

Factors Influencing The Effectiveness Of Social Media Marketing For Electric Vehicles In Bangalore

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Abstract:

Over the past few years, a range of climate issues has gained more attention as a result of the excessive release of greenhouse gases. The sales of electric vehicles (EVs) are rapidly increasing, however, the proportion of EVs in the overall vehicle market is still relatively low and the number of EV owners remains limited. Consequently, the advancement of electric vehicles (EVs) is undergoing a significant transition from being mostly influenced by policies to being primarily driven by market forces. Developing the electric vehicle (EV) market is the exclusive method. Consumers are progressively utilising social media platforms not just for product and service research, but also to interact with the companies they buy from, as well as fellow consumers who may possess relevant perspectives on these companies. Companies acknowledge the potential of the internet, a widely accessible and cost-efficient network, in overcoming geographical limitations and physical distance. They utilise the internet as a platform to collaborate with customers in creating value, leveraging its interactive nature, wide reach, durability, speed, and adaptability. All of these factors contribute to the establishment of a platform that facilitates the acquisition of customer commitment. The present study aims to discover multiple elements that influence the successful social media marketing of electric automobiles. The study will analyse the impact of security, reputation, attractive content, engagement, and communication on the success of social media marketing, in order to determine the most influential component. The present study will employ a descriptive approach, utilising a questionnaire that has been adapted from the material of Mohammadian, Mohammadreza (2012). The questionnaire's scale validity and reliability were assessed using the master validity table. A sample of 132 respondents from Bangalore city was created using the Cochran method with a 95% confidence level and a 5% margin of error. The study utilised AMOS R Ver 22 software to do structural equation modelling. In conclusion, marketers can utilise the findings of this research to develop effective social media strategies for their organisation. The results of this study indicate that security, reputation, engaging content, contact, and communication are all essential factors for the ongoing prosperity of social media. Equipped with this information, marketers can create efficient social media platforms for their businesses, enabling them to establish stronger connections with customers, obtain valuable insights into product usage, and customise their messaging to suit the tastes of their target audience.

Keywords: Social Media, Marketing, Electric Vehicles

Introduction

Communication is the bedrock on which societies and cultures are built, and today's communicative tools are well situated to facilitate two-way conversation. Organizations can get an advantage in preparing information about their products and services by communicating with people and consumers. For a company to better understand the market and its own requirements, it must first learn to see things from the perspective of its consumers and employees. Researching the problem from different angles ensures that the final product meets consumer expectations. As a consequence, higher sales and more sway were achieved by tailoring the product to the needs of the market. One of the appropriate tools to build a solid link and engagement between customers and a finished product is social media.

Since this is the case, social media should be able to bring in new business and advance existing operations. This means that attracting new attention and maintaining existing consumer engagement on a company's social media platforms is of paramount importance in today's cutthroat business environment.

As a result, the purpose of this research was to determine, from the perspective of the people of Bangalore, what makes social media successful. Thus, the study's findings can help marketing managers establish meaningful connections with their target audiences over the long run. As a result of this exchange, we now know what features our product must have to appeal to our target market. As a result, this procedure will have allowed for more sales, greater profits, and a more prominent brand identity.

Rapid changes from a web 1.0 to a web 2.0 environment have led to shifts in how businesses portray themselves online, from so-called "dot-com" companies (where communication with customers remains one-sided) to a new model in which

technology controls the content. There is a far-reaching impact on potential customers that marketing managers can have (Hanna et al., 2011) thanks to this.

An developing communication medium, social media is seen as a new marketing tool for promoting products and services (Hsu, 2012).

What we mean when we talk about "social media marketing" is the practice of utilizing social media channels for promotional reasons. Business-to-consumer (B2C) industries frequently employ social media marketing strategies, and the idea of social media as it relates specifically to B2C has been the subject of much research. According to (Weber, 2009), a marketer's function has shifted from that of a broadcaster conveying messages to a certain target segment to that of a corporation that works closely with its clients and takes part in online communities. Business-to-business (B2B) interactions are increasingly making use of social media (Bernof, 2009 ; Ramos, 2009).

To be more precise, the internet's ability to amplify consumer voices has resulted in a power shift. As a result, companies may no longer set the conditions of engagement in a discussion; instead, they must earn their customers' attention and earn the right to join the dialogue by providing content that is of value to them (Fournier and Avery, 2011).

More and more people are turning to social media to not only learn about the products and services they want to buy, but also to interact with the firms that provide those products and services and with other consumers who may have useful insights about those organizations (Garretson, 2008). Because of the internet's capabilities—its interaction, breadth of reach, persistence, speed, and flexibility—companies see it as a platform to co-create value with consumers, lowering or even removing regional boundaries and physical distance (Shawhney et al., 2005). With this foundation laid, it will be possible to win over customers. With this Background the current study intends to identify the important social media factors which leads to success of social media campaigns.

Review of Literature

The following review of literature is studied :

Social Media Marketing Literature review	
Farook, F. S., & Abeysekara, N. (2016).	The impact of social media advertising on consumer participation was analyzed. Now more than ever, businesses need to know what makes their Facebook brand pages so compelling that visitors keep coming back for more. The information for this study came from surveys sent out to those who liked a certain brand's page on Facebook. The findings showed that the medium and content types of posts significantly affect customer involvement in online activities. Social media marketing's impact on consumer involvement was also highlighted. Five criteria were identified as having a major influence on consumer involvement, as shown by this research. Social networking sites (SNSs) provide an extra channel for disseminating data since they promote two-way dialogue between businesses and their target audiences.
Mohammadian, M., & Mohammadreza, M. (2012).	Marketing managers may use their company's social media to build strong connections with their consumers and foster loyalty. However, despite searching a variety of national and international scientific journals, the researcher was unable to locate any data supporting a model for social media success. As a result, we want to establish a framework for determining what makes a social media campaign effective. Using a questionnaire, factor analysis, and structural models, the researcher created this model with Allameh Tabatabai university students in mind. Positive effects of elements including security, appealing content, reputation, engagement, and communication were seen.
Dahnil, M. I., Marzuki, K. M., Langgat, J., & Fabeil, N. F. (2014).	As organizations and SMEs across the world increasingly turn to social media marketing as a new form of communication, academics and practitioners in the field of marketing have never had a better chance to conduct groundbreaking studies in this area. The goal of this study is to examine the existing research on what motivates small and medium-sized enterprises (SMEs) and larger organizations to engage in social media marketing. It helps people get a clearer sense of where the field of study on the adoption of social media marketing stands at the worldwide level right now. It also provides a helpful framework for assessing the kind of studies that should be conducted to further knowledge in the related field of social media advertising.

Razak, S. A., & Latip, N. A. B. M. (2016).	The goal of this research is to learn how various factors affect SME participation in social media marketing in Malaysia. Document analysis and scholarly literatures have been combed through extensively. The findings suggest a conceptual framework to explain the reasons why small and medium-sized enterprises (SMEs) in Malaysia utilize social media, and these reasons include the utility, simplicity, and enjoyment of social media. The findings of this research provide valuable data that can be used to guide the future social media strategies of SME owners and marketers.
Arango-Botero, D., Valencia-Arias, A., Bermúdez-Hernández, J., & Duque-Cano, L. (2021).	Using the TAM, this research looks at what makes retail businesses more likely to implement social media marketing strategies. Identifying these aspects allows for the development of plans to maximize the marketing's potential in terms of client retention and expansion of the customer base. Despite what several writers have suggested, this research shows that the perceived ease of using social networks has little bearing on their actual utility. In addition, it permits restating the beneficial impact of Trust on the Perceived Usefulness construct and Perceived Ease of Use, both of which encourage the spread of advertising in social media..
Duffett, R. G. (2017).	The research found that teenage attitudes about social media marketing messages were positively affected across the board, but in a diminishing fashion that mirrored the buyer's journey. In addition, the data showed that the most positive attitudes about social media marketing communications were expressed by teens who utilized the platform for extended periods of time, regularly maintained their accounts, and identified with the racial categories of Colored and Black.
De Vries, L., Gensler, S., & Leeflang, P. S. (2012).	Relationships with clients may be strengthened via the use of social media platforms. Constructing fan pages for the company on various social media platforms is one such method. Brand postings (including videos, messages, quizzes, information, and other content) can be placed on these fan pages by companies. Customers may show their support for a company by "liking" or commenting on content posted on the brand's fan page. To what extent brand postings are popular may be gauged by the number of likes and comments they receive. This article explores the factors that may contribute to a brand's post becoming viral. The results also show that the amount of likes and the number of comments are affected by many factors. Namely, the amount of likes on a brand's post rises when it contains certain features, such as vividness and interactivity. There is also a favorable correlation between the number of likes and the proportion of positive comments on a brand's post.

Research Gap

First, there is a huge discrepancy between the quantity of research done on electric vehicles in countries with very different populations, such as China, the United States, and the United Kingdom, and the relatively limited amount of study done on electric vehicles in India. Also, there is a lack of practical knowledge: no studies have been conducted to provide managers in the electric car sector with practical implications from social media marketing.

Objectives of the research

- To identify the awareness and usage of Social media for purchase of Electric vehicles
- To determine the successful social media parameters of electric vehicles

Research Methods

The goal of this descriptive study is to find out how social media marketing factors lead to a successful social media campaign. To reach its goals, the study uses both first-hand and second-hand information. Questions from the study of Mohammadian, M., & Mohammadreza, M. (2012) are considered for the study . The questionnaire had a total of 20 items 3 questions each for 5 Social media marketing factors and five were about demographics. The master validity series was used to check the scale validity and reliability of the questionnaire, and it met the acceptable criteria. The sample for the study was made up of potential electric vehicle buyers who were chosen using the convenient sampling. Using the Cochran formula for an unknown population with 95% confidence and a 5% error margin, a sample of 100 people was chosen. To account for non-responses, the number of potential vehicle buyers in the sample was increased to 150. For the study, 132 Potential electric vehicle buyers were chosen after the outliers were taken out. The SPSS Ver 25 and AMOS Ver 22 programs were used to do the statistical analysis.

Results and discussion

Demographic Profile of the respondents

Under the study, the potential electric vehicle buyers(55%) are between the ages of 26 and 45, while another 27.9% are between the ages of 36 and 45. The few replies are either older than 45 or between the ages of 18 or 25. Men make up 68.2% of respondents overall, while women make up 31.8%. A slight majority (58%) of respondents have completed post-graduate studies, and slightly more than half (51%) have completed their undergraduate degrees. 46.5% of individuals surveyed are still single, compared to 51.2% who are married. Nearly 40% of those questioned had yearly salaries of Rs. 20 lakhs or more, compared to the 50% who have incomes between Rs. 10 and Rs. 20 lakhs.

Hypothesis – Identify the successful social media factors

MODEL FIT - According to the Chi-square/df (2/df) value, the basic model fits statistics should fall below 3 (2.955). Goodness-of-Fit ratings improve when compared to the proposed features (0.871). An RMR of 0.071 is found to be within the limits. It is agreed that the model has passable accuracy.

Fig 1- Pictorial representation of Structural relationship – First order confirmatory factor analysis for social media determinants

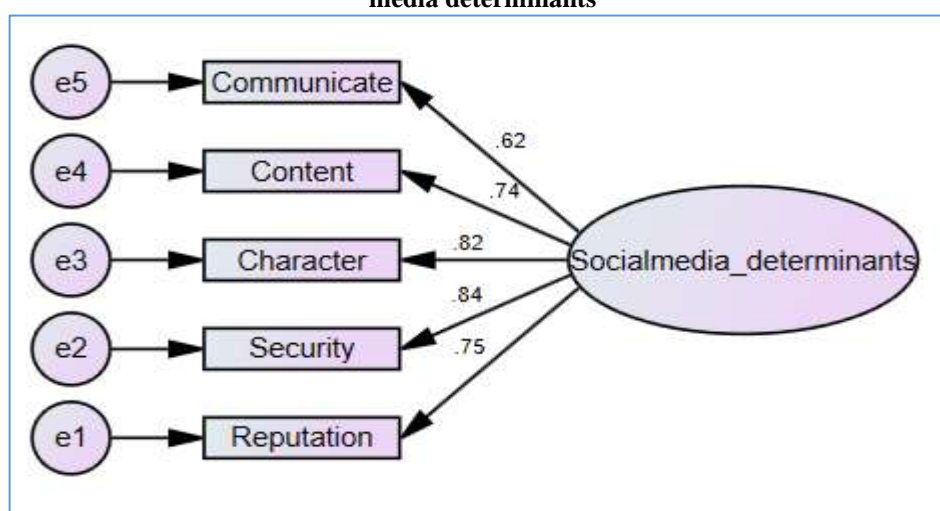


Table 1- Structural relationship – First order confirmatory factor analysis for social media determinants

			Std Estimate	S.E.	C.R.	P
Reputation	<---	Socialmedia_determinants	0.749			
Security	<---	Socialmedia_determinants	0.835	0.21	5.681	***
Character	<---	Socialmedia_determinants	0.823	0.183	5.604	***
Content	<---	Socialmedia_determinants	0.741	0.207	5.046	***
Communicate	<---	Socialmedia_determinants	0.623	0.24	4.203	***

Communication

Many definitions of social media emphasize the importance of user participation and the importance of fostering open lines of communication and engagement. Historically, it has taken a lot of time and money for businesses to learn about the industry. People's actual shopping patterns, habits, and preferences may be accurately gleaned from their social media profiles. That's why it saves money and effort. Among the various aspects that affect a user's involvement with a social media platform, this one is crucial (Gunelius, 2011). In the current study as Communication factor increases by 1 time the success of social media factor increases by 62% ($b=0.623$, $p<0.005$) and this association is statistically significant

Content

Disseminated data on social media The vast majority of those that specialize in social media say that social media is the most crucial factor when trying to make engaging content. That's why it's crucial for businesses to put in the time and effort required to provide engaging content for their websites or customers will just look elsewhere. People's time spent consuming and participating in engaging online material and conversations is not wasted. In the current study as Content

factor increases by 1 time the success of social media factor increases by 74% ($b=0.741$, $p<0.005$) and this association is statistically significant

Online Character

Website or social media characters are an important part of keeping people interested in your social media and other internet-related content. Characteristics of social media that are immediately apparent include graphic design, ease of use, and website load times. In the current study as Social media character factor increases by 1 time the success of social media factor increases by 82% ($b=0.823$, $p<0.005$) and this association is statistically significant

Security

When discussing the topic of social media security, we are referring to the degree of personal danger that a user or citizen perceives throughout the course of their professional activities using social media. When it comes to direct sense, simplicity, and suitability for user completion of interactions with a website, Security is an interactive efficiency website. In the current study as security factor increases by 1 time the success of social media factor increases by 83% ($b=0.835$, $p<0.005$) and this association is statistically significant

Reputation

In this section, we will use the reputation of online sources to define the reputation of social media platforms. It's been established that the media's standing in the public's mind may have a significant impact on whether or not they retain their viewers and readers, and the same holds true for social. In the current study as Reputation factor increases by 1 time the success of social media factor increases by 74% ($b=0.741$, $p<0.005$) and this association is statistically significant
Of all the 5 factors, The social media security and social media character have the highest effect on the social media determinants.

Conclusion

According to the findings, the model has a good fit, and differences in aspects like security, reputation, appealing content, and social media and communication features may define the dependent variable well (succeed social media). Users' perceptions of social media's safety is one of the factors that has contributed to the platform's growth. Equally important to social media success is reputation variance. (People) Many different people provide various forms of social media that may be used by interested parties. The findings indicate that the popularity of social media is influenced by the quality of the material shared on these platforms. Our carefully selected user base trusts the news and information they receive from us because they know it is accurate and up-to-date, two factors that play a significant part in the decision-making process for those on one side of a debate.

Conversely, the basis of social media is centered on communication and contact, therefore this agent might play a major part in the success of social media because of this variation. What makes social media what it is And this is the other agent that can do well in social media. While it is true that the influence of this association has been rejected by subsequent social media, scientific texts suggest that studying during research might improve people's focus on organizational social media. This study's findings suggest that security, reputation, appealing material, contact, and communication are all crucial to the continued success of social media. As a result, armed with this knowledge, marketers can design effective social media platforms for their businesses, allowing them to better connect with customers, gain insights into how their products are used, and tailor their messaging to the preferences of their target demographic.

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