

Young Generation's Perception of Electric Cars Through YouTube Ads

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Abstract

In previous studies, there are studies that focus on the factors that influence the desire to buy electric car products in a country and research on the effect of advertising and environmentally friendly marketing on product purchases. The purpose of this research is to focus on what aspects shape the younger generation's perception of electric cars through advertising. In particular, how is the response of the younger generation in Indonesia to the use of electric cars. This study uses a qualitative approach to 73 respondents (from 5 cities in Indonesia) through online open-ended questions. The electric car advertisement selected from YouTube is an electric car marketed in Indonesia. The results of the study show that most of the respondents are interested in buying the product after seeing the advertisement. Then the respondents gave their opinions about the factors that affect the selling power of electric car advertisements and opinions about the development of electric cars. The theoretical benefit is that it can contribute to aspects of consumer acceptance of electric cars through advertising, as well as practical benefits that can help industry and manufacturers to consider ways of communicating in environmentally friendly marketing for electric cars.

Keywords

Electric Vehicle, young generation, YouTube ads, environmentally friendly, green ads

1. Introduction

The development of car use is expected to continue to increase (Dnishev & Alzhanova, 2016). The car is a transport that has harmful emissions to the environment (Matsumoto et al, 2021). Electric vehicles or cars are one of the current solutions for use in everyday life. The demand in recent years for electric cars is very high. However, it has not yet penetrated into consumers (Abbasi, 2021; Jayasingh, 2021). Electric cars are a good solution as an alternative to gasoline-fueled cars (Cheron and Zins, 1997). With the advantages of being pollution-free and not using fuel oil, Indonesia can use electric cars as a solution (Gunawan et al, 2022).

With the availability of cars, car advertisements that have been run, and green marketing that has been carried out at this time, we need to look at the perception of the younger generation who are potential consumers. In this study, this perception is seen from the advertisements displayed by electric car manufacturers. In previous studies, the focus is on the factors that influence the desire to buy electric car products in a country and research on the effect of environmentally friendly advertising and marketing on product purchases. The purpose of this research is to focus on what aspects shape the younger generation's perception of electric cars through advertising.

2. Literature Review

Awareness of the environment has increased from the consumer side, as well as the increasing trend of marketing strategies that focus on being environmentally friendly (Alamsyah et al, 2020). In marketing their products, electric car manufacturers need to increase consumer confidence in their brands and provide information that can influence

the desire to buy from the consumer side (Zang et al, 2022). The emphasis of the message on being environmentally friendly, good performance, and building attitudes towards environmentally friendly vehicles is the most important thing in promotion (Vongurai, 2020). Marketing that focuses on environmentally friendly needs to consider prices, plans, processes, production, promotions, and personnel in order to maximize their products and services (Groening et al, 2018).

The classification of the determinants of purchasing environmentally friendly products are individual factors, product attributes and marketing, and social influence (Zhang and Dong, 2020; Wijekoon and Sabri, 2021). From the research conducted, the company has shown the advantages of electric cars (Zheltukhina et al, 2020). Providing information on the benefits of using electric cars can make consumers more interested and intend to buy their products (Yang et al, 2020). From the studies conducted, it can be seen that producers who emphasize the benefits for things that have an impact on the environment and social can give more interest to consumers to consume environmentally friendly products (Tih et al, 2016). Consumers see the benefits and their role in nature and society as a motivation to make a purchase (Susanty et al, 2021).

Electric cars offer newness in technology as well as protection against nature. The automotive business is now moving towards a sustainable business. So, it is necessary to know how the perception received by consumers in the future, namely young people. What aspects do they see and what do they think about electric car technology. Therefore, this research is a contribution both in the automotive industry and in business to understand potential electric car consumers, especially those who are young and will become potential buyers in the future. With this research, it helps business entities to understand the perceptions generated from the latest electric car advertisements that need to be considered and become a focus in the future.

3. Methodology

The research method used is a qualitative approach. This study uses a qualitative approach to 73 respondents (from 5 cities in Indonesia) through online open-ended questions. The electric car advertisement selected from YouTube is an electric car marketed in Indonesia. The selected advertisement is one of the electric car brands in Indonesia with a video duration of 15 seconds. The data is processed into data codes by going through 2 stages of coding to get a theme. After that, perform the cross-case analysis stage with the existing variables. Data analysis was carried out with the help of qualitative data analysis software.

4. Data Collection

Data was collected using an online form to obtain data from respondents. The selected respondents are the younger generation from 5 cities. They work as students. The data collected is about the perception of the younger generation towards electric cars in Indonesia (open-ended question), intention to buy after seeing the ad (Yes and No question), and how to live a green lifestyle (Likert scale).

5. Results and Discussion

This Figure 1 shows the results of young generations' perception about the presence of electric car. X-axis indicates topics that informed by respondents, and y-axis indicates numbers of respondents. Overall, young generations have varied issues related to electric car; from charging location, global warming, number of users, price, fuel, trend, information provided, buying intention, prestige, innovation, and interest in electric vehicles. From the graph above, 26.4% of participants consider the charging location as main topic related to electric car. This has about seven per cent in difference with global warming, which discussed 19.5% by participants. Although numerous topics were mentioned participants, almost similar values found from other five topics: not many users (12.6%), expensive (11.5%), fuel saving, trend development, and lack of information (5.7%). Small amount also found in their intention to buy, buying because of prestige, innovation, and do not like electric vehicle with 1.1% each.

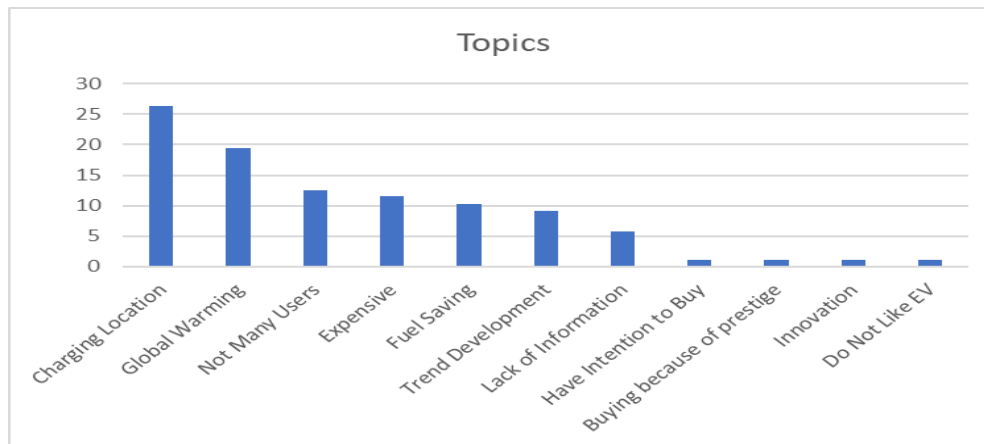


Figure 1. Topics of the younger generation's perception of electric cars

Table 1. Cross-Case Analysis

Topic	Does the ad affect buy an electric car?		How to live a green lifestyle (Scale 1-5) 1 - Not undergoing 5 - Very Living					Total
	No	Yes	1	2	3	4	5	
Trend Development	0	11,4%	0	0	5,6%	11,6%	16,7%	9,2%
Lack of Information	0	7,1%	0	100,0%	2,8%	7,0%	0	5,7%
Have Intention to Buy	0	1,4%	0	0	0	2,3%	0	1,1%
Not Many Users	11,8%	12,9%	100,0%	0	13,9%	9,3%	16,7%	12,6%
Expensive	29,4%	7,1%	0	0	13,9%	11,6%	0	11,5%
Buying because of prestige	5,9%	0	0	0	0	2,3%	0	1,1%
Innovation	0	1,4%	0	0	2,8%	0	0	1,1%
Charging Location	35,3%	24,3%	0	0	33,3%	23,3%	16,7%	26,4%
Do Not Like EV	5,9%	0	0	0	2,8%	0	0	1,1%
Global Warming	0	24,3%	0	0	11,1%	23,3%	50,0%	19,5%
Fuel Saving	11,8%	10,0%	0	0	13,9%	9,3%	0	10,3%
SUM	100,00	100,00	100,00	100,00	100,00	100,00	100,00	100,00
N = Documents	16	57	1	1	31	35	5	146

The main concern of the younger generation is the facility of charging location which is not yet available in many places. "Facilities in Indonesia are not adequate, for example at some points there are still few places to charge cars," said one respondent. As for other respondents, as follows, "For now it seems that it is still not effective because if you travel to a rather remote area, it will be troublesome because there is no charging station. And, in terms of the price of a car, it is not cheap when compared to a car with gasoline, which is now easier for all people to reach."

On the topic of global warming, several respondents gave their perceptions as follows, "I think it would be a great addition because the cost of fuels are getting really expensive, and it is destroying the environment. Having electric cars in Indonesia would reduce the amount of pollution and waste in Indonesia." and "It saves a lot of fuel and global warming". On the topic of not many users, one of the respondents said, "It's still relatively small, especially when the charging points are still not evenly distributed". At the high price, there is a perception from respondents regarding the lack of electric car enthusiasts, "for now it seems that it is still not very attractive because the price is still high".

There are perceptions given by respondents regarding prices and reasons for buying from customers, “In my opinion, the price of electric cars is more expensive than ordinary cars. Maybe the car can only be purchased by certain circles. Besides that, in my opinion, most Indonesians who might dare to buy electric cars are only because of their prestige, not because they care about the environment/air pollution caused by ordinary vehicles.” Another respondent also added, “For now, not all people use it, it's just that they are still adapting slowly. With the existence of an electric car, it will also be an advantage for the community for fresher and healthier air.”

The Table 1 describes some interesting data about how ads affect young generations' perception about electric cars in increasing the possibility of buying. It also provides information about how participants' green living lifestyle affect their perceptions. According to the data, ads are likely to affect young generations with perception of charging location, global warming, not many users, and fuel saving.

Majority of participants who think charging location and global warming as an issue admitted the most to be affected by the ads in buying electric car. Both stated by 24.3%, roughly twice as many as topic of not many users (12.9%), trend development (11.4%), and fuel saving (10.0%). In the other side, participants who did not affected by ads to buy electric cars are the ones who mostly think about charging location (35.3%), expensive (29.4%), not many users (11.8%), and fuel saving (11.8%) as the main topic.

The Table 1 also illustrates how young generations' green living lifestyle may affect their perceptions about electric cars. Participants who have not undergoing the green living mainly receive lack of information and have seen not many users of the electric cars. However, majority of participants who have been very living the green lifestyle relate the topic to global warming.

6. Conclusion

The results of this study show that there are many topics that become the perception of the younger generation of electric cars in Indonesia. Charging location and global warming were the two topics most discussed by respondents. In addition, respondents gave their opinion whether advertising influenced them to buy an electric car or not, the majority answered yes. In terms of how to live a green lifestyle, respondents started living a green lifestyle but not completely. Knowledge-wise, this research contributes to the development of research on electric cars, marketing, and customer insights. In practice, this research helps providers and stakeholders to consider ways of communicating in environmentally friendly marketing for electric cars.

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Biography

Chandrasa Soekardi is a professor in mechanical engineering. He is a lecturer at Mercu Buana University. He is enthusiastic about mechanical engineering, conversion energy, thermodynamika, and electric vehicle.

Puji Prabowo is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.