



Role Of Social Media In Electric Vehicles Adoption With Special Reference To Youtube.

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Abstract: With the emergence of Electric vehicles there is shift in transport industry. The adoption of these vehicles are increasing at progressive rates. No emission and sustainability and advanced features of electric vehicles are promoted by various social media platforms. These platforms are popular among the consumers. These social media platforms play a pivotal role in the adoption of electric vehicles. Social media can be used as marketing tool for EV adoption. Specially YouTube being audio visual medium in public domain it can be helpful for promoting EV adoption. Social media campaigns, sponsored program on YouTube about EV, and user generated contents about advantages of EV adoption can be effective in spreading information about EVs. This study explores how user generated videos on YouTube plays crucial role in EV adoption. The Auto vlogs about EV are best example for user generated content in YouTube. This study is done by using content analysis method, various themes and concepts of 25 auto vlog and technology learning channels are studied in detail. Conceptual analysis of video content is done. The viewers are more interested in knowing features, cost and discounts and comparison with other types of vehicles. Most people update their knowledge about electric vehicles through comment sections to videos. Through this study it was discovered that people are curious about the latest models of EVs in the market, Price details of EVs and Which is the top selling electric scooter, electric car etc, by analyzing top comments received for videos related to EV. The paper is concluded with discussion and suggestions about how YouTube Auto Vlogs have an impact on consumer attention towards Electric Vehicles. This paper brings out Auto vlogs can be suitable for social media marketing in Auto mobile sector. And this study came up with suggestions like expanding EV content on YouTube. Government initiatives for EV Publicity and awareness through YouTube. YouTube can be used by EV companies by creating companies channels on YouTube Other than Ads, Campaigns as its a best medium for promoting any product through ads, promotions, reels, lengthy videos.

INTRODUCTION

Recently Electric vehicles are gaining immense popularity among consumers, due to its eco -friendly and advanced technological features. These vehicles are changing automotive Industry Progressively. This evolution has been driven by technological advancements and the urgent need to address environmental concerns particularly the adverse effects of greenhouse gas emissions on climatic change (Juan et al 2016). Technological breakthrough, especially in battery technology have played a pivotal role in enhancing the viability and accessibility of EVs (Yong et al 2015). Though EVs features are popular but proper marketing plays a crucial role in drawing the attention of consumers. Observing the consumer behavior and popularity of social media, many automobile companies found social media marketing as the best way for promoting EV adoption. Social media is pivotal in shaping public discourse on electric vehicles, influencing consumer behavior, It is a dynamic platform for sharing updates, news, insights about electric vehicles technology, changing infrastructure and policy development (Jena 2020). Social media promotions for EV is best way to popularise the EV among consumers.

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Objectives

- This study aims to provide how Auto Vlog YouTube channels contents helps in Electric Vehicles adoption to consumers.
- How these Channels shape consumer perception towards EV adoption.

Review of Literature

Hafize Nurgul Durmus Senyapar (2024) examined significant user engagement with EVs on social media platform in Turkey. The study found that social media platforms used to spread awareness about EV sustainability, battery technology, Charge, speed etc. The study was done by context analysis and Hash tag analysis. The study come up with key finding the high level of user engagement with EV-

related posts on social media platforms, in Turkey. Communication strategies used in fostering EV adoption and advancing sustainable transportation solutions within Turkey.

Lakshmi Eshwar et al, (2024) Examined various Social Media Factors Influencing Consumer Buying Behavior of Electric Vehicles in Bangalore City. The descriptive method used in this study data is collected from potential Electric vehicles buyers who were chosen using simple random sampling. The findings showed that communication, content, online character, Security, reputation are factors that have highest effect on users. The structural relationship shows that social media marketing impacts consumer buying behavior by 55% with reference to Bangalore city.

Leo Jing (2023) Found that social media strategies can affect consumer purchase intentions with reference to Tesla. How social media strategies such as electronic word-of-mouth is effective is analyzed. In this study passive strategies can be the reason for huge success in a market, like Tesla has displayed. The data collected from the respondents from the survey showed that product fulfilment and company trust positively affected customer loyalty.

Lingzhi Jin, Peter Slowik (2017) Reviewed electric vehicles consumer awareness activities globally. This study emphasize on importance of government initiatives in electric vehicles consumer awareness campaigns in EV sector is discussed in this paper. It summarizes practices in consumer education, awareness, and outreach regarding electric vehicles. This paper reviewed literature Importance of consumer awareness in leading EV Market. And selected Five case studies for discussion to understand key elements for successful consumer awareness campaigns.

RESEARCH METHODOLOGY

This study is done by using content analysis method. The sample of 25 Informative, automotive business and auto YouTube channels were selected for study. Data of these YouTube channels from January 2025 to July 2025 is collected. This content analysis focuses on contents of automobile vlogs Channels such as Electric vehicles India, Motor octane, Abhishek moto, Power Drift, Auto car India, Donut, NDTV benefits and so on, which uploads and shares videos on EV features, Sustainability, Reviews, Sales, cost and benefits so on. Visual and conceptual analysis of Themes, concepts were done in this study.

Table 1: List of YouTube Channels Selected for the Study

Sl no	Name of YouTube Channel	Subscribers	Videos
01	Abhishek Moto	387K	1000
02	Anuj Ramatri	471K	364
03	Donut	9.12M	1.6K
04	Electric Vehicle India	389K	1.8K
05	Auto car India	72.5 K	1.1K
06	Faisal Khan	2.28M	3.1K
07	J S Films	3.48M	2K
08	Motoroctane	4.4 M	3.6K
09	NDTV profits	1.35M	48K
10	EV Gyan	307K	907
11	Tata ev	129K	823
12	Autocar India	2.47M	4.9K
13	Nick Audience,	171K	1K
14	Tech in Kannada	1.14M	2.5K
15	Top gear	8.73 M	2K
16	Fides Fabris	8.25K	55
17	NDTV auto	14.5 K	531
18	plugin India electric vehicles	182K	825
19	Pranay Kapoor	55.3K	244
20	Evo India	461K	2.1K
21	EV Pulse	43.3K	780
22	<u>Utsav Techie</u>	827K	4K
23	What car	564K	1.9K
24	Ask car guru	1.4 M	2.2K
25	electreK.co	209K	1.5K

Table 2: Coding of Selected Channels

Sl No	YouTube channel Name	Code
01	Abhishek Moto	YTC01
02	Aditya Prabhakar	YTC02
03	Anuj Ramatri	YTC03
04	Ask car guru	YTC04
05	Autocar India	YTC05
06	Donut	YTC06
07	Electric Vehicle India	YTC07
08	Evo India	YTC08
09	EV Gyan	YTC09
10	EV Pulse	YTC10
11	electreK.co	YTC11
12	Faisal Khan	YTC12
13	Fides Fabris	YTC13
14	J S Films	YTC14
15	motoroctane	YTC15
16	NDTV auto	YTC16
17	NDTV profits	YTC17
18	Nick Audience,	YTC18
19	plugin India electric vehicles	YTC19
20	Pranay Kapoor	YTC20
21	Tata ev	YTC21
22	Tech in Kannada	YTC22
23	Top gear	YTC23
24	<u>Utsav Techie</u>	YTC24
25	What car	YTC25

Table 3: Themes Emerged

Sustainability	YTC06,YTC13,YTC07,YTC03,YTC09.
Features and Reviews	YTC01,YTC14,YTC05,YTC07,YTC24,YTC18,YTC22, YTC15,YTC25,YTC08YTC21YTC19,YTC12.
Cost and maintenance	YTC20,YTC10,YTC01,YTC14,YTC05,YTC07.
Sales	YTC07,YTC09,YTC17,YTC01,YTC05,YTC04

Sustainability

YouTube Channels like Donut, Great Learning, Fides Fabris, Electric Vehicle India, EV Pulse, Anuj Ramatri creating content based on sustainability of EVs. The main objectives of these video channels was providing information regarding sustainability, ecofriendly features of EVs. Highlights on how EV is reducing air pollution and greenhouse gas emission And more frequent words in videos were zero carbon emission, global warming, less air pollution in videos with graphical and visuals representation,

Features and Reviews

Features and reviews are the most common types of videos on YouTube. Now a days YouTube review videos are obligatory for consumer purchasing decisions. The Review videos of Electric Car, Electric Bike, Electric Auto are very widespread on YouTube. The new release model of EV and their reviews are essential for consumers to make purchase. vlogger discussions about EV model, Its Battery capacity, price range etc. with live demonstration attempts to pitch audience. Wide usage of Text graphics, music effects and extreme close up, close up shots of inside the vehicle and wide shots of EV to enhance the video impact. Videos with interactive features like 3D models, Guided Tours are used to explore EV in a virtual setting. The recurrent usage of words- unique design, best-selling EV, Battery pack, fantastic value, are used. The top Automotive influencers review videos about EV had millions of views On YouTube. Influencers as truthful, knowledgeable, and appealing showed a stronger inclination closer to shopping for the products those influencers recommended (CHAUHAN VISHAL2025

Cost and maintenance

Videos focusing on the cost and maintenance of electric vehicles (EVs) play a crucial role in shaping consumer understanding and influencing purchasing decisions. These digital materials commonly explore multiple dimensions of affordability, including the initial cost of EVs, price comparisons with conventional petrol and diesel vehicles, and a detailed cost–benefit analysis highlighting long-term savings on fuel and maintenance. Such videos frequently emphasize potential reductions in running costs due to the lower price of electricity compared to fossil fuels, as well as minimal mechanical wear

and fewer servicing requirements. Moreover, they often include information on available government subsidies, discounts, and tax benefits aimed at promoting EV adoption, along with insights into the best price ranges and trustable brands within the current market. Keywords such as *low cost*, *low maintenance*, *best price range*, and *trustable brand* are recurrent, reflecting consumer priorities in online search behavior. such content contributes to public awareness and supports the broader discourse on cost efficiency and environmental responsibility in sustainable mobility.

Sales

EV YouTube Channels makes videos about sales report of EV of various companies in EV market. They give market analyses of various companies operating within the EV sector. These videos highlight prevailing market trends, identifying leading EV models with the highest sales in a given month or year. What are EV market trends. Words such as top 10 selling EVs, sales report of month, EV sales are used frequently. This makes potential buyers a wide-ranging view without visiting multiple dealerships.

Key findings

This analysis reveals that YouTube emerged as leading social media platform for EV related content and found serving as a effective medium to consumers to understand or update their knowledge regarding EV Technology. Study identifies recurring themes such as sustainability, Reviews of EVs, Features of EVs, Cost and Benefits of EVs, Sales . Positive response is observed from Viewers to these videos ,which can be proven from number of views (almost 10,000+views) to majority of videos. Informative YouTube Channels such as Anuj Ramatri can increase consumer awareness and purchase intent of electric cars (EVs) by emphasizing sustainability, zero carbon emission, eco friendly manufacturing technology factors. The examination of business and educative YouTube channels offers worth exteroception into the dynamics of audience perceptions about EV adoption .Auto vlogs have positive impact on consumers purchasing decisions by Reviewing and explaining features, technological advancement, Sales of electric vehicles month wise, year wise. which is more supportive for viewers in adoption of EV. Usage of live demonstration of Electric vehicles, Graphics, effective scripts and voice overs are significant tools for EV promotion through auto YouTube channels. Graphics, 3D models, Guide tour videos create the desire of purchasing EV in Viewers. The majority of YouTube Videos about E Vs were focused on reviews, sales, features of EV but there is less video content about government initiatives, sustainability factors of E Vs.

Conclusion

The study on the analysis of YouTube video content on electric vehicles (EVs), YouTube has emerged as significant tool for EV promotion and sales in the rapidly developing EV sector. Furthermore, YouTube can serve as a strategic component of digital marketing initiatives for EV companies, enabling them to engage audiences through user-generated content and authentic peer reviews. Collaborations with auto vloggers, informational, and business-oriented YouTube channels can further strengthen brand credibility and consumer trust by providing expert insights and experiential demonstrations.

However, the study also emphasizes the need for further research to develop structured EV adoption strategies that effectively integrate YouTube-based digital marketing, focusing on optimizing content engagement, audience targeting, and long-term consumer behavioral influence.

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