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IMPACT OF PERCEIVED USEFULNESS, COMPATIBILITY AND EASE OF USE ON ATTITUDE TOWARDS DIGITAL MARKETING IN INDIAN CAR MARKET.

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## Abstract

The present study deals with determining the impact of perceived usefulness, compatibility and ease of use on attitude towards digital marketing in Indian car market. The study made use of decomposed theory of planned behavior to ascertain the same. Primary data was collected from 203 respondents from Delhi using area wise proportionate sampling. Data was analyzed with the help of PASW (SPSS) 18.0 version. Multiple Regression was applied as test of significance. The results of the study indicated that attitude towards digital marketing is most affected by ease of use, followed by compatibility and lastly by perceived usefulness.

## Keywords

Digital Marketing, Multiple Regression, Consumer Attitude, Marketing communication.