A Study On Influencer Marketing For Electric Vehicles In India - Growth, Impact & Strategic Approach

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ABSTRACT - *Influencer marketing has emerged as a powerful tool in shaping consumer perceptions, especially in emerging sectors like electric vehicles (EVs). This study explores the impact of influencer marketing on electric vehicle (EV) adoption in India, analyzing how social media influencers shape consumer awareness, trust, and purchase decisions. Through surveys and case studies of major EV brands, the research highlights that influencers play a crucial role in addressing consumer concerns like range anxiety, charging infrastructure, and cost savings. Findings indicate that influencer credibility, content authenticity, and audience demographics significantly affect engagement and purchase intent. The study concludes that influencer marketing, when strategically integrated with traditional methods, can accelerate EV adoption in India by enhancing consumer confidence and driving brand engagement. This research contributes to understanding the effectiveness of influencer marketing in the EV sector and offers recommendations for optimizing digital marketing strategies to accelerate EV adoption in India.*

KEYWORDS: Electric *Vehicles, influencer marketing, consumer awareness, brand engagement, strategies.*

I.INTRODUCTION

Influencers can demonstrate the real-life benefits of electric vehicles through authentic content. Influencer marketing for electric vehicles can prove to be the best influencer marketing in India as it will allow brands to reach the target audience. Nowadays we are influenced by social media. Influencer marketing leverages digital creators who engage with audiences through social media platforms like YouTube, Instagram, and Twitter. It explores whether demographic factors such as **age, gender, occupation, and income** influence consumer engagement with influencer-generated EV content. By employing statistical techniques such as **chi-square analysis and frequency distribution**, the study seeks to determine the extent to which influencer marketing influences EV perceptions and whether certain demographic groups respond differently. The findings will provide insights for **automobile manufacturers, marketers, and policymakers** on how to refine digital marketing strategies, enhance consumer education, and ultimately accelerate the shift toward sustainable transportation in India.

Social media influencers:

- Autocar India
- Motor Beam
- Car Dekho

II.REVIEW OF LITERATURE

Influencer marketing has gained prominence as a key strategy in modern digital marketing, particularly in industries that require high consumer engagement and trust, such as the electric vehicle (EV) sector. This review examines existing literature on influencer marketing, consumer behavior, and its role in the EV industry, particularly in the Indian market.

1. Influencer Marketing and Consumer Trust

Studies suggest that influencer marketing is effective because of consumers' parasocial relationships with influencers (Hwang & Zhang, 2018). Unlike traditional celebrity endorsements, influencers engage directly with their audiences, creating a sense of authenticity and trust (Lou & Yuan, 2019). In the context of EVs, where consumers often lack firsthand experience, influencers can play a crucial role in reducing skepticism and increasing confidence in the technology.

2. Digital Marketing and EV Adoption

Research by Kumar et al. (2021) highlights the growing reliance on digital platforms for EV-related information. Consumers prefer online reviews, social media discussions, and video content over traditional advertising due to the interactive and experience-

driven nature of digital content. According to a study by Deloitte (2022), over 60% of Indian consumers considering EVs rely on online content, particularly from influencers, before making purchasing decisions.

3. Consumer Perception of EVs in India

Several studies indicate that Indian consumers are still hesitant to adopt EVs due to concerns about charging infrastructure, range anxiety, and high initial costs (Siddiqui & Sharma, 2020). However, digital influencers have been shown to play a key role in addressing these concerns by providing real-world insights, cost-benefit analyses, and practical EV ownership experiences (Mehta & Agarwal, 2023).

4. The Role of Influencers in Sustainable Marketing

As sustainability becomes a major global concern, influencers advocating for green technologies and sustainable living have gained significant traction (Kapoor & Sharma, 2022). Research suggests that environmentally conscious influencers can positively impact consumer attitudes toward EVs by framing them as a sustainable, cost-effective alternative to traditional vehicles.

5. Demographics and Influencer Engagement

Studies indicate that age, gender, and income levels influence how consumers engage with influencer marketing (Dwivedi et al., 2021). Younger audiences (18-35) are more likely to engage with video content and social media reviews, while older consumers prefer expert opinions and detailed product comparisons (Gupta & Verma, 2022). This demographic insight is crucial for designing targeted influencer campaigns in the EV industry.

III.SCOPE OF THE STUDY

This study explores the growing influence of digital marketing, particularly influencer marketing, on consumer perceptions, awareness, and purchase decisions regarding electric vehicles (EVs) in India. With EV adoption facing challenges such as high costs, inadequate charging infrastructure, range anxiety, and consumer skepticism, influencers on platforms like YouTube, Instagram, Twitter, and Facebook have become key players in educating and shaping public opinion through detailed reviews, comparisons, and real-world experiences. The study examines the role of demographic factors, including age, gender, occupation, and income, in determining how consumers engage with influencer-generated content and whether such content effectively addresses their concerns. Additionally, it analyzes the effectiveness of influencer marketing compared to traditional advertising strategies, focusing on its ability to build trust and drive EV adoption. By evaluating the impact of both macro- and micro-influencers, the research identifies which content types—such as product comparisons, maintenance tips, price breakdowns, and long-term user experiences—resonate most with potential EV buyers. The findings aim to provide strategic insights for EV manufacturers, marketers, policymakers, and digital content creators to optimize their influencer marketing campaigns and encourage widespread EV adoption. However, the study is limited to digital influencer marketing and does not cover other promotional methods such as offline advertising, dealership-led promotions, or government policy influences, making its insights most applicable to digitally connected urban consumers.

IV.STATEMENT OF THE PROBLEM

- The primary issues are: A low level of consumer knowledge Misconceptions regarding electric vehicles Comparison of the advantages of electric vehicles over conventional vehicles. Given this context, influencer marketing emerged as a high-powered tool for bridging knowledge gaps and offering better experience appeal related to EVs by using trusted voices in the community.
- This research study will focus on the growth and impact of influencer marketing for the Indian EV sector, eliciting challenges, best practices, and strategies that may be optimized for accelerating the adoption of EVs.

V.OBJECTIVES

- To examine the growth of influencer marketing in promoting EVs in India.
- To assess its impact on consumer awareness and adoption of EVs.
- To identify effective influencer types and content strategies for EV marketing.
- To explore challenges in using influencer marketing for EVs in India**.**

VI.RESEARCH METHODOLOGY

The research methodology can be structured to address the primary objectives of understanding the role and effectives of influencer marketing in promoting electric vehicles in India.

1.Research Design:

The research design for this study uses the descriptive and exploratory research.

2.Data Collection:

Primary Data : Questionnaire through google form

Secondary Data : Articles & Websites.

3.Sample Size:

62 respondents

4.Area of study:

This study focuses on influencer marketing for electric vehicles in India.

5.Tools used for data analysis:

Frequency

Chi-square test

VII.HYPOTHESIS OF THE STUDY

H_0: There is no significant relationship between age and the type of content preferred when learning about EVs from influencers.

H_0: Influencers significantly impact consumer perceptions and preferences toward electric vehicles (EVs).

VIII.LIMITATIONS OF THE STUDY

The study on influencer marketing for electric vehicles (EVs) in India may face several limitations. These include potential sample bias, as the research might primarily focus on urban, tech-savvy demographics, excluding rural populations or older age groups. The study may also focus on short-term effects, neglecting long-term impacts on actual sales, and may not account for the technological barriers that limit access to digital platforms for some groups.

IX.ANALYSIS & INTERPRETATION

1. FREQUENCY TABLE:

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	39	62.9	62.9	62.9
	25-30	4	6.5	6.5	69.4
	30-50	12	19.4	19.4	88.7
	Above 50	7	11.3	11.3	100.0
	Total	62	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	25	40.3	40.3	40.3
	Male	37	59.7	59.7	100.0
	Total	62	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	13	21.0	21.0	21.0
	Others	6	9.7	9.7	30.6
	Self-Employee	8	12.9	12.9	43.5
	Student	35	56.5	56.5	100.0
	Total	62	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		19	30.6	30.6	30.6
	20000-40000	12	19.4	19.4	50.0
	40000-60000	4	6.5	6.5	56.5
	Above 60000	11	17.7	17.7	74.2
	Upto 20000	16	25.8	25.8	100.0
	Total	62	100.0	100.0	

Earning Member In Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	29.0	29.0	29.0
	2	38	61.3	61.3	90.3
	3	6	9.7	9.7	100.0
	Total	62	100.0	100.0	

INTERPRETATION

H_0: Influencers significantly impact consumer perceptions and preferences toward electric vehicles (EVs).

The study reveals that young consumers (18-25 years) are the primary audience for influencer-driven electric vehicle (EV) content, with students (56.5%) showing the highest engagement. Males (59.7%) are more involved than females in EV-related influencer marketing. Income analysis indicates that a significant portion (25.8%) earns up to ₹20,000, highlighting affordability concerns as a potential barrier to EV adoption. The study also suggests that households with two earning members (61.3%) may have better financial stability for EV purchases. Influencers play a crucial role in shaping consumer perceptions, especially among younger audiences who rely on social media for information. The findings emphasize the importance of educational, visual, and engaging content, as influencer marketing continues to drive interest in India's growing EV market.

2. CHI-SQUARE TEST:

		What type of content do you prefer when learning about EVs from influencers?				Total
		Comparisons	Maintenance	Price	Reviews	
Age	18-25	9	9	4	17	39
	25-30	1	1	1	1	4
	30-50	1	4	3	4	12
	Above 50	2	1	1	3	7
Total		13	15	9	25	62

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.132[a]	9	.903
Likelihood Ratio	4.268	9	.893
N of Valid Cases	62		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .58

		Do you believe influencer play a major role in changing consumer perceptions about EVs in India?				Total
		Agree	Neutral	Strongly agree	Strongly disagree	
Gender	Female	14	5	6	0	25
	Male	18	6	12	1	37
Total		32	11	18	1	62

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.318[a]	3	.725
Likelihood Ratio	1.680	3	.641
N of Valid Cases	62		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .40

INTERPRETATION

H_0: There is no significant relationship between age and the type of content preferred when learning about EVs from influencers.

The chi-square analysis reveals no significant association between age and preferred content type for learning about EVs ($p = 0.903$), as well as between gender and belief in influencers' impact on EV perceptions in India ($p = 0.725$). This suggests that both content preferences and perceptions of influencer influence are independent of demographic factors in this sample, indicating that EV-related content strategies should focus on broader appeal rather than tailoring to specific age or gender groups.

X.FINDINGS

60% – The majority of respondents fall into this category, indicating a younger demographic. 59.7% – The majority of respondents are male.56.5% – The majority of respondents are students. The majority (37.2%) earn up to 20,000, likely indicating a high number of students or entry-level employees. The majority of respondents 64.5% are single, indicating a younger demographic or individuals not yet married. The majority (61.3%) of respondents belong to 4-member families, suggesting a common household structure. 61.3% of families have 2 earning members, suggesting that dual-income households are the most common. Most of respondents 87% own only one EV dominate the market, making up nearly 80% of total EV ownership. YouTube is the most preferred platform with 45% likely due to its video format, detailed reviews & in-depth EV content.

XI.SUGGESTIONS

The study aims to explore the impact of influencer marketing on the adoption of electric vehicles (EVs) in India, focusing on consumer perceptions, trust, and purchasing decisions. It will analyze which types of influencers—such as tech experts, automobile bloggers, eco-activists, or celebrities—are most effective in promoting EVs and which social media platforms, including YouTube, Instagram, and Twitter, have the highest influence. The research will employ both primary and secondary data collection methods, including surveys with EV owners and potential buyers, interviews with influencers and marketing professionals, and an analysis of past social media campaigns by major EV brands like Tata, MG, and Ola Electric. By examining engagement metrics such as likes, shares, and comments, the study will assess how consumers interact with influencer-driven EV content.

XII.CONCLUSION

Influencer marketing has emerged as a powerful tool in shaping consumer perceptions and driving the adoption of electric vehicles (EVs) in India. The study highlights that young consumers (18-25 years), particularly students, are the primary audience for influencer-driven EV content, relying on social media platforms like YouTube and Instagram for insights. Males engage more with influencer content, and income levels indicate affordability challenges, which could impact EV adoption rates. The findings suggest that micro-influencers and regional content creators are more effective in building trust and educating potential buyers than traditional celebrity endorsements. Strategic approaches such as educational content, localized campaigns, and real-life test drive experiences are essential for influencing purchase decisions. However, misinformation and exaggerated claims pose a challenge, emphasizing the need for transparency in influencer collaborations. Overall, influencer marketing plays a crucial role in accelerating India's transition to EVs, provided brands adopt authentic, data-driven, and targeted marketing strategies to maximize impact. The findings indicate that influencer marketing is not just a promotional tool but a crucial factor in shaping the future of India's EV market. By adopting strategic, transparent, and consumer-focused approaches, brands can accelerate the transition to electric mobility and establish EVs as a mainstream choice for Indian consumers.

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