



The Role of Marketing Campaigns Through Social Media and Perceived Usefulness on Purchase Intention of Electric Vehicle

Hendra^{1*}, Nurul Fadhilah², Indri Yani³, Vivid Violin⁴, Riesna Apramilda⁵, Kushariyadi⁶

¹Department of International Marketing, Politeknik Wilmar Bisnis Indonesia, Indonesia

²Department of Public Administration Science, STIA Menarasiswa, Indonesia

³Department of Business Administration, Universitas Krisnadwipayana, Indonesia

⁴Department of Port Management, Politeknik Maritim AMI Makassar, Indonesia

⁵Department of Management, Universitas Ibnu Sina, Indonesia

⁶Department of Oil and Gas Logistics, Politeknik Energi dan Mineral Akamigas, Indonesia

*Corresponding author Email: hendraxyxyz@gmail.com

The manuscript was received on 10 June 2024, revised on 1 September 2024, and accepted on 27 January 2025, date of publication 1 April 2025

Abstract

This study investigates consumers' perceptions of the utility of electric vehicles and the effectiveness of social media marketing efforts on EV purchase intentions. Marketers and lawmakers must understand the drivers of electric vehicle adoption in light of increasing concerns about environmental sustainability and technological development. The research strategy adopted for the study is a quantitative approach based on a survey. A cross-section of social media users exposed to advertisements regarding electric vehicles were surveyed. The perceived utility of EVs includes environmental advantages, cost savings, and performance measured by the questionnaire, as well as the exposure to social media marketing activities and intention to purchase. Regression analysis is used as the analytical approach to finding how the variables relate. Therefore, a positive relationship exists between social media marketing efforts and perceived usefulness intending to purchase. In instances where consumers are subjected to persuasive social media advertisements describing the benefits of EVs, and when they view an EV as practical, they show a greater tendency to express an intention to buy. The practical implications of this study will help marketers devise social media ads that successfully promote electric vehicle adoption; it also adds to the literature on sustainable consumerism. This study's results will benefit politicians who want to encourage the switch toward electric mobility.

Keywords: Social Media Marketing, Perceived Usefulness, Purchase Intention, Electric Vehicles.

1. Introduction

The automotive industry is witnessing a sea change due to the increasing demand for EVs. Several converging reasons are pushing this change. First, people worldwide are paying more attention to critical environmental issues, such as the need to stop climate change and clean our air. The second reason EVs are becoming more feasible and inexpensive is the continual improvement in EV performance brought about by substantial breakthroughs in battery technology. These include longer driving ranges, shorter charging periods, and reduced battery production costs [1]. Finally, supportive governmental policies, such as subsidies for EV purchase, tax incentives for manufacturers and customers, and gradually more and more stringent emission limits for conventional vehicles, create favourable market conditions regarding the spread of electric vehicles [2][3]. All these reasons make electric cars increasingly attractive and realistic alternatives to traditional transportation by internal combustion engines and bring them from a niche market to the mass market. Electric mobility will only be truly environmentally and economically beneficial when the switch is complete and widespread, which requires a



deep understanding of the various elements that influence consumer acceptance of EVs [4]. The psychological aspects include consumers' perceptions, attitudes, and beliefs about electric vehicles; economic aspects include purchase price, operating costs, and government incentives; and social influences include peer pressure, social norms, and the availability of charging infrastructure [5]. By carefully examining these aspects, stakeholders can accelerate the shift toward a more sustainable transportation future and promote EV adoption [6].

Marketing is about the feelings of people toward a product or service and how they decide to buy. Any good marketing campaign should attract customers by appealing to their wants and requirements and building a favourable impression of the brand [7]. With crafted messaging and targeted audiences, marketing influences consumer attitudes, preferences, and purchase intentions. This will be highly crucial in emerging markets and/or with novelty products such as electric vehicles, where a good deal of educating the consumer for successful adoption must be performed at company and individual levels [8][9]. Marketers can encourage consumers to try EVs and buy them by communicating the positive attributes of EVs, such as helping the environment and saving money. The use of social media has become imperative for marketers in today's digitally connected world [10]. Social networking sites like Facebook, Instagram, Twitter, and YouTube have given businesses unparalleled opportunities to reach and connect with their target customers. Social media is a very inexpensive and effective way to spread information about the product or services, raise brand awareness, and build customer loyalty [11]. With effective advertisement campaigns, content marketing strategies, and direct social interaction with customers, a business can influence consumer buying behaviour very effectively [12]. Traditional marketing approaches are ineffective enough to shape consumer impressions and drive purchase decisions. Still, marketers can leverage the vast reach of social media to build online communities around their brands, get helpful feedback from consumers directly, and so on [13] [14].

Perceived usefulness is defined as the degree to which an individual thinks that a particular technology will improve their quality of life or job performance, and it is an essential component of the Technology Acceptance Model (TAM) [15]. The basis for this concept is that the technology will have a practical application and increase efficiency, effectiveness, or personal happiness, known as its instrumental value [16]. This is a key predictor of the adoption of any technology-people will accept new tools if they perceive that it would improve their life or career more [17]. The perceived utility of electric cars increases on many dimensions that enhance the user experience. These include environmental benefits, such as cleaner air with fewer greenhouse gas emissions, which aligns with the rising tide of public awareness about caring for our planet [18]. The economic benefits also play a significant role in perceived usefulness, such as lower fuel and maintenance costs. Electric vehicles' performance advantages, such as their regenerative braking, instant torque, and relatively silent operation, give them a leg up compared to cars powered by internal combustion engines and add to their perceived utility. These diverse advantages impact consumers' views of EV utility and their intent to purchase [19].

This research investigates how EV marketing campaigns are operated on social media and how consumer perceptions about the utility of EVs affect their predisposition to purchasing an EV [20][21]. Knowing this interaction of digital marketing and consumer perceptions is imperative for enhancing technical adoption, and that is precisely what this research tries to achieve for the electric vehicle market, which is in constant evolution [22]. The research will try to provide a fuller view of the drivers of EV adoption [23] by investigating the impact of exposure to targeted social media adverts on the perceived benefits of owning an EV. Some key research questions that this study aspires to examine are: (1) Do people's stated intentions to buy an EV vary significantly due to exposure to marketing initiatives on social media platforms? This topic will try to answer questions like whether more exposure would lead to higher purchase chances. The topic will be how effective social media is as a marketing channel for EVs. (2) What impact does the perceived utility of electric vehicles supposedly manifested by reduced environmental impact, financial savings, and performance enhancement have on consumer desire to purchase these vehicles? For this question, it is necessary to understand how the customers' perceptions of the usefulness and the benefits of an EV influence their purchase decisions [24][25].

The present study fills the gap in the literature through the quantitative assessment of how social media marketing and perceived usefulness jointly enhance EV purchase intention. Therefore, this piece puts together the puzzles in the integral understanding of buyers' decision-making processes in the EV adoption aspect. Marketers will be enabled to apply this finding in devising social media campaigns to determine how best to enhance the rate of improvement in EV adoptions with much relevance. This will also be useful for lawmakers who wish to facilitate a switch toward electric mobility to reach greater levels of sustainability.

2. Research Method

This study employed a quantitative approach by adopting survey methods, which were implemented to find out how social media marketing and perceived usefulness will influence or deter the buying of electric automobiles. The target group covered social media users who may have been exposed to advertisements on such electric vehicles. This category was sure to provide samples containing some predisposed knowledge concerning EVs. Convenience sampling has been adopted for data collection because of online media's ease of access and reach. Online surveys were forwarded across multiple social media channels to gather data efficiently from a geographically diversified sample. Although the convenience sampling method offers some practical advantages, it is pertinent to highlight its limitations regarding generalizability to the broader population. The questionnaire was cautiously designed and divided into three clear sections to capture the key variables of interest. The first section measured exposure to social media marketing campaigns about EVs; this was evaluated by asking about the frequency of encountering advertisements or content related to electric vehicles across the different social media platforms. Part two quantified the perceived utility of EVs by using a multi-item scale on environmental benefits, such as reduced emissions, economic benefits, such as running costs, and performance benefits, including smooth driving. In the last part, we assess the interest in purchasing electric vehicles using a previously validated scale, which asks participants to estimate the likelihood of a future purchase. Later, the data obtained were processed by statistical software using the method of multiple linear regression.

3. Result and Discussions

There is strong evidence from the regression analysis that consumers' propensity to acquire electric cars (EVs) is positively correlated with their exposure to social media marketing activities. This discovery exemplifies how social media may drastically alter consumer tastes and habits. More exposure to electric vehicle (EV) content on social media increases the possibility that users will indicate an

interest in buying one. This proves that social media is more than simply a way to disseminate information; it's a powerful instrument that may shape consumer behaviour, especially in developing economies where people are only starting to learn about and appreciate innovative technologies like electric vehicles. Social media's ability to be a powerful marketing tool lies in its extensive reach and adaptability. Platforms such as Instagram, Facebook, and Twitter enable marketers to craft highly targeted campaigns that resonate with specific demographics, ensuring the delivery of tailored messages that emphasize the unique advantages of EV ownership. These include environmental benefits, cost savings, and cutting-edge technology features. Additionally, social media facilitates real-time engagement, allowing consumers to interact with brands, ask questions, and access testimonials, which build trust and further strengthen their purchase intentions. This two-way communication creates a more personal and impactful connection between consumers and EV brands, ultimately driving interest and fostering loyalty. For the automotive industry, these findings underscore the urgent need to prioritize investments in well-designed and strategic social media campaigns to promote EV adoption. Traditional marketing methods alone may not be sufficient to address the unique challenges of promoting EVs, such as overcoming consumer scepticism and addressing misconceptions about costs or infrastructure. Companies may create awareness and educate potential purchasers about the practical and long-term benefits of EVs by utilizing social media tools to their fullest potential. If we want to see EVs become the norm for consumers all around the globe, we need an integrated marketing strategy like this to hasten the shift to electric mobility.

Besides, the study had a positive and statistically significant association between EV purchase intention and perceived utility. This research infers that consumers' intention to buy an electric car is reportedly stronger when they think EVs offer practical advantages in many dimensions. This fact is corroborated by the fact that successful marketing and promotion of electric vehicles will make all the difference in customers' perception of their utility, considerably influencing buying decisions. It is more plausible that people may consider and possibly purchase an electric vehicle if the perception of an electric vehicle providing real benefits both to the environment (less pollution, cleaner air, etc.), their wallets (less money being spent on electricity and less maintenance), and the driving experience-impacting characteristics-smooth acceleration, quiet operation, advanced tech features, for example-can be instilled in them. It simply means that the purchase intention is not only emotionally or aspirationally driven but is also influenced by more rational considerations of practical benefits and value propositions. This finding strongly supports the strategic relevance of communicating the practical benefits of EVs in marketing campaigns. By messaging these rational benefits, marketers can convincingly sell the value proposition of owning an EV to potential consumers, thereby increasing the target customers' purchase intent. In promotion, electric vehicles are all about touting the good they will do for the environment and how much they can save people in the long term, and in terms of performance and technological aspects, they are better than internal combustion engine cars.

The results indicated that perceived utility and social media marketing had a significant interaction effect on purchase intention, demonstrating that the two variables do not work in isolation but interact to influence customer decisions. Social media marketing has a higher impact on consumers' intention to buy electric vehicles when they have a good and statistically significant impression of EVs' benefits. In other words, the greater the exposure to social media campaigns, the stronger the purchase intention, provided these campaigns successfully communicate EV ownership's functional benefits and advantages. This finding has important implications for developing and implementing effective marketing strategies. It suggests that increasing exposure to EV-related content on social media is not, per se, sufficient to maximize purchase intention. Instead, marketing efforts should focus on how EV benefits and value are articulated and demonstrated along multiple dimensions: environmental impact, cost savings, and performance capabilities. By emphasizing functional benefits, marketers can make their social media advertisements more persuasive and increase their influence on consumer purchase intentions. Therefore, the creation of awareness about electric vehicles would be two-pronged: through high reach and a high-engagement quotient of social media to broadcast a message or spread awareness, and second, by successful communication of real advantages and practical value propositions of EVs through shared content on these platforms. This integrated approach leads to more orderly transitions toward electric mobility while enhancing the effectiveness of marketing campaigns toward consumers' purchase intention.

These findings, therefore, correspond with prior literature and, as such, provide a degree of credence to long-standing hypotheses and models in the area of consumer behaviour and technology uptake. The results also support prior work identifying perceived utility as an essential driver of technology adoption, such as the Technology Acceptance Model. The results showed that consumers were more likely to develop favourable attitudes and intentions toward new technology, such as electric vehicles, when they perceived clear advantages and value. These results also underline the dual importance of strategic marketing efforts and the communication of perceived value in facilitating the adoption of new technologies like EVs. Success with marketing campaigns will depend on demonstrating exactly how this new technology creates tangible, pragmatic benefits and advantages for the consumer. In their marketing campaigns, EVs need to tout such selling points as environmental benefits, cost savings, performance advantages, and whatever else comprises the base value proposition for EVs. The study concludes that successful technology adoption is an affair of good marketing communication and building a better perception of value among consumers. When mixed appropriately, these two levers ensure that marketers and policymakers can effectively promote EVs for on-road adoption to hasten towards a greener transportation future.

This study has several important real-world implications for marketers targeting the electric vehicle industry. Most of all, it underlines from a strategic point of view the value of social media as an excellent venue for marketing EVs and engaging consumers. The broad reach and possibility of targeted advertising on social media make them an ideal channel to disseminate information, build brand awareness, and shape consumer perceptions related to EVs. Marketers should develop clear social media strategies that can best take advantage of the unique features of each platform to reach their target audience effectively. On the other hand, the findings of this study also point out that the mere existence of social media is not enough. Marketers have to focus on clearly and persuasively communicating the key benefits and practical usefulness of EVs to maximize the impact of marketing campaigns on consumer purchase intention. It also involves communicating the benefits of EV ownership along multiple dimensions: environmental benefits of reduced emissions and cleaner air, economic advantages of lower running costs and tax incentives, performance benefits of smooth acceleration, quiet operation, and advanced technology features. By being thoughtful about where and how they talk up these very real benefits via social media and advertising, marketers will have a much stronger case to make in their messaging. They can better influence consumer purchase intent for EVs. This approach requires shifting from generic promotional content to creating more concrete information, alleviating concerns, and actual value proposition demonstration for EVs. This would include presenting actual on-road cost comparisons, the impact of EV adoption on the environment, and demonstrating performance and technological leads offered by EVs over traditional vehicles.

These findings provide the critical lessons that policymakers need to understand influencing electric vehicle adoption: policymakers should be better informed about perceived benefits, social influence, and infrastructure barriers to accelerate the transition toward electric mobility. Incentives to buy EVs, direct subsidies, or tax reductions, along with developing vast and easy-to-access charging infrastructures, a regulation that will support technological innovation and partnerships with businesses, are all measures that would considerably enhance the attractiveness and diffusion of electric vehicles. Investment in R&D will enhance the commercial competitiveness of electric cars by enhancing battery efficiency, reducing production costs, and increasing driving range. Increasing public awareness and education on electric vehicles' environmental and financial benefits will result in many people switching from fossil fuel-powered cars to cleaner and more sustainable alternatives. Combining these strategies will help accelerate the transition to sustainable mobility and make it more pervasive.

4. Conclusion

The findings of this study have brought to the fore the critical importance of social media marketing initiatives in influencing the decisions of EV buyers. Businesses can connect with their target audiences personally and effectively and efficiently distribute content through social media. Marketers may create a compelling value proposition for EVs by showcasing their numerous advantages through creative campaigns. These include the added environmental, financial, and social advantages and technological advancement. Another critical vehicle driving EV growth in the near term is the broad reach that the use of social media can accomplish while targeting discrete demography to drive points across an expansive consumer mix. The research described perceived utility as one such area that underpins purchasing intentions. When people are told that electric vehicles possess some real advantages, like lower fuel costs, fewer maintenance charges, and a good effect on the environment, then people are more inclined to think about buying. According to the TAM, people are more likely to accept new technologies when they consider them valid. Companies can dissipate fear and build trust in the value of electric vehicle ownership by articulating these very real benefits when the powers of social media marketing are coupled with a focus on perceived usefulness, a strong synergy results. Besides expanding the audience for promotional messaging, social media sites enable two-way dialogue by letting users comment, ask questions, and interact with businesses in a more personal setting. Two-way contact builds on that reputation and builds trustworthiness into these campaigns. The findings make it clear that what is required is a multi-faceted approach: one that not only harnesses the power of persuasive marketing narratives but also makes claims based on research evidence about the benefits of EVs for the sake of enterprise and lawmakers alike. A strategy that changes minds and fosters wide-scale adoption of electric vehicles can help speed the switch to more sustainable transport modes.

References

- [1] Djunaedi, H. (2024). Ai as Employee Performance Evaluation: An Innovative Approach in Human Resource Development. *Power System Technology*, 48(1), 2008-2021.
- [2] Nurimansjah, R. A. (2023). Dynamics of Human Resource Management: Integrating Technology, Sustainability, and Adaptability in the Modern Organizational Landscape. *Golden Ratio of Mapping Idea and Literature Format*, 3(2), 120-139.
- [3] Serang, S., Ramlawati, R., Suriyanti, S., Junaedi, J., & Nurimansjah, R. A. (2024). The role of ethical leadership on employees' behaviours and commitment to the organization. *SA Journal of Human Resource Management*, 22, 2373.
- [4] Nurimansjah, R. A., Lubis, F. M., & Sekamdo, M. A. (2023). Application of The Simple Additive Weighting Method in Developing Employee Assessment Decision Support System in Marketplace Company Bukalapak. *Jurnal Informasi dan Teknologi*, 183-188.
- [5] Sarif, A., & Ariyanti, R. (2023). FINANCIAL PERFORMANCE ANALYSIS OF BANK SYARIAH INDONESIA THROUGH CAMEL APPROACH FROM 2019-2021. *IEB: Journal of Islamic Economics and Business*, 2(2), 50-59.
- [6] SARIF, A., & ARIYANTI, R. (2024). The Innovation of Digital Payment System with QRIS in National Open API and Maqasid al-Sharia Standards. *International Journal of Applied Business and International Management (IJABIM)*, 9(2), 96-114.
- [7] Tanjung, I. I., Al Hidayat, R., Karyadi, S., Saksono, L., & Sumirat, O. (2024). Analysis Of The Influence Of Minimum Wages, Central-Regional Transfer Cost Allocation And Fiscal Decentralization On Regional Income Inequality. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 10(1), 32-38.
- [8] Rezeki, S. R. I., Dharmawan, D., Saksono, L., & Ekasari, S. (2023). Analysis of the Influence of Digital Information Quality, Technology Performance Expectancy, Technology Effort Expectancy, Price Value and Social Influence on Intention to Use Coffee Shop Mobile Application. *Jurnal Informasi dan Teknologi*, 171-176.
- [9] Rini, E. S., Ginting, P., & Sembiring, B. K. F. (2017, November). Impact of eCommerce service quality, recovery service quality, and satisfaction in Indonesia. In *2017 International Conference on Sustainable Information Engineering and Technology (SIET)* (pp. 35-40). IEEE.
- [10] HENDRA, L. (2017). Impact of brand image, product quality and self-efficacy on purchase decisions on private label rights products. An empirical study. *Expert Journal of Business and Management*, 5(2).
- [11] Sjaklif, V., & Pandiangan, B. (2020). The influence of brand equity on consumer purchase decisions (study case on tokopedia e-commerce). *International Journal Economic and Business Applied*, 1(2), 231-243.
- [12] Sutisna, E., Saksono, L., & Febriana, D. C. (2024). ANALYSIS OF THE INFLUENCE OF FINANCIAL PERFORMANCE ON COMPANY VALUE (CASE STUDY AT PT SOLUSI BANGUN INDONESIA, TBK). *Journal of Management and Innovation Entrepreneurship*, 1(3), 572-582.
- [13] Aditya, E., & Fadhillah, N. (2023). ANALISIS MANAJEMEN STRATEGI DALAM MENGHADAPI PERSAINGAN BISNIS PADA ERA FONE METROPOLITAN MALL CILEUNGSI BOGOR. *Jurnal GICI Jurnal Keuangan dan Bisnis*, 15(2), 154-163.
- [14] Gai, A. M., Mahmudin, T., Violin, V., Utama, A. N. B., & Apramilda, R. (2024). Analysis of The Effect of Cultural Tourism Development, Accessibility and Economic Policy on Tourism Competitiveness in Indonesia. *International Journal of Engineering, Science and Information Technology*, 4(2), 16-20.
- [15] Sudirjo, F., Sari, E. N., & Apramilda, R. (2024). The Role of Customer Trust Toward Digital Sales and Website Visitor Satisfaction on Customer Loyalty of Zara Indonesia. *Jurnal Informasi dan Teknologi*, 291-296.

- [16] Maryoso, S., Hamzah, R., Astri, F., Rukmana, A. Y., & Apramilda, R. (2023). Customer Satisfaction And Product Quality. *Journal of Management*, 2(2), 114-118.
- [17] Bakri, A. A., Wandanaya, A. B., Violin, V., & Fauzan, T. R. (2023). The Application of UTAUT Modified Model to Analyze the Customer's Use Behavior of Shopee Paylater. *Jurnal Sistim Informasi dan Teknologi*, 96-101.
- [18] Sutrisno, S., Wulandari, W., Violin, V., Supriyadi, A., & Tawil, M. R. (2023). Prioritization of the Best Online Platform for MSMEs Using a Simple Additive Weighting Method. *Journal on Education*, 5(3), 10265-10275.
- [19] Violin, V. (2022). Influence Leadership, Competence and Motivation To Performance Employee Service Health Regency Bay Bintuni West Papua Province. *J. Adm. J. Pemikir. Ilm. Dan Pendidik. Adm. Perkantoran*, 9(2), 305-310.
- [20] Efendi, B., Setiawan, Z., Saksono, L., Ekasari, S., & Munizu, M. (2023). Analysis Of The Influence Of Brand Association, Experiential Marketing And Brand Trust On Consumer Loyalty For National Digital Game Products. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, 9(6), 2653-2658.
- [21] Hulu, B., Dakhi, Y., & Zalogu, E. F. (2021). Pengaruh Strategi Pemasaran Terhadap Volume Penjualan Pada Ud. Mitra Kecamatan Amandraya. *Pareto: Jurnal Riset Bisnis dan Manajemen*, 6(2), 16-25.
- [22] Azrullah, M. M. (2021). Pengaruh Kualitas Pelayanan Dan Keputusan Terhadap Loyalitas Pelanggan. *Jurnal Ilmiah Ecobuss*, 9(1), 9-17.
- [23] Azrullah, M. M., & Suriyok, K. (2022). Pengaruh Harga, Produk Dan Tempat Terhadap Minat Beli Pelanggan. *Jurnal Ilmiah Ecobuss*, 10(1), 1-6.
- [24] Djunaedi, D. (2024). Uncovering the Dynamics: Exploring How Organizational Culture and Diversity Shape Organizational Effectiveness. *Nidhomul Haq: Jurnal Manajemen Pendidikan Islam*, 9(2), 313-324.
- [25] Djunaedi, D., Susianto, T. E., Nurdiani, T. W., Sari, T. N., & Winarno, B. (2024). Analysis of The Relationship Between Managerial Aspects, Administrative Qualities, Financial Capital and Performance of National Sports Institutions. *Innovative: Journal Of Social Science Research*, 4(3), 3202-3210.