

Understanding the impact of online firm and user-generated content on sales

An unstructured data analytics approach

Abstract

The Indian auto industry involves significant digital engagement from both firms and consumers. A study by Google Kantar TNS in 2020 reported that 90 percent of car purchases in India are digit i

contribution to the mediation literature, and assessment of the role of uncertainty and trust reflected in product reviews. Lastly, the study also contributed to video and audio analytics, a fledgling area of research in information systems of YouTube videos, released by car firms.