

The Effectiveness of Digital Marketing Strategies in Increasing Purchases Intention in Electric Car Among Millennials in Bandung

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ABSTRACT: The rapid development of digital technology has changed consumer behavior, especially among millennials who heavily rely on online platforms for information and transactions. In the automotive industry, the digital market has become the primary choice for exploring and purchasing vehicles, including electric cars, which are gaining more attention as awareness of environmentally friendly transportation increases. However, the adoption rate of electric vehicles among millennials in Bandung is still relatively low, necessitating more effective digital marketing strategies. This study aims to analyze the effectiveness of digital marketing strategies implemented through the automotive market in increasing the purchase intention of electric vehicles among millennials. A quantitative approach that includes descriptive and associative research. Additionally, the method used in this research is a survey method distributed to 398 millennial respondents in Bandung. The research results show that educational content, interactive engagement through marketplace features, and transaction ease have a positive and significant impact on purchase intention. This study concludes that digital marketing strategies through automotive marketplaces are effective in shaping positive perceptions and stimulating the interest of the millennial generation in electric cars. Practical implications suggest that industry players should optimize digital marketing strategies focused on consumer education and engagement to increase the market penetration of electric vehicles.

Keywords: Digital Marketing, Electric Cars, Otomotive Marketplace, Purchase Intention.



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INTRODUCTION

The development of the global automotive industry is currently undergoing a significant shift towards more environmentally friendly vehicles, especially electric cars ([Cakmak & Aksoy, 2018](#)). In Indonesia, government efforts to encourage the adoption of electric vehicles through regulations and incentives are starting to show results ([Sharma & Shukla, 2021](#)). However, the adoption rate is still low, especially in big cities like Bandung, even though the people are relatively tech-savvy and open to innovation. Likewise, the development of digital technology has brought significant changes in consumer behavior, especially the millennial generation, which is known to

be very adaptive to various internet-based innovations. Based on data from the Central Bureau of Statistics (2023), millennials are the largest demographic segment in Indonesia with a high level of internet usage, especially in urban areas such as Bandung City. This phenomenon makes them the main target in the digital marketing strategies of various industries, including the automotive sector ([Abhishek & Dey, 2020](#)).

As global awareness of environmental issues and carbon emission reduction increases, electric cars are gaining attention as an environmentally friendly transportation solution. The Indonesian government has also encouraged the acceleration of electric vehicle adoption through various incentive policies, such as tax exemptions and purchase subsidies ([Indonesia, 2023](#)). However, the adoption of electric cars among millennials in Bandung City is still relatively low ([Fatoki, 2022](#)). However, the adoption of electric vehicles among millennials in Bandung City remains very low ([Chen & Li, 2021](#)). Price, insufficient charging infrastructure, and a lack of knowledge on the long-term benefits of electric vehicles all have an impact on this, ([Gandajati & Mahyuni, 2022](#)).

Digital technology has fundamentally transformed consumer behavior, especially among millennials those born between 1981 and 1996 who are highly receptive to digital innovations ([Zhang & Lee, 2018](#)). This generation relies extensively on digital platforms for information, product comparison, and purchasing decisions ([Tan & Lim, 2019](#)). They tend to rely on digital platforms to search for information, compare products, and make purchasing decisions ([Li et al., 2021](#)). In this context, digital marketing strategies have become crucial to reach and influence this generation's purchasing decisions ([Ajzen, 2021](#)). On the other hand, environmental and sustainability issues have gained global attention. The use of electric vehicles (EVs) has become popular as a way to lessen reliance on fossil fuels and greenhouse gas emissions ([Almajali, 2020](#)).

The Indonesian government has shown its commitment to supporting the adoption of electric vehicles through various policies and incentives, ([Nguyen & Tuan, 2022](#)). However, despite this support, the adoption of EVs in Indonesia remains relatively low. Bandung, as one of Indonesia's major cities with a significant millennial population, holds great potential for EV adoption, ([Permana et al., 2023](#)). Nevertheless, to increase millennials' purchase intention for electric cars in Bandung, effective marketing strategies tailored to their characteristics and preferences are essential ([Chaturvedi & Rai, 2020](#)).

Millennials as the main target market for electric cars have unique characteristics, namely being more active in the digital world, critical of information, and influenced by social media and online communities ([Dhawan & Agarwal, 2019](#)). In this context, digital marketing strategies through automotive marketplaces are relevant because they are able to reach consumers more personally and efficiently ([Becerra & Korgaonkar, 2021](#)). Automotive marketplaces not only function as sales channels, but also as interactive promotional media that integrate visual content, user reviews, interaction features, and collaboration with influencers. Digital automotive marketplaces now play a crucial part in facilitating the vehicle search and purchase process ([Wibowo & Nugroho, 2022](#)).

Platforms such as OLX Autos, Mobil123, and Carsome provide easy access to product information, price comparisons, and consumer reviews, which are very suitable for millennial preferences that prioritize speed and practicality, ([Freberg et al., 2021](#)). Through the right digital marketing strategy, the automotive marketplace has great potential to shape positive perceptions

and encourage consumer buying interest in electric cars. [Othman & Ismail \(2020\)](#) An effective digital marketing strategy includes various approaches such as targeted ads, search engine optimization (SEO/SEM), educational content on social media, and influencer campaigns, [\(Gunawan & Huarng, 2023\)](#). The combination of these strategies is believed to increase awareness, build trust, and influence millennial purchasing decisions [\(Kotler & Keller, 2018\)](#). However, the effectiveness of implementing these strategies in a specific context, namely the automotive marketplace and the millennial target market in Bandung City, still requires further study [\(Kumar & Raj, 2020\)](#).

Based on this description, [Chaffey & Ellis-Chadwick \(2019\)](#) this research is important to evaluate the extent to which digital marketing strategies implemented by the automotive marketplace are able to increase interest in purchasing electric cars among millennials. The findings of this study are anticipated to make a contribution both theoretically in the development of digital marketing science, as well as practically for automotive industry players and marketplace managers in designing more effective and targeted marketing strategies to determine the extent to which the effectiveness of digital marketing tactics through the automotive marketplace in increasing interest in purchasing electric cars among millennials in Bandung City [\(X. Han & Zhang, 2020\)](#).

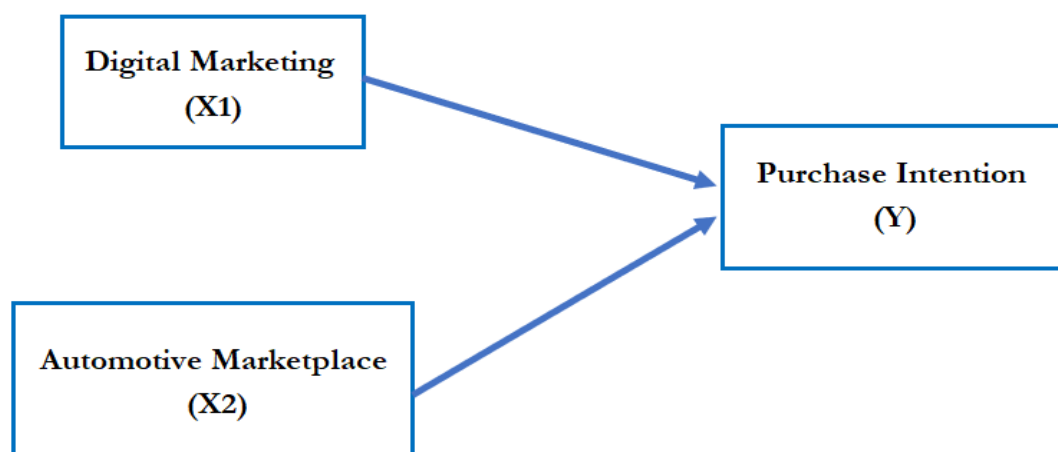


Figure 1. Reseach Framework
Source: Data Processed SPSS 26

Hypothesis:

H0=Digital Marketing does not affect Purchase Intention.

H1=Digital Marketing has an influence on Purchase Intention.

H2=Automotive Marketplace does not influence Purchase Intention.

H3=Automotive Marketplace has an influence on Purchase Intention.

H4=Digital Marketing and Automotive Marketplace do not influence Purchase Intention.

H5=Digital Marketing and Automotive Marketplace have an impact on Purchase Intention.

METHOD

This quantitative descriptive research analysis limits the issues to the problem's wording. The quantitative approach was chosen because it aims to measure the impact and correlation between variables that have been determined objectively and measurably ([Ahmad & Tan, 2019](#)). This approach allows the collected data to be statistically processed in order to test hypotheses and generate conclusions that are generally relevant to the community under study. This study was conducted in Bandung City, West Java. Bandung was picked because it is one of Indonesia's biggest cities, has a high millennial population, and has seen tremendous advancements in digital technology ([Laudon & Traver, 2021](#)). Furthermore, Bandung has a reputation as a creative city with individuals who embrace new technologies, such as electric vehicles and the use of automotive marketplaces ([Ge & Huang, 2019](#)). The questionnaire was distributed online, but only Bandung residents responded. The problem is expressed as a question, and the investigation employs multiple theories to address it. In this article, there are three variables: digital marketing (X1), automotive marketplace (X2), and purchase intention (Y) ([Lashari et al., 2021](#)). The study's demographic includes 398 millennials from Bandung.

Validity Test. The validity test can be used to determine whether or not each item in the instrument is legitimate by comparing their scores to the total score, (Sugiyono 2020:175).

Reliability Test. The degree to which measurement findings using the same object provide the same data is known as reliability testing, ([Sugiyono 2020:185](#)).

RESULT AND DISCUSSION

Descriptive Analysis of Research Variables

The validity test was conducted using a sample of 100 respondents, with a significance level of 0.05. Based on the r-table value of 0.312, all three variables Digital Marketing, Automotive Marketplace, and Purchase Intention consisting of 14 statement items each, were found to be valid.

The reliability test was assessed using Cronbach's Alpha, with the criterion that values above 0.70 indicate acceptable reliability. The Digital Marketing variable yielded a Cronbach's Alpha of 0.850, signifying high reliability. The Automotive Marketplace variable recorded a value of 0.828, which is considered moderately reliable, and the Purchase Intention variable achieved a value of 0.857, also indicating high reliability ([Pavlou et al., 2013](#)).

[Moser & Moser \(2020\)](#) Regarding descriptive statistics, the cumulative mean score for the Digital Marketing variable was 3.96, the Automotive Marketplace variable was 4.06, and the Purchase Intention variable was 4.16. These results suggest a generally favorable perception of each variable among the millennial respondents in Bandung.

Multiple Regression Analysis

Table 1. Multiple Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	25.554	3,938		6,488
	Digital Marketing	.363	.049	.573	7,448
	Automotive Marketplace	.254	.051	.381	4,958

a. Dependent Variable: Purchase Intention

Source: Data Processed SPSS 26

Determination Test

Table 2. Determination Test

Model Summary ^b						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	
1	.712a	0,506	0,185		5,590	

a. Predictors: (Constant), Digital Marketing, Automotive Marketplace

Source: Data Processed SPSS 26

Regression Analysis Interpretation

The regression equation is as follows: $Y = 25.554 + 0.363X_1 + 0.254X_2 + \epsilon$, with the following interpretation: The constant value (α) is 25.554, indicating that if the values of Digital Marketing (X_1) and Automotive Marketplace (X_2) are zero, the Purchase Intention (Y) would remain at 25.554. The coefficient of X_1 (β_1) is 0.363, meaning that for every one-unit increase in the Digital Marketing variable, the Purchase Intention increases by 0.363 units, assuming the Automotive Marketplace variable remains constant. Similarly, the coefficient of X_2 (β_2) is 0.254, indicating that a one-unit increase in the Automotive Marketplace variable results in a 0.254-unit increase in Purchase Intention, assuming the Digital Marketing variable remains unchanged. Furthermore, the R Square (R^2) value is 0.506, which signifies that 50.6% of the variance in Purchase Intention can be explained by the combined influence of Digital Marketing and Automotive Marketplace. The remaining 49.4% is attributed to other variables not examined in this study.

Hypothesis Testing

Table 3. T-Test (Persial)

		Coefficients ^a				
Model		Standardized Coefficients			T	Sig.
		Beta				
1	(Constant)	25,554	7,887		3,224	0,002
	Digital Marketing	0,363	0,097	0,363	3,724	0,000
	Automotive Marketplace	0,254	0,103	0,242	2,749	0,015
a. Dependent Variable: Purchase Intention						

a. Dependent Variable: Purchase Intention

Source: Data Processed SPSS 26

The Effect of Digital Marketing on Purchase Intention

Based on the t-test results, the Digital Marketing variable (X_1) has a significance value of 0.002, which is less than 0.05. Therefore, H_0 is rejected and H_1 is accepted in this study. In other words, Digital Marketing (X_1) has a significant effect on Purchase Intention (Y) ([Sari, 2023](#)).

Additionally, the t-value for Digital Marketing (X_1) is 3.724, which is greater than the t-table value of 1.988. This further confirms that the independent variable (Digital Marketing) significantly influences the dependent variable (Purchase Intention). Thus, there is a statistically significant relationship between Digital Marketing and consumers' intention to purchase electric vehicles ([Adam et al., 2024](#)).

The Effect of Automotive Marketplace on Purchase Intention

According to the t-test results shown in the table above, the Automotive Marketplace variable (X_2) has a significance value of 0.000, which is less than 0.05. Therefore, H_2 is rejected and H_3 is accepted in this study. In other words, Purchase Intention (Y) is significantly influenced by the Automotive Marketplace (X_2). Furthermore, the calculated t-value for the Automotive Marketplace (X_2) is 2.749, which is greater than the critical t-table value of 1.988. This indicates that the independent variable (Automotive Marketplace) has a statistically significant effect on the dependent variable (Purchase Intention). Thus, there is a meaningful relationship between the Automotive Marketplace and consumers' intention to purchase electric vehicles ([Goh & Lee, 2018](#)).

F-Test (Simultaneous)

Table 4. F-Test (Persial)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	673,048	2	336,524	10,770	.000 ^b
	Residual	2624,768	84	31,246		
	Total	3297,816	86			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Digital Marketing, Automotive Marketplace

Source data: Processed SPSS 26

According to the table above, the significance value is 0.000, which is less than 0.05, indicating that H_4 is rejected and H_5 is accepted. This suggests that Digital Marketing and the Automotive Marketplace have a significant influence on Purchase Intention ([Firmansyah & Hartini, 2022](#)). Furthermore, if the calculated F-value (F_{hitung}) is greater than the F-table value, then H_4 is rejected and H_5 is accepted. ([Triyono et al., 2022](#)) In this case, the calculated F-value is 10.770, which is greater than the F-table value of 3.10, confirming that the proposed model is valid. In other words, the independent variables Digital Marketing (X_1) and Automotive Marketplace (X_2) simultaneously influence the dependent variable, Purchase Intention (Y). Thus, the regression model developed is appropriate and statistically significant.

CONCLUSION

A number of conclusions is the significant role of digital marketing strategies in shaping and increasing the purchase intention of electric cars among millennials in Bandung ([Farah & Deshmukh, 2020](#)). [Jain & Gupta \(2021\)](#) The findings reveal that digital platforms such as social media, influencer marketing, content marketing, and search engine optimization are highly effective in engaging millennial consumers who are tech-savvy, environmentally conscious, and responsive to online trends. [Eryolanda et al. \(2024\)](#) Digital marketing enables companies to communicate the benefits of electric vehicles (EVs), such as sustainability, innovation, and cost-efficiency, in a more personalized and targeted manner. Among the most impactful strategies are social media engagement and influencer endorsements, which help build trust and credibility among young consumers ([Ehsani & Zadeh, 2021](#)). Furthermore, the use of digital channels allows for interactive two-way communication, enhancing brand loyalty and awareness. [H. Han et al. \(2020\)](#) The study also emphasizes that millennials in Bandung are more likely to consider purchasing EVs when marketing messages align with their values and lifestyle aspirations. ([Rezvani et al., 2015](#)) In conclusion, to accelerate the adoption of electric vehicles in urban markets like Bandung, automotive companies and marketers must continuously innovate their digital marketing approaches, ensuring they remain relevant, data-driven, and audience-focused. This will not only increase purchase intention but also contribute to broader environmental and mobility goals in Indonesia ([Loan, 2021](#)).

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