



Analyzing the Economic Impact of Influencer Marketing on Electric Car Consumers

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Abstract

This research investigates the economic effects of influencer marketing within the electric vehicle sector. As social media increasingly influences consumer behavior, influencers are crucial in advocating for various products, including electric cars (EVs). Study participants' perceptions, decisions, and demand for electric automobiles are analyzed in relation to influencer endorsements. This research analyzes market trends, sales data, and influencer marketing successes to evaluate how much digital influencers boost the electric vehicle industry's economy. The results offer significant insights for marketers, automotive manufacturers, and policymakers aiming to utilize social media to enhance EV adoption and promote sustainable growth in the automotive market.

Keywords: Marketing , Social Media, Eco friendly Cars, Passenger cars, Electric Cars



Introduction

In recent years, influencer marketing has emerged as a significant digital marketing strategy for

firms (Appel, et. al., 2020; Li, Larimo, et al., 2020). Traditionally, influencer marketing was more closely associated with brands catering to consumers' daily needs. However, emerging evidence suggests that influencer marketing is also relevant in the electric car industry (TopRank Marketing, 2020 Morgan, 2020; Hyder, 2019; Shea, 2018;).

Especially in the case of prospective electric car vendors, influencer marketing is playing an increasingly important role in influencing consumer buying behavior in the modern era. (Jarvinen et. al. , 2016; Steward, et. al., 2019; Terho, et. al., 2022). Studies by Shea (2018) indicate that information provided by digital influencers has enhanced decision-making in the automotive sector, highlighting the pivotal role of trust in cultivating relationships within the electric car market. In this regard, influencer marketing proves to be a credible channel for influencing consumer purchasing behavior in the electric vehicle (EV) sector.

However, despite the potential advantages of influencer marketing for electric car brands, evidence points to a gap in the practical implementation of influencer strategies. Several studies suggest that firms often lack the necessary skills or knowledge to effectively deploy influencer marketing (Hyder, 2019; Siutla & Jaakkola, 2022).

Academics are becoming interested in influencer marketing. Influencer marketing is a prominent research topic, although Hudders, De Jans, and De Veirman (2021) note :, Few details regarding its application in fields such as the electric vehicle industry are available. Out of the 154 studies they found, just one of them dealt with the topic of influencer marketing as it pertained to electric vehicles. Given the paucity of literature on the subject, this study aims to address that gap by investigating what makes influencer marketing unique in the electric car sector and how those traits could affect the strategy's execution.

The interrelationships between electric vehicle influencer marketing components are determined using Interpretive Structural Modeling (ISM) and Cross-Impact Matrix Multiplication Applied to Classification (MICMAC) in this discovery-oriented field study research approach (Zeithaml et al., 2020). We examine the connections between these tactics and the basic concepts of marketing, with a focus on the idiosyncrasies of influencer marketing as it pertains to electric cars (EVs).

This study also highlights the increasing debate on influencer marketing by providing a new lens through which the phenomenon can be understood in the context of the electric car industry. It also explores the tactics that can be used by firms in the sector in order to successfully adopt influencer marketing. Altogether, the present work contributes to the advancement of knowledge by deconstructing and reflecting on the effects of influencer marketing on EV markets in an area of growing significance but relatively minor relevance in today's marketing context. The study offers insights to the managers who are interested in the



application of different strategies for the implementation and management of influencer marketing in the context of electric car.

Literature Review

In this section, the literature review would be provided from the context of B2B influencer marketing, and comparison between other methods of communication in marketing.

Influencer marketing

B2B influencer marketing relies heavily on a conceptual framework that unifies previous influencer marketing research (Palmatier et al., 2018). There are three sections in this section.

(1) In the first part extant definitions of influencers marketing is provided in this section (2)

The three sections of the literature review reflect this organization.

To better understand influencer marketing, the first section (2.1) explores consumer-domain definitions of influencers and influencer marketing. Half two (2.2) addresses the dearth of influencer marketing insights by investigating the origins of influence and drawing connections to literary themes. Part 2.3 concludes with a knowledge-based influencer marketing process framework. This framework acts as a preliminary guideline for gathering and analyzing data.

The literature review was an exploratory study that used a scoping technique, which is great for looking at new data, making important ideas clearer, finding gaps in our knowledge, and highlighting important features of a notion (Arksey & O'Malley, 2005; Munn et al., 2018). Rather than conducting a theory-based literature review, we decided to perform a domain-based literature review (Palmatier et al., 2018). We did this to synthesise influencer marketing literature. Thus, we searched Scopus and Google Scholar for relevant papers. We started with the most obvious keywords like "influencer," "influencer marketing," and "influencer communications" and narrowed down to a) conceptual and literature reviews that gave a general overview of the phenomenon and b) managerial or organizational studies that examined influencer marketing, which was our study purpose. Our next step was to search their references for more research. In order to gain B2B insights, we included opinion and thought leadership to the list of influencer marketing keywords. This was done because influencer marketing insights were few. We used the writers' professional ability and discernment to link related themes like social marketing.

The definition of an influencer as given by the Merriam-Webster College Dictionary is "someone who creates interest in something and then influences or guides the actions of others" (2022). The goal of influencer marketing is to increase awareness of a business and encourage consumers to take action based on the recommendations of popular figures. Influencer marketing is defined differently from other types of marketing interactions by Sundemann and Raabe (2019) and Vrontis et al. (2021). On the other hand, influencer marketing is always carried out by unique individuals or groups of individuals, in contrast to advertising, content



marketing, and social media marketing, which are all carried out by impersonal companies or corporations.

Our conceptualization of influencer marketing starts with the definition that was given earlier because the existing academic definitions and the repercussions of those definitions have not been validated in business-to-business settings. Leung, Gu, and Palmatier (2022), Lou and Yuan (2019), and De Veirman et al. (2017) all agree that influencer marketing involves hiring influential people to promote a company's products and services on social media. See Table 1 for the most popular definition of "influencer marketing," which involves paying third persons to promote a product or service on social media. This may account for most influencer marketing, but recent evidence reveals that influencers engage in much deeper collaborations than just promoting items on social media. Influencer marketing case studies by Schaffer (2022) include external influencers at industry events, digital marketing (blogs, podcasts, webinars, eBooks), and internal influencers in employee advocacy. Therefore, we assume that sectors with complicated offers and sales processes enable influencer marketing across a considerably greater spectrum than what is currently defined.

Influencer Marketing on Electric Car Consumers

As consumers' dynamics continue to shift in the automobile industry and other sectors of the economy, influencer marketing has emerged as a highly effective business model in the rapidly growing digital marketing industry. The advancement in technology together with the need for innovations, sustainability, and environmental consciousness, particularly in the electric car (EV) sector has greatly benefited from influencer marketing. In the context of the electric vehicle market, this literature review aims to assess the elements that effect the attitudes, behaviors, and purchasing habits of electric car buyers, in addition to locating the most recent scholarly works discussing the effect of digital influencers on such customers.

Using social media personalities with substantial followings to promote a product or service with the hope of influencing public opinion and ultimately sales is known as "influencer marketing." (Freberg, Graham, McGaughey, & Freberg, 2011). As for influencing customers, influencers act as mediators between car manufacturers and environmentally oriented buyers. Brown and Fiorella (2013) state that consumer engagement is enhanced by influencers because they bring credibility and identifiability. This is even more important in industries that are still developing like the electric vehicles one, where consumers may be less informed on the best products to purchase (Cunningham, 2020).

Currently, Instagram, YouTube, and TikTok are among the key platforms for influencer marketing. Clients always seek recommendations from influencers on new and upcoming trends in the market, and this applies to electric vehicles (Lou & Yuan, 2019). Blog followers, particularly those who follow influencers in the environmental, technology, or automotive niches, seek content that aligns with their self-and social-identity values, measures that include



sharing information on electric vehicles' efficiency and their impact on the environment (Jin & Phua, 2014). These platforms enable influencers to present real-life scenarios, creating authenticity that has a potential to significantly influence potential EV consumers.

Morgan (2020) found that trust influences EV buyers. Given that electric cars are status symbols, or rather, signalling devices that reflect people's willingness to spend money on sustainable car ownership, a potential buyer will be influenced by word-of-mouth and recommendations from individuals they trust rather than commercials. Some research findings have indicated that consumers consider influencer endorsements as more credible and less obtrusive compared to conventional advertising (Evans et al., 2017). This aspect of influence is particularly relevant in the electric car market situation because consumers are still shy away from embracing new technologies due to concerns over range, charging stations, and maintenance (Kotler & Keller, 2016).

According to De Veirman, Cauberghe, and Hudders (2017), Consumers' intent to buy is positively correlated with the number of influencers they follow. Influencers reach potential buyers of electric automobiles by disseminating details about the vehicles based on their personal experiences. For instance, in EVA's case, influencers post videos showing the differences between electric and traditional vehicles and offering insights into the benefits associated with EVs. This argument is commonly used in research findings that show that such content increases consumer engagement, which in turn affects purchase intention and brand loyalty (Chung and Kim, 2020).

There is an increase in demand for electric cars which can be attributed to the change in consumer consumption patterns. This is a promising market for influencers that supports environmental causes, as the focus on green and ethical decisions grows stronger (Buil, de Chernatony, & Martínez, 2013). Thus, influencer marketing plays a crucial role in the electric vehicle sector by highlighting the environmental benefits of EVs with their financial and technological benefits. It is worth noting that when there is a congruence between influencer content and consumer beliefs, there can be a significant effect on purchasing behavior, and this is specifically notable amongst the youth since they are more likely to be driven by environmentalism (Stewart, 2020).

Despite the numerous benefits that influencer marketing holds for the electric vehicle market, there are still some hurdles: Other concerns include; loss of authenticity since the values that the influencer is depicting may not be in harmony with the values of the brand (Marwick, 2015). Moreover, despite the increasing demands for EVs, the cost of implementing the technology as well as the issue of limited mileage remains a hurdle that influencers may not be in a position to counter while marketing the products. Brands also have a hard time keeping in constant contact with potential consumers because influencer content isn't guaranteed to reach the target demographic on social media platforms (Sheldon & Bryant, 2016).



In the future, due to increasing EV popularity, employing influencer marketing strategies in the electric vehicle market will remain relevant. Emerging trends, such as advanced micro-influencers with niche audiences and the rising incorporation of artificial intelligence in fine-tuning Influencer content, will define the future of marketing in this area (Sondhi, 2021). The growing adoption of the electric vehicle market, as well as the increase in consciousness about environmental issues in contemporary society, will remain hallmarks to influence the need for creative advertising to generate awareness to the consumers.

Methodology

Using the ISM and MICMAC analytical tools, the proposed research seeks to investigate the factors that drive influencer marketing aimed at electric car buyers, as well as the relationships and interactions between these elements.

These methods are particularly suited for analyzing complex systems characterized by the interaction of multiple factors or variables. A comprehensive overview of the research methodologies is provided below.

Constructs for influencer marketing

Managerial viewpoints on influencer marketing have been underexplored so far, in contrast to consumer-focused studies that have added to our understanding of the factors that drive influencer marketing success (Sundermann & Raabe, 2019; Vrontis et al., 2021).

1. **Homophily:** This study aims to investigate attitudinal homophily. Hence, four items that measure perceived attitudinal homophily during interpersonal communications were adapted from McCroskey et al. (1975) (e.g. “You feel that your favorite YouTube influencer is. . .” (1) Different from me to (7) Similar to me) ($\alpha = .947$).
2. **Interactivity:** Four items, such as, “This person is willing to interact with me.” were adapted from McMillan and Hwang (2002), and Wu and Chang (2005). The items were measured on a 7-point agreement scale ($\alpha = .866$).
3. **Argument quality:** Argument quality was measured by four items on a 7-point scale ((1) Strongly disagree to (7) Strongly agree) that were adapted from Cheung and colleagues’ (2009) study about online word of mouth communication (e.g. “The information is. . . Convincing/ Persuasive/Good etc.) ($\alpha = .939$).
4. **Knowledge:** Knowledge about the product or brand mentioned in the video was measured on a scale developed by Flynn and Goldsmith (1999). Five items (e.g. I know pretty much about the product) were measured on (1) Strong disagree to (7) Strongly agree ($\alpha = .832$).
5. **Attitude towards video and brand :** Adapted from Voss et al. (2003) and Spears and Singh’s (2004) scale of brand attitude, five items were measured on a 7-point basis (e.g.



the video is. . . (1) Not fun to (7) Fun; the brand or product mentioned in the video is. .
. (1) Unappealing to (7) Appealing) ($\alpha = .945$ and $.965$).

6.

Table No. 1 - Respondents Profile

Age Group	Male	Female	Total
18-24	30	20	50
25-34	40	30	70
35-44	35	20	55
45-54	25	25	50
55+	15	10	25
Total	145	105	250
Income Group	Male	Female	Total
₹2,00,000 - ₹4,00,000	50	45	95
₹4,00,000 - ₹6,00,000	40	35	75
₹6,00,000 - ₹8,00,000	25	10	35
₹8,00,000 - ₹10,00,000	15	10	25
₹10,00,000+	15	5	20
Total	145	105	250
Usage Group (Hours/Week)	Male	Female	Total
10-May	30	25	55
15-Nov	40	30	70
16-20	35	20	55
21-25	20	15	35
26+	20	15	35
Total	145	105	250
Engagement Level	Male	Female	Total
High (Frequent engagement)	50	35	85
Medium (Occasional likes/comments)	40	40	80
Low (Passive following)	55	30	85
Total	145	105	250
EV Ownership	Male	Female	Total
Yes	75	65	140
No	70	40	110
Total	145	105	250
Preferred Platform	Male	Female	Total
Instagram	50	40	90



YouTube	45	35	80
Facebook	25	15	40
Twitter	10	5	15
Total	145	105	250

Results

The impact of social media personality marketing on EV buyers' decisions is the primary topic of this study. Influencer marketing's meteoric rise in the digital advertising space is most noticeable in industries like automotive and others where consumers' purchasing decisions are strongly impacted. This is especially true in the automotive business. As the popularity of electric vehicles continues to rise, it is essential to comprehend the dynamics of how influencer marketing impacts consumer perceptions and attitudes toward EVs. Investigating the interrelationships and driving factors among crucial variables in influencer marketing, the study applies complex approaches such as Interpretive Structural Modelling (ISM) and Cross-Impact Matrix Multiplication Applied to Classification (MICMAC). To fully understand what drives customer behavior in the electric vehicle market, it is helpful to employ the following techniques. Specifically, it seeks to examine the impact of factors like homophily, social advocacy, interactivity, argument quality, knowledge, and attitudinal responses towards a video content and branding in Electric vehicles Consumer preference. In this regard, adopting a structured research approach is critical in providing key insights that can feed into the marketing mix and influence the targeted audience to consider the adoption of electric vehicles. In doing so, the research will expand the knowledge of the ramifications of influencer marketing on consumer choices in electric vehicles and provide concrete recommendations to marketers and other relevant players.

Table No. 2 Structural Self-Interaction Matrix (SSIM)

Variables	1	2	3	4	5	6
Homophily		O	O	X	A	V
Social advocacy			O	X	A	V
Interactivity				X	A	V
Argument quality					A	V
Knowledge						V
Attitude towards video and brand						



Table No. 3 Reachability Matrix (RM)

Variables	1	2	3	4	5	6	Driving Power
Homophily	1	0	0	1	0	1	3
Social advocacy	0	1	0	1	0	1	3
Interactivity	0	0	1	1	0	1	3
Argument quality	1	1	1	1	0	1	5
Knowledge	1	1	1	1	1	1	6
Attitude towards video and brand	0	0	0	0	0	1	1
Dependence Power	3	3	3	5	1	6	

Table No.4 Final Reachability Matrix(FRM)

Variables	1	2	3	4	5	6	Driving Power
Homophily	1	1*	1*	1	0	1	5
Social advocacy	1*	1	1*	1	0	1	5
Interactivity	1*	1*	1	1	0	1	5
Argument quality	1	1	1	1	0	1	5
Knowledge	1	1	1	1	1	1	6
Attitude towards video and brand	0	0	0	0	0	1	1
Dependence Power	5	5	5	5	1	6	

Figure .1 - Cross-Impact Matrix Multiplication Applied to Classification (MICMAC).

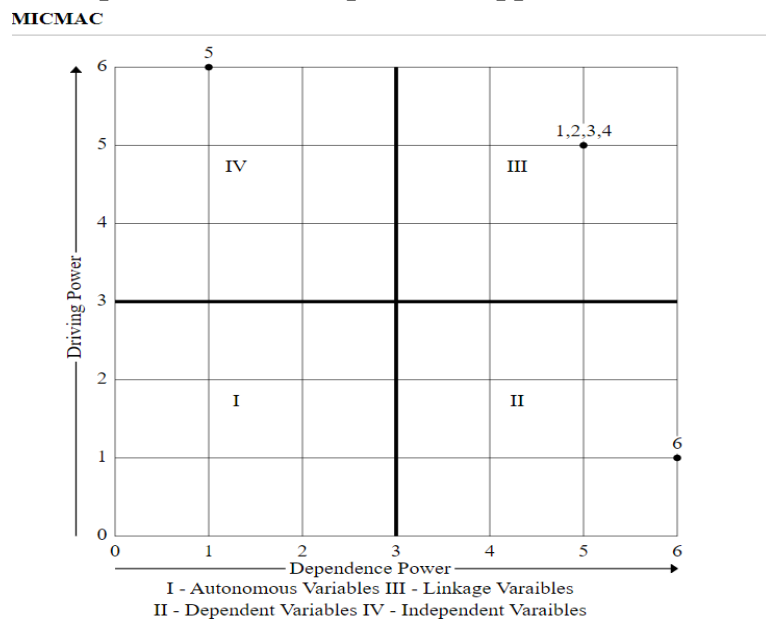


Table No. 5 Level Partitioning (LP)



Elements(Mi)	Reachability Set R(Mi)	Antecedent Set A(Ni)	Intersection Set $R(Mi) \cap A(Ni)$	Level
1	1, 2, 3, 4,	1, 2, 3, 4, 5,	1, 2, 3, 4,	2
2	1, 2, 3, 4,	1, 2, 3, 4, 5,	1, 2, 3, 4,	2
3	1, 2, 3, 4,	1, 2, 3, 4, 5,	1, 2, 3, 4,	2
4	1, 2, 3, 4,	1, 2, 3, 4, 5,	1, 2, 3, 4,	2
5	5,	5,	5,	3
6	6,	1, 2, 3, 4, 5, 6,	6,	1

Table No.6 - Level Partitioning Iterations

Elements(Mi)	Reachability Set R(Mi)	Antecedent Set A(Ni)	Intersection Set $R(Mi) \cap A(Ni)$	Level
1	1, 2, 3, 4, 6,	1, 2, 3, 4, 5,	1, 2, 3, 4,	1
2	1, 2, 3, 4, 6,	1, 2, 3, 4, 5,	1, 2, 3, 4,	
3	1, 2, 3, 4, 6,	1, 2, 3, 4, 5,	1, 2, 3, 4,	
4	1, 2, 3, 4, 6,	1, 2, 3, 4, 5,	1, 2, 3, 4,	
5	1, 2, 3, 4, 5, 6,	5,	5,	
6	6,	1, 2, 3, 4, 5, 6,	6,	
1	<u>2</u>	<u>3</u>		

Table No. 7 - Conical Matrix (CM)

Variables	6	1	2	3	4	5	Driving Power	Level
6	1	0	0	0	0	0	1	1
1	1	1	1*	1*	1	0	5	2
2	1	1*	1	1*	1	0	5	2
3	1	1*	1*	1	1	0	5	2
4	1	1	1	1	1	0	5	2
5	1	1	1	1	1	1	6	3
Dependence Power	6	5	5	5	5	1		
	1	2	2	2	2	3		

Figure No. 2 Final Relationship

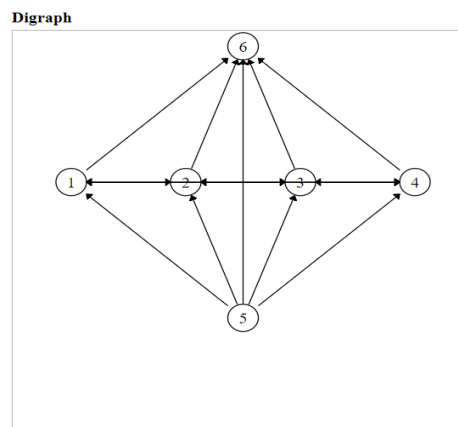




Table No. 8 Reduced Conical Matrix(CM)

Variables	6	1	2	3	4	5	Driving Power	Level
Attitude towards video and brand	1	0	0	0	0	0	1	1
Homophily	1	1	1*	1*	1	0	5	2
Social advocacy	1	1*	1	1*	1	0	5	2
Interactivity	1	1*	1*	1	1	0	5	2
Argument quality	1	1	1	1	1	0	5	2
Knowledge	0	1	1	1	1	1	6	3
Dependence Power	6	5	5	5	5	1		
	1	2	2	2	2	3		

Structural Self-Interaction Matrix (SSIM):

The SSIM captures the relationship between variables. The matrix is used to determine how each variable influences others (denoted as O for "influences", X for "does not influence", A for "affects", and V for "very strongly affects").

- Homophily influences Social advocacy (O), Interactivity (O), Argument quality (X), and Knowledge (A), and strongly influences Attitude towards video and brand (V).
- Social advocacy influences Interactivity (O), Argument quality (X), and strongly affects Knowledge (A) and Attitude towards video and brand (V).
- Interactivity has no influence on Argument quality (X), but affects Knowledge (A) and strongly influences Attitude towards video and brand (V).
- How well you argue affects your knowledge (A) and how you feel about the video and the brand (V).
- Knowledge strongly influences Attitude towards video and brand (V).

Reachability Matrix (RM):

The RM outlines the reachability of each variable from another, providing a foundation for assessing how different factors influence others.

- The Driving Power indicates the number of variables that a particular variable influences. For example:
 - Homophily has a driving power of 3, influencing Social advocacy, Interactivity, and Argument quality.
 - Argument quality has a higher driving power of 5, influencing multiple variables directly or indirectly.
 - Knowledge has the highest driving power (6), affecting all other variables.



- Dependence Power reflects how many other variables influence a specific variable. For example, Knowledge has a high dependence power (6), indicating that it is influenced by almost all other factors.

Final Reachability Matrix (FRM):

The FRM identifies the final reachability based on reachability and antecedent sets, showing the level of influence and interaction between the variables.

- When calculating these interactions, two metrics are utilized: driving power (6) and dependence power (6). Knowledge emerges as the clear winner with the highest driving power (6).
- Homophily, Social advocacy, Interactivity, and Argument quality all have a driving power of 5, indicating that these are critical variables influencing many others.
- The variable Attitude towards video and brand has a driving power of 1, suggesting it has fewer direct influences.

Level Partitioning (LP):

Level partitioning is used to categorize variables based on their influence and reachability. The matrix shows the reachability set (variables that can be influenced) and antecedent set (variables that influence others) to identify each variable's level.

- The variables 1 (Homophily), 2 (Social advocacy), 3 (Interactivity), and 4 (Argument quality) are grouped in Level 2, meaning they are closely interconnected and influence each other.
- Variables 5 (Knowledge) and 6 (Attitude towards video and brand) are in Level 3, with Knowledge having the highest reach and Attitude towards video and brand being more dependent on the others.

Conical Matrix (CM) and Reduced Conical Matrix (CM):

- The Conical Matrix provides the final influence of variables, showing how each factor (e.g., Homophily, Social advocacy, etc.) interacts with others.
 - In this setting, knowledge is the most important and powerful variable.
 - Attitude towards video and brand has a minimal effect and is mostly influenced by other variables.
- The Reduced Conical Matrix further refines the influence structure. It indicates that Knowledge is the central factor with a driving power of 6, while Attitude towards video and brand is least influential with a driving power of 1.



Inference

1. Knowledge is the most influential variable, impacting all other factors and strongly influencing Attitude towards video and brand.
2. Homophily, Social advocacy, Interactivity, and Argument quality are highly interconnected and form a central group influencing others in the network.
3. Attitude towards video and brand has limited influence, with its reachability mainly dependent on the other variables in the model.
4. The Level Partitioning and Conical Matrix highlight that Knowledge holds the highest position in terms of driving power and dependence, while Attitude towards video and brand remains at the lowest influence level.

The analysis of these matrices suggests that Knowledge is the key driver in shaping attitudes and behaviors towards electric vehicles and influencer marketing. The variables that focus on engagement (like Social advocacy, Interactivity, and Argument quality) are highly interconnected and essential for shaping perceptions. Attitude towards video and brand appears to be more of an outcome, influenced by the other factors. Therefore, in targeting consumers, especially in influencer marketing for electric vehicles, focusing on Knowledge and the interactivity around it could yield the most significant impact.

Discussion

Theoretical Implications

This study adds to the expanding corpus of literature on influencer marketing, specifically as it pertains to the electric vehicle (EV) industry. While most studies have concentrated on B2C (business-to-consumer) settings, this one applies the theory to the marketing of electric vehicles and sheds light on the ways in which influencer marketing might sway buyers in this new sector. The use of Interpretive Structural Modelling (ISM) and MICMAC methodologies adds a new dimension to the understanding of influencer marketing by revealing the interrelationships between various influencing factors such as homophily, social advocacy, and interactivity.

Developing a Framework for Influencer Marketing in the Electric Vehicle Industry: The research postulates that aspects like brand awareness, video content, and audience knowledge are the most important in determining whether or not people are eager to purchase and utilize electric vehicles. Thus, the study establishes a theoretical framework of how influencer marketing may affect consumer decision making for EVs and serves as a hypothesis for further research in such sectors.

The Role of Trust and Influence: It therefore builds on the theoretical construct of trust in influencer marketing. Trust-related factors such as argument quality, social cause, and social interactivity are also found to have a strong impact on consumers' perception of EVs. This



supports the theories of relationship marketing and nature of how the influencers assist in building long-term relationships between the brands and consumers.

Contribution to Consumer Behavior Models: The results add to the theoretical models of consumer behaviour with the findings of those particular antecedents (namely homophily and social advocacy) that had an immediate impact on the attitudes towards electric vehicles. This is a more accurate perspective on general consumer psychology and specifics of their decision-making in focused market segments, including automotive ones.

Practical Implications

Optimizing Influencer Marketing Strategies: Finding out which attributes have the most influence is a practical takeaway for electric vehicle marketers from this study's findings on influencer marketing. These insights, concerning the role of knowledge transfer and interaction within the context of influencers, help marketers to develop more effective and relevant strategies for influencer marketing campaigns. Hence, an emphasis on argument quality and work on trust can result in improving the image of a brand and increased influence on the consumer's decision.

Consumer Engagement and Education: Since the use of electric vehicles entails a major investment in terms of cost and personal change, influencer campaigns should aim at creating awareness about the potential of EVs. Initiating social advocacy and engaging the community will not only inspire people to participate but will also maintain positive perceptions towards the EVs. It can assist in overcoming perceived barriers to adopting the technology like lack of information or disbelief in the technology.

Targeted Messaging Based on Consumer Segments: The study recommends that influencers should adopt consumer preferences and production geared towards demographic factors like age, sexual orientation, and lifestyle. Her findings also bring out the idea of homophily, which is known to be very influential in consumer choices. It is critical for marketers to pay attention to the kind of influencers that represent the target market and have similarities in areas such as environmental consciousness and consideration in the usage of vehicles that are environmentally friendly, which are some of the factors that inform the market for EVs.

Building Brand Loyalty and Trust: Another common theme that emerged from the study is the significance of the trust in influencer marketing. To this effect, it is evident that when brands enlist trusted influencers endorsing EVs, consumers can be made to be more reliable in such products. This is important given that consumers in the industry have tendencies of sticking with their preferred brands in the long run.

Essentially, marketers should aim to nurture long-term relationships with their audiences through constant and relevant content that promotes the electrification of automobiles.

Measuring Influencer Marketing Effectiveness: When it comes to evaluating the effectiveness of the influencer marketing campaigns, the ISM and MICMAC models are of much use to the



marketers. This way, knowing which variables have the strongest impact on attitudes towards EVs, marketers can fine-tune their approach and adapt campaigns to get the best results.

Strategic Decision-Making for Stakeholders: The study also offers useful recommendations for those who have stakes in the electric vehicle market, such as car makers, sellers, and governments. Thus, taking into consideration the factors that influence consumer decisions, stakeholders will be closer to achieving such goals as increasing the adoption of electric vehicles and positively changing people's attitudes towards them.

The study's theoretical implications enrich the academic understanding of influencer marketing, while the practical implications offer actionable insights for marketers in the electric vehicle sector. Therefore, the research based on trust, knowledge, and engagement highlights a set of guidelines to make AMA and influencer marketing more effective in engaging the consumer audience leading to the use of electric vehicles.

Conclusion

The objectives of this research aim at identifying the importance of influencer marketing in driving consumers' perception and inclination towards the purchase of electric vehicles. Through the use of the Interpretive Structural Modelling (ISM) and MICMAC techniques, the study establishes the interactions and dependency between variables like homophily, social advocacy, interactivity, argument quality, knowledge, and perceived attitude towards the video and brand.

The results suggest that knowledge is the most relevant factor contributing to consumers' perceptions of electric vehicles and confirms the importance of interactivity and argument quality in building consumer trust. Accordingly, social influence homophily appears as one of the most relevant factors in shaping credibility and, consequently, purchasing decisions. Trust in influencer marketing and social advocacy are also highlighted in this study as important factors in consumers' decision-making processes.

Applying the aforementioned theories to the electric vehicle industry, this study adds to the continuing discussions on influencer marketing from a theoretical standpoint. It provides a fresh perspective on the nature of influencer marketing movements specific to specialized areas such as EVs and sheds light on the importance of influencer characteristics for consumer perception/behavioural changes.

From an apply point of view, the study can offer useful information about the electric vehicle market to the marketing experts within this business sphere. But it underlines the significance of cause-oriented, credibility-centred influencer approaches that consider knowledge-sharing, interactivity and trust-building. Thus, it will be useful for marketers to comprehend the major factors that shape consumer attitudes and design more compelling campaigns that result in increased interest in electric cars, positively affecting their perception, and expanding their usage.



As a conclusion, influencer marketing is an effective tactic for the electric car industry that can impact customer behavior. These findings will enable the marketers devise highly effective influencer campaigns in the future, enlighten the relevant firms on consumers' preferences, and support the purchases and usage of electric automobiles in an increasingly competitive market environment.

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