

INFLUENCE OF MARKETING STRATEGIES ON YOUTH ATTITUDE TOWARDS ELECTRIC TWO-WHEELERS IN SALEM CITY

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Abstract : The move towards sustainable mobility has increased the acceptance of electric two-wheelers in India. The study focuses on the role of marketing strategies in shaping youth attitudes and purchase intentions towards electric two-wheelers in Salem City. The study is based on primary data collection using a structured questionnaire from 158 respondents. The study has utilized percentage analysis, mean and standard deviation, and multiple regression analysis as statistical tools. The study has found that social media ads, online reviews, and brand reputation play a significant role in shaping youth attitudes towards electric two-wheelers; however, influencer marketing has a lesser role to play in this context. The study has also established that attitude has a significant role in shaping purchase intentions.

Keywords: *Electric Two-Wheelers, Youth Attitude, Marketing Strategies, Purchase Intention, Digital Marketing*

I INTRODUCTION

With rising environmental concerns and increasing fuel prices, electric mobility has emerged as a viable alternative to conventional transportation. Electric two-wheelers, in particular, are gaining popularity among urban youth due to their affordability, ease of use, and environmental benefits. Marketing strategies play a crucial role in shaping consumer perceptions and attitudes. In the digital age, platforms such as social media, influencer marketing, and online reviews significantly influence consumer decision-making. However, the extent to which these strategies impact youth attitudes and purchase intentions in tier-II cities like Salem remains underexplored.

This study attempts to bridge this gap by analysing how different marketing strategies influence youth attitudes towards electric two-wheelers and how these attitudes translate into purchase intention.

1.1 Review of Literature

Recent research indicates an increase in consumer acceptance of electric two-wheelers, especially among young urban consumers in India. For instance, a study by D. Venkatesan and M. Deepa et al. (2025) noted that young working consumers in Chennai are highly interested in e-bikes due to their convenience, though they face a major challenge in charging facilities. Another study by N. Ramya and V. Nithyanantham (2025) noted that consumers in Coimbatore prefer electric bikes due to their maintenance and environmental benefits, though they are still hindered by high costs and lack of charging facilities.

Further, Demendra Kumar Ravi and Gyanendra Shukla et al. (2024) reported that the level of consumer satisfaction was moderate in Rajpur City in terms of performance and features but found that infrastructure support was low and the transition from petrol was not complete. In a larger sense, Pratyush and Krishna S. V. (2024) found that environmental concerns, prices of fuels, incentives from the government, and technological advancements were the key factors influencing the adoption of electric vehicles in Tier-1 cities, whereas the prices and infrastructure were the challenges faced by consumers in Tier-2 and Tier-3 cities. Moreover, C. Surendhranatha Reddy and Ajai Abraham Thomas (2023) found that the key factors influencing the purchase decisions of young consumers in Bangalore were style, performance, and quick charging, whereas the major factor affecting the purchase was the high cost of the product.

1.2 Objectives of the study

- To analyse the demographic profile of respondents in Salem City.
- To examine the influence of marketing strategies on the youth attitude towards electric two-wheelers.
- To analyse the impact of youth attitude on purchase intention towards electric two-wheelers.

II NEED OF THE STUDY

The rapid increase in environmental concerns and the rising cost of conventional fuels have accelerated the shift towards sustainable transportation options such as electric two-wheelers. While these vehicles are gaining popularity among urban youth, especially due to their affordability and eco-friendly nature, their adoption is still influenced by multiple external factors. The study is needed to examine how modern marketing strategies influence youth attitudes towards electric two-wheelers and understand whether these attitudes translate into actual purchase intentions.

III RESEARCH METHODOLOGY

3.1 Population and Sample

The sample for the study includes 158 respondents from Salem City. These respondents were selected using a convenience sampling technique, primarily focusing on young individuals who are more likely to be influenced by modern marketing strategies and are key target consumers in the electric mobility market.

3.2 Data and Sources of Data

The study is based on both primary and secondary data sources:

Primary Data:

Primary data were collected through a structured questionnaire administered to the respondents. The questionnaire included questions related to demographic details, exposure to marketing strategies, attitudes towards electric two-wheelers, and purchase intentions.

Secondary Data:

Secondary data were collected from:

- Research journals and academic publications
- Government and industry reports
- Relevant online sources and articles

These sources were used to support the theoretical background and provide context for the study.

3.3 Theoretical framework

The framework is based on the following relationships:

- **Independent Variables (Marketing Strategies):**
 - Social media advertising
 - Influencer marketing
 - Online reviews
 - Price promotions
 - Brand reputation
- **Mediating Variable:**
 - Youth attitude towards electric two-wheelers
- **Dependent Variable:**
 - Purchase intention towards electric two-wheelers

The theoretical assumption is that marketing strategies act as external stimuli that shape consumer attitudes, and these attitudes, in turn, influence purchase intentions. The framework aligns with established behavioral models such as the **Theory of Planned Behavior (TPB)**, which suggests that attitudes significantly influence an individual's intention to perform a behavior.

3.4 TOOLS USED FOR ANALYSIS

- Percentage Analysis
- Mean and Standard Deviation
- Multiple Regression Analysis

3.5 HYPOTHESES

- ❖ Social media advertising has no significant influence on youth attitude towards electric two-wheelers.
- ❖ Influencer marketing has no significant influence on youth attitude towards electric two-wheelers.
- ❖ Online reviews have no significant influence on youth attitude towards electric two-wheelers.
- ❖ Price promotions have no significant influence on youth attitude towards electric two-wheelers.
- ❖ Brand reputation has no significant influence on youth attitude towards electric two-wheelers.
- ❖ Youth attitude has no significant influence on purchase intention towards electric two-wheelers.

IV. RESULTS AND DISCUSSION

4.1 Analysis and Interpretation

Table No: 1
Demographic Profile

Type of Data	Frequency	Percentage
Age		
18–25	98	62.03

26–35	38	24.05
36–45	13	8.23
46–60	9	5.69
Gender		
Male	74	46.84
Female	84	53.16
Family Monthly Income		
Up to ₹25,000	10	6.33
₹25,001 – ₹40,000	82	51.90
₹40,001 – ₹55,000	36	22.78
Above ₹55,000	30	18.99

Inference:

The majority of respondents (62.03%) belong to the 18–25 age group, Most are Female respondents (53.16%). Most respondents (51.90%) fall within the ₹25,001 – ₹40,000 income group.

Table No: 2
Preferred Electric Two-Wheeler Brand

Brand	Frequency	Percentage
Ola Electric	52	32.91
Ather Energy	36	22.78
TVS iQube	28	17.72
Hero Electric	14	8.86
Ampere	16	10.13
Okinawa	12	7.60
Total	158	100

Inference:

Ola Electric (32.91%) is the most preferred brand, followed by Ather Energy (22.78%). This indicates strong brand awareness and marketing presence of leading EV companies.

Table No: 3
Most Influential Marketing Factors

Factor	Frequency	Percentage
Social Media Advertising	42	26.58
Influencer Marketing	26	16.46
Online Reviews	38	24.05
Price Promotions	32	20.25
Brand Reputation	20	12.66
Total	158	100

Inference:

Social media advertising (26.58%) and online reviews (24.05%) are the most influential marketing factors. Influencer marketing shows comparatively lower influence.

Table No: 4
Mean and Standard Deviation of Marketing Strategy Influence

Marketing Factor	Mean	S.D
Social Media Advertising	3.88	1.09
Influencer Marketing	3.52	1.18
Online Reviews	3.84	1.12
Price Promotions	3.97	1.03
Brand Reputation	3.91	1.07

Inference:

Price promotions (Mean = 3.97) and brand reputation (Mean = 3.91) are rated highest among respondents. Influencer marketing shows a comparatively lower mean value (3.52), indicating moderate impact.

Table No: 5
Multiple Regression Analysis: Marketing Strategies → Attitude

Variable	Beta (β)	t-value	p-value
Social Media Advertising	0.29	3.21	0.002
Influencer Marketing	0.11	1.34	0.183
Online Reviews	0.24	2.76	0.007

Price Promotions	0.19	2.28	0.024
Brand Reputation	0.27	3.05	0.003

Inference:

The model explains **55% of variation in attitude** ($R^2 = 0.55$). Social media advertising, online reviews, price promotions, and brand reputation significantly influence youth attitude ($p < 0.05$). Influencer marketing is not statistically significant.

Table No: 6

Regression Analysis: Attitude → Purchase Intention

Variable	Beta (β)	t-value	p-value
Attitude	0.68	9.84	0.000

Inference:

Attitude significantly influences purchase intention ($\beta = 0.68$). The model explains 46% of the variance, indicating a strong relationship between positive attitude and purchase intention.

4.2 FINDINGS

- Majority of respondents are young (18–25 years) and belong to ₹25,001 – ₹40,000 income groups.
- Social media and online reviews are the most influential marketing channels.
- Price promotions and brand reputation strongly affect consumer perception.
- Influencer marketing has limited statistical significance.
- Marketing strategies significantly influence youth attitude.
- Attitude strongly impacts purchase intention.

4.2.1 HYPOTHESIS TESTING AND RESULTS

The results presented in Table No: 5 indicate that social media advertising ($p = 0.002$), online reviews ($p = 0.007$), price promotions ($p = 0.024$), and brand reputation ($p = 0.003$) have a significant influence on youth attitude, as their p-values are less than the 0.05 level of significance. Therefore, the null hypotheses H01, H03, H04, and H05 are rejected, and the corresponding alternative hypotheses are accepted. However, influencer marketing ($p = 0.183$) is found to be statistically insignificant, as the p-value is greater than 0.05. Hence, the null hypothesis H02 is accepted, indicating that influencer marketing does not significantly influence youth attitude in the present study.

Further, the results in Table No: 6 reveal that youth attitude has a significant influence on purchase intention ($p = 0.000$), as the p-value is less than 0.05. Therefore, the null hypothesis H06 is rejected, and the alternative hypothesis is accepted, confirming that a positive attitude significantly enhances the likelihood of purchasing electric two-wheelers.

4.3 SUGGESTIONS

- Companies need to improve their digital marketing strategies such as social media and reviews, to influence the attitude of the youth effectively.
- Electric two-wheeler companies need to focus on building a good brand reputation and trust among customers.
- Companies need to offer attractive price schemes like EMI and discounts to the customers.
- Companies need to re-evaluate their influencer marketing strategies for effective engagement with the youth.

4.4 CONCLUSION

The study reveals that marketing strategies have a significant impact on shaping youth attitude towards electric two-wheelers in Salem City. From the findings, it is clear that digital marketing, such as social media advertising and reviews, brand reputation, and price promotions, have a strong impact on consumer attitude, which is statistically significant. On the other hand, influencer marketing was found to have a lesser impact, showing that all marketing strategies are not equally effective in this case. Moreover, from the analysis, it is clear that youth attitude has a significant and positive impact on purchase intention, showing that attitude towards electric two-wheelers is a crucial aspect in enhancing purchase intention. From the regression analysis, it is clear that marketing strategies have a substantial impact on attitude, which in turn affects purchase intention.

In general, it was found that while there is a rising awareness and interest in E-two-wheelers among young people, marketing strategies, especially in relation to digital engagement, affordability, and brand trust, are vital in ensuring that young people make purchase decisions about E-two-wheelers. Overall, the research offers valuable insights to marketers and policymakers in developing strategies to speed up the adoption of E-two-wheelers and help in a sustainable mobility revolution.

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