

## The Impact of Video Marketing on Social Media Platforms on the Millennial's Purchasing Intention toward Electric Vehicles



Dr. Phunpiti Bhovichitra<sup>1</sup>, Akash Shrestha<sup>2</sup>

<sup>1</sup>PhD – Marketing, University of Stirling, UK

<sup>2</sup>Master of Science Digital Business, Rangsit University, Thailand

**ABSTRACT:** Thailand's market for electronic vehicles has experienced a tremendous growth especially with the rising number of environmentally conscious consumers, as well as the innovation-driven automobile industry of Thailand. On a global scale, it can be, however, seen that – a majority of the market; i.e., over 60% of the market is controlled by a handful number of brands. Therefore, there has been an extremely fierce competition between these brands in innovating and manufacturing automotive vehicles. Therefore, it would be beneficial to the marketers of E.V. on what factors of marketing can improve the demand for E.V. The purpose of this research is investigating the role of video marketing on the millennial's intention to purchase electric vehicles. A quantitative approach was employed in this research, that attempted to test the impact of perceived usefulness and the playfulness of video on attitude towards brands and the consumers intention to purchase E.V. in Thailand. The study analysed 292 data points using Stata. It focused on the attitudes toward electric cars and the intention to buy one. It also looked into the various factors that influence the purchase decision of an electric vehicle. The study revealed that there is a significant correlation between the attitudes toward electric cars and the intention to buy one ( $p$ -value  $< 0.05$ ). The study also revealed that the use of short-video commercials has a significant influence on the attitudes toward electric cars and the intention to buy one ( $p$ -value  $< 0.05$ ), and that the purchase intention of an electric vehicle is strongly correlated with the attitude toward EVs (0.7256).

**KEYWORDS:** Theory of Planned Behaviour, Selective Exposure Theory, Video Marketing, Electric Vehicles, Millennial's Purchase Intentions, social media

### I. INTRODUCTION

Over 196 countries had signed the Paris agreement, aiming to control the climate change and the attempt to reduce the CO<sub>2</sub> emission globally. As countries have adopted strategies to control climate change, investments towards innovation technology have further grown; one of the trends being the Electronic Vehicle (E.V.) trend. Global Data (2021) indicated that, the E.V. count globally has grown by 40.1%, compared to 2019. However, as the E.V. market is growing, a line of competition within the sector is further aggravating. The aggravating competition between the E.V. firms has required the MNCs involved in manufacturing and distribution of the electronic vehicle. Several E.V. brands have adopted platforms like digital media platform and social media platform (including, website, Facebook, Instagram, and others). As brands are competitively standing in the social media; strategies like short-video are significant in attracting the attention of consumers from different demographic group. However, the right composition of short-video marketing to attract the attention of consumers; specifically, the millennials have been scarcely reviewed on discussed in research literature. Hence, this study aims to investigate the role of video marketing on the millennial's intention to purchase electric cars in Thailand. The research question addressed in this study is "To what degree does online video marketing in social media influence millennials' intent to purchase electric cars in Thailand?"

### II. LITERATURE REVIEW

#### A. Theory of Planned Behaviour

Theory of planned behaviour (TPB) reflects upon the consumer's willingness to engage with objective behaviours of consumers (Ajzen 1991). TPB comprises three core elements which are attitude, subjective norm, and perceived behavioural control. Developing a positive attitude towards a product, developing positive subjective norms, and reducing the behavioral control could positively impact the intention to purchase a specific product. Scholar aims to study the relationship between attitude

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towards EV and the intention to purchase EV in Thailand. To further identify the antecedents of the attitude towards EV variable, the selective exposure theory is further adopted.

## B. Selective Exposure Theory

Selective exposure theory claims people tend to select a specific topic within a content while it aligns with their beliefs, attitudes, perspective and decisions (Zillmann, 2000). Millennials are found to be adapting to a fast-paced lifestyle, associating with short video formats where information can be transacted quickly. Developing a key construct in defining what factors enhance taking in of information for the audiences, include perceived usefulness, playfulness, and involvement of influencers.

## C. Hypotheses Development

In the study by Gefen and Straub (2000), it was stated that perceived enjoyment is a concept that refers to the perception that users have of using a certain product or service is enjoyable. This belief leads them to think that the use of that product or service is immediately useful. In Lee et al., (2007), it was further noted that people's positive attitudes toward a brand can be influenced by their ability to foresee usefulness of a service or product. Additionally, the theory of planned behaviour conveys that, the perceived usefulness of a product or service can trigger motivation for people to purchase it. In a study conducted by Venkatesh and Speier (2000), it was revealed that game-based training methods are more effective than traditional methods when it comes to enhancing motivation. Hence, it can be hypothesized that:

**H1:** Perceived enjoyment has a positive significant relationship with attitude towards electric vehicles.

**H5:** Perceived enjoyment has a positive significant influence on purchasing intention of EV

According to a study conducted by Tidmand in 2021, playfulness is a type of entertainment that is associated with positive emotions and is commonly used in a variety of forms of content. It can also trigger a positive attitude toward a service or good product. The study revealed that people who consume a lot of playfulness are more likely to have a positive mindset. The concept of planned behavior has also identified the various factors that can influence a person's enjoyment. In 2015, Sinthamrong and Rompho noted that playfulness is one of the most influential factors that can influence a person's purchase intentions. It can additionally trigger a positive attitude toward a service or product and lead to a decision. Hence, it can be hypothesized that:

**H2:** Playfulness has a positive significant relationship with attitude towards electric vehicles.

**H4:** Playfulness of short-video advertisement has a positive significant influence on purchasing intention of EV

Finally, the concept of planned behavior states that an individual's attitude toward a product or service can be used as a signal of their intention to purchase. This is because the effect of either negative or positive attitude can be reflected on their intended purchase. In addition, studies have shown that the influence of a person's attitude on a particular behavior can have a significant impact. Hence, it can be hypothesized that:

**H3:** Attitude towards electric vehicles has a positive significant relationship with intention to purchase electric vehicles.

## D. Conceptual Framework

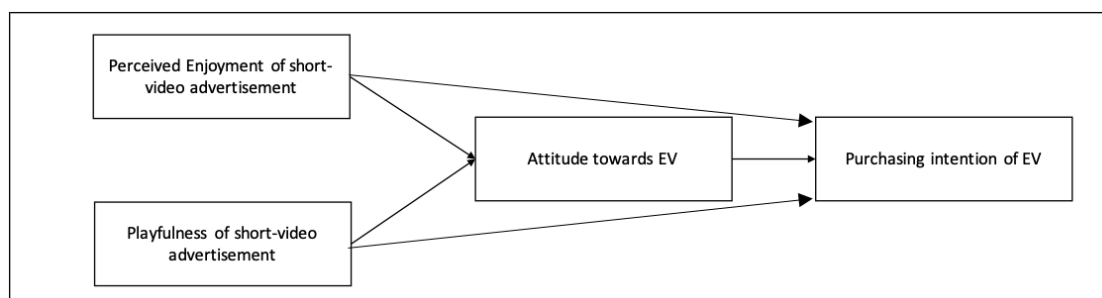


Figure 1. Conceptual Framework for the Research

Based on the *figure 1* of this research, the hypotheses of this study include the following:

- H1: Perceived enjoyment has a positive significant relationship with attitude towards electric vehicles.
- H2: Playfulness has a positive significant relationship with attitude towards electric vehicles.
- H3: Attitude towards electric vehicles has a positive significant relationship with intention to purchase electric vehicles.
- H4: Playfulness of short-video advertisement has a positive significant influence on purchasing intention of EV
- H5: Perceived enjoyment has a positive significant influence on purchasing intention of EV

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## III. METHODOLOGY

The methodological approach focuses on using *quantitative* method; emphasizing on the use of numerical approach to perform research. Firstly, the scholar for this paper has employed the use of a 'positivist-deductive' approach, whereby, using a 'scientific' study to understand the nature of the relationship between short-video marketing and intent to purchase EV in Thailand. Approaching a positivist paradigm, this study focused towards underpinning the theory of planned behaviour and the selective exposure theory by Ajzen (1991) and Zillmann (2000) respectively. The research instrument of this study is presented as follows.

**Table 1. Research Instrument**

VARIABLE NAME	SURVEY STATEMENT	REFERENCES
Perceived Enjoyment	You like interacting with short-videos in social media platforms.	Balog and Pribeanu (2010)
	Viewing short-videos in social media is stimulating.	
	I like interacting with contents related with electronic vehicle.	
	Reviewing short videos in social media platform on EV are captivating	
Playfulness of Short-Video	When experiencing the short video, I felt as if I was part of the action.	Kim et al., (2017)
	Short videos on EV makes me feel connected to the product.	
	After I experience short videos on EV, I still feel as if I was experiencing the video.	
	Short videos on the EV are vivid and keeps my attention held.	
	Thoughts and images of me purchasing the EV comes to my mind without slightest effort on my part.	
Attitude towards EV	For me, buying EV after viewing short videos would be good.	Ghazali et al., (2017)
	For me, buying EV after viewing short videos would be beneficial.	
	For me, buying EV after viewing short videos would be desirable.	
	For me, buying EV after viewing short videos would be wise.	
Purchasing intention	I intend to view short-videos in social media platform on EV.	Mohamad et al., (2014)
	I intend to pay higher prices for EV after findings positive content in medias of social network platforms.	
	I intend to purchase EV in the near future.	
	I will recommend other colleagues and family on the use of EV.	

Furthermore, a total of 5 hypotheses are tested in this study. A total of 293 data were collected from millennials in this study and analysed. The analysis of this study is performed through STATA, using regression and correlation analysis.

## IV. FINDINGS & DISCUSSION

This study collected primary data through a quantitative research process that involved creating a set of questions that were distributed through various social media platforms. The participants were mainly millennials from Thailand who are interested in buying an electric vehicle. The key findings are presented as follows.

The key demographic study comprises are individuals of age 25 to 40 who are currently living in Thailand, in a market for purchasing a vehicle. In addition, the individuals should have an intent to purchase electric vehicle. Furthermore, the demographic individuals use social media platforms.

Factors	Freq.	Percent	Cum.
Brand	63	21.50	21.50
Charging networks	73	24.91	46.42
Features	111	37.88	84.30
Price	46	15.70	100.00
Total	293	100.00	

**Table 2: Preferences of E.V.**

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The study asked the respondents about the factors that they consider when it comes to buying an electric vehicle. They were given four options to choose from: brand, price, charging networks, and features. Out of the total sample size of 294 participants, 111 of them claimed to seek features when it came to buying an EV, while 46 percent claimed to seek the price, comprising of the major respondents for the study.

	Per	Play	Att	Int
Per	1.0000			
Play	0.6929* 0.0000	1.0000		
Att	0.6979* 0.0000	0.7155* 0.0000	1.0000	
Int	0.6172* 0.0000	0.6525* 0.0000	0.7256* 0.0000	1.0000

**Table 3: Correlation Analysis**

The correlation analysis of this study indicated that, Intention to Purchase had a significant correlation with perceived usefulness (PER), playfulness of the video (Play), and Attitude towards E.V. (Att). It was found that, ATT had the strongest impact on PER (coefficient of 0.7256), followed by the playfulness of the video (0.6525), and finally, perceived usefulness of video (0.6172).

Source	SS	df	MS	Number of obs	=	293
Model	783.089061	3	261.029687	F(3, 289)	=	128.03
Residual	589.231758	289	2.03886421	Prob > F	=	0.0000
				R-squared	=	0.5706
				Adj R-squared	=	0.5662
Total	1372.32082	292	4.69972883	Root MSE	=	1.4279

Int	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]
Per	.1186918	.0521485	2.28	0.024	.0160527 .2213308
Play	.1664691	.0451684	3.69	0.000	.0775684 .2553699
Att	.4493997	.0569779	7.89	0.000	.3372554 .5615439
_cons	3.347453	.7255966	4.61	0.000	1.919329 4.775576

**Table 4: Regression Analysis**

Furthermore, the regression analysis indicated that, the R-squared value was 0.5706, indicating that, the combined effects of the independent variable PER, PLAY, and ATT is capable of explaining 57.06% of variance of intention to adopt electronic vehicle. Similar to the correlation analysis, the attitude factor displayed a higher impact (coefficient of 0.449), followed by playfulness of the video (coefficient of 0.166), and finally, perceived usefulness of the video (coefficient of 0.119).

## V. CONCLUSIONS

This research study aimed to investigate the role of video marketing on the millennial's intention to purchase E.V. in Thailand. After collecting and analysis a total of 292 data through STATA, the findings indicated that, there is a considerable correlation between attitudes about electric vehicles and the intention to buy them. The playfulness of short-video commercials was also found to have a substantial impact on attitudes toward EVs as well as EV purchase intentions. Additionally, it was discovered that attitude toward EVs and EV purchase intention are strongly correlated. Marketers can be recommended that, some of the most effective ways to engage in short-video marketing are by creating compelling and appealing video titles, choosing the right length and content type, and picking the right thumbnails for your videos. Also, a good explainer video can help boost the brand's engagement with audiences. It can also help improve the effectiveness of the marketing department by developing a deeper understanding of the viewers. Future research on this topic can focus on expanding the number of respondents in the study, with using interview-based qualitative study and furthermore, using new frameworks like innovation diffusion theory to further explore the adoption of E.V. in Thailand.

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