advancements like block chain technology, AI, ML, predictive maintenance and analytics, and IoT can transform the regular marketing tactic to a more holistic, accurate and personalised way. For both companies, technological advancement plays a role in offering personalised product experiences. Both companies actively use technology and advanced AI models to gather customer data, analyse it and generate targeted campaigns that eventually enhance customer experiences. Aston Marketing promotes exclusivity in its product through digital storytelling and bespoke online configurators. On the other hand, BMW uses virtual reality and augmented reality to promote their innovation. Besides this, in the digitalisation era, the international market is an open platform where users are exposed to everything and by using advanced technology these companies are able to feed consumer algorithms with their own marketing tactics and influence them to create an attitude in purchasing products from the brand.

Technological advancement has significantly reshaped marketing strategies for luxury brands. Digital tools such as AI, augmented reality (AR), and data analytics have enabled these brands to deliver highly personalized and immersive experiences, strengthening emotional connections with affluent consumers (Khalil, and Ahmed, 2024). For instance, virtual showrooms and AR apps allow potential buyers to customize and visualize vehicles in real-time, enhancing engagement and convenience. Additionally, maintaining brand heritage and prestige while embracing fast-evolving tech demands ensures a proper and effective strategy for the luxury car brands to position themselves. these altered stargeis of the businesses for better management through social media marketing, laser-focused luxury market segmentation,

leveraging digital channels, and integrating technology into brand building and customer experiences.

The role of CSR in making an ethical impact on the marketing advancement of automotive companies

CSR has a significant role in making an ethical impact in marketing advancement. In similar to this agreement, Streimikiene and Ahmed, (2021) mentioned that CSR exponentially drives ethical considerations within automotive marketing. Luxury car companies are mostly expected to promote their products' responsibility by considering environmental impacts, reflecting on fairness and safety in their marketing campaigns or advertisements. Along with this, automotive companies are expected to keep transparent and accountable promotion and advertisement that eventually avoid any misguidance and false claims among their customers. Promoting products especially high-end products like luxury cars with authenticity and responsibility make automotive companies change consumer perception and attitude towards their brand. From a neutral perspective, it can be said that both primary and secondary evidence is appropriate and marketing of such products needs a CSR approach as well.

The CSR strategies for businesses help in shaping ethical marketing in the automotive industry. As consumers demand transparency and sustainability, companies like BMW and Tesla use CSR to align marketing with environmental and social values. This enhances brand credibility and loyalty. However, CSR can be misused as a marketing tool undermining trust if not backed by genuine action. The challenge lies in integrating CSR authentically into core strategies, rather than treating it as a promotional add-on. effective CSR not only advances ethical marketing but also differentiates brands in a competitive, values-driven market (Al-Garadi, 2025). Businesses can engage with socially conscious consumers, set themselves apart from rivals, and develop a positive brand narrative by adopting ethical practices and socially responsible activities. This helps both the companies Astoin Martin and BMW top leverage on the CSR policies for better management of their operations and reduce environmental impacts for long term viability.

Effectiveness of social media-based marketing for UK luxury automotive companies

In regard to this, it is worth mentioning that social media marketing is a new course of marketing that has an immense impact on connecting to wider audiences and promoting

products in an effective manner (Khanom, 2023). Apart from promoting just products, their usage, maintenance, and other circumstances can be also promoted widely, eventually not only promoting the products but also educating people about the product and brand. This is a holistic approach that is undoubtedly used by both of these designated companies in an effective manner as part of their marketing tactics.

This highly effective marketing strategy for the automotive industry in the ever evolving and competitive market, helps in gaining competitive advantage. This helps the luxury brands to improve their customer retention through personalised experience and also provides employees satisfaction by driving sales and opportunities. Social media marketing highlights innovation and trends setting abilities of the companies to attract customers which can possibly turn into leads and help in growth of sales. For example, in 2022, more than three-quarters of TikTokers looking to purchase a car used the platform for research, among which 67% found a new auto brand or product.

Chapter 5: Conclusion and Recommendations

5.1 Conclusion

Digital aspects in the automotive industry have a key role in identifying various marketing strategies implemented by companies like Astin Martin and BMW. These companies leverage a sophisticated trend of both traditional and digital marketing to target luxury car buyers in the UK. The company employs a variety of digital channels including advertising brand engagement and awareness programs with potential buyers, fostering a sense of exclusivity and desirability. Digitalisation allows the customers to experience personalised marketing experiences, according to individual performance and needs. It also suggested that digital solutions and theories should be considered as instruments in driving sales and generating leads, with the implementation of customer behaviour. Due to highly defined instruments, it becomes crucial for live interaction with the customers delivered which allows a deeper understanding of the real-time feedback and preferences. In order to get effective results digitalisation develops more dynamic, adaptive and resilient strategies for the betterment of this overall development plan. The automotive industries always have to be prepared for the upcoming challenges, fulfilling diverse customer needs, and market trends, and plan more digitised strategies to improve and enhance the benefits for automotive companies like Aston Martin and BMW.

5.2 Linking with Objectives

To evaluate the impact of the marketing strategies implemented by BMW and Aston Martin on consumer behaviours within the UK

For the importance of the impact of marketing strategies implemented by BMW and Aston Martin on customer behaviour within the UK, the companies need to analyse their marketing campaign, their effects on various aspects of consumer buying experience and the decisions they make to improve further for the betterment of the company. It promotes decision-making during purchasing and the accomplishment of the company in marketing, by observing how digital strategies can improve and enhance the choice of consumers. The study also involves the strengths and weaknesses by making the consumers choose alternatives (Moraga-González, 2023).

To critically analyse the challenges faced by Aston Martin and BMW in retaining customer satisfaction

Aston Martin and BMW face challenges in retaining customers due to factors like evolving customer preferences and expectations, and the requirement of continuous innovation. These companies focus on exclusivity and hand-built machines, while the hallmark of the company evolves challenges like scaling production, and market demand while maintaining consistent quality (salesforce.com, 2025). The company also faces financial stress and market shifts, which affects the relationship with the customers and loyalty. Moreover, the automobile industry undergoes rapid technological advancement, which leads to constant improvement and innovation to adapt to the consumer's preferences. By adapting the various successful innovative strategies like digitalisation and in-depth interaction with the experienced consumers, the companies can resolve the challenges faced due to traditional ways.

To recommend strategies that can facilitate Aston Martin and BMW to enhance customer engagement

Effective personalisation and promotional strategies according to customer preferences contribute significant increase in customer engagement to foster brand operations and consumer interaction with the automotive industries. This approach is supported by strategic marketing evaluation and a diverse range of engine options, to reduce the rate of testing skills and push up the familiarity with the global market's aspects (Berschet *al.* 2021). The industry shifts towards the sustainable electric vehicle which advances both environmental and financial progress, by adapting the aspects of digitalization. According to Cao et al. (2021), involve the key contributors in overcoming ethical problems by implementing various successful strategies.

5.3 Recommendations

Adopting the Resource-Based View (RBV) theory for the advancement, effectiveness, and strengthening of the organisational position

Aston Martin and BMW, both companies faced distinct challenges in retaining consumer satisfaction. By adopting this Resource-based view (RBV) theory, in retaining the competitive advantages in the enhancement of the business operation this can be considered as an effective option. This latter framework can provide Aston Martin and BMW with a clear and new insight into the innovation of the companies that can be adopted to attain a good amount of profit in a short time (Mailaniet *al.* 2024). The involvement of RBV theory in business operations makes sure of the growth of the companies in the long run.

Updating rapid change market conditions and maintaining customer satisfaction by using Dynamic capability theory

The Dynamic capability theory claims that rather than depending on the firm's resources to avail the profit in the market, firms should scan the business environment and according to it deploy the resources (Nayal, 2022). Adopting this theory can enhance the possibility of the possible rate of Aston Martin and BMW achieving success in the marketing sector in an organisation by implementing technological advancement and consumer preferences.

5.4 Limitations of the study

This study was constructed on the diverse perspectives on the marketing strategies the investigation of the marketing strategies implemented and the impact on consumer behaviour in the UK. The study resilience in a single location limits the generalizability of findings to the market on a global level. Due to a lack of time during the process of the research, the in-depth analysis of journals and articles could not be held. Moreover, the study struggles to separate the impact of various marketing strategies from others that influence the preferences and experiences of the consumer.

5.5 Future scope

For future research, more time is needed to go through and find the perfect primary findings by retrieving more information from experienced consumers who bought multiple products from Austin Martin and BMW. The study needed more consumer interaction and in-depth analysis to improve further upcoming challenges faced by Astin Martin and BMW. Moreover, for further studies, updated journals and articles, and recent PRs will be considered to get the recent year strategies and implementations to get the solutions for the betterment of the study.

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