
STUDY ON IMPACT ROLE OF SOCIAL MEDIA MARKETING IN BRAND AWARENESS OF OLA EV IN BENGALORE URBAN

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ABSTRACT

Purpose: This study examines the impact of social media marketing on the brand awareness of Ola Electric among consumers in Bangalore Urban.

Design/Methodology/Approach: The study adopts a descriptive research design based on primary and secondary data. Primary data were collected from 200 respondents using a structured questionnaire and convenience sampling. The data were analysed using percentage analysis, chi-square, correlation, and regression analysis with the help of Microsoft Excel and SPSS.

Findings: The study found that social media marketing positively influences the brand awareness of Ola Electric. Instagram was identified as the most effective platform, followed by Facebook and YouTube. Social media advertisements, influencer marketing, and customer engagement significantly improved brand recognition and consumer perception.

Practical Implications: The findings help marketers and business managers develop effective social media strategies to improve brand awareness and customer engagement in the electric vehicle market.

Originality/Value: The study provides empirical evidence on the relationship between social media marketing and brand awareness of Ola Electric in Bangalore Urban, contributing to the growing literature on digital marketing and consumer behaviour.

KEYWORDS: Social Media Marketing, Brand Awareness, Digital Marketing, Ola Electric, Consumer Behaviour, Electric Vehicles, Social Media Platforms, Bangalore Urban.

1. INTRODUCTION

The rapid growth of digital technology has transformed the way businesses communicate with consumers. Social media marketing has emerged as one of the most effective marketing tools, enabling organizations to promote their products, engage with customers, and build strong brand awareness. Platforms such as Instagram, Facebook, YouTube, LinkedIn, and X (formerly Twitter) provide businesses with opportunities to reach a wider audience, strengthen customer relationships, and influence consumer purchase decisions.

The electric vehicle (EV) industry in India has experienced significant growth due to increasing environmental awareness, government initiatives, and advancements in technology. As competition among EV manufacturers continues to increase, effective marketing strategies have become essential for creating brand recognition and maintaining a competitive advantage. Among the leading EV manufacturers, Ola Electric has established a strong market presence by utilizing innovative digital marketing campaigns and active social media engagement.

Brand awareness is a crucial component of marketing success because it influences consumer recognition, recall, and purchasing behaviour. Social media marketing enables companies to create awareness through interactive content, influencer collaborations, customer reviews, promotional campaigns, and real-time communication. These activities help organizations improve customer engagement and build long-term relationships with their target audience.

Bangalore Urban, being one of India's leading technology hubs with a high level of internet penetration and social media usage, provides an ideal setting for studying the impact of digital marketing on consumer behaviour. Understanding how social media marketing influences brand awareness in this market can provide valuable insights for marketers and business organizations.

Therefore, this study examines the impact of social media marketing on the brand awareness of Ola Electric in Bangalore Urban. The study analyses consumer perceptions of various social media platforms and evaluates the effectiveness of digital marketing activities in enhancing brand awareness and influencing consumer behaviour. The findings are expected to provide useful recommendations for improving social media marketing strategies and strengthening the brand position of Ola Electric.

2. Literature Review

Social media marketing has become an essential component of modern marketing strategies, enabling businesses to communicate with customers, promote products, and strengthen brand awareness. It facilitates direct interaction with consumers through digital platforms, enhancing customer engagement and influencing purchasing decisions. Previous studies have consistently highlighted the positive role of social media in improving brand visibility and consumer relationships.

Mangold and Faulds (2009) identified social media as a new element of the promotional mix, emphasizing its ability to facilitate two-way communication between organizations and consumers. Kaplan and Haenlein (2010) defined social media as a group of Internet-based applications that allow users to create, share, and exchange content, thereby transforming traditional marketing communication.

Kim and Ko (2012) found that social media marketing activities positively influence customer equity by enhancing brand awareness, brand image, and customer loyalty, particularly in competitive markets. Similarly, Hajli (2014) concluded that social media significantly affects consumer decision-making by encouraging information sharing, customer engagement, and electronic word-of-mouth communication.

Ashley and Tuten (2015) reported that creative and interactive social media content increases consumer engagement and improves brand recognition. Chaffey and Ellis-Chadwick (2019) emphasized that organizations should integrate social media marketing with overall digital marketing strategies to build long-term customer relationships and improve business performance.

In the context of the electric vehicle industry, digital marketing has become increasingly important as consumers rely on online platforms to gather product information, compare alternatives, and read customer reviews before making purchase decisions. Ola Electric has actively leveraged platforms such as Instagram, Facebook, and YouTube to promote its products, engage with customers, and strengthen its brand presence. These initiatives have contributed to increasing consumer awareness and improving brand visibility.

Although previous studies have extensively examined the relationship between social media marketing and brand awareness, limited research has focused specifically on the impact of social media marketing on the brand awareness of Ola Electric in Bangalore Urban. Therefore, the present study attempts to address this gap by analysing how social media marketing influences consumer awareness and perception of the Ola Electric brand.

3. Research Objectives

The present study was undertaken with the following objectives:

1. To examine the impact of social media marketing on the brand awareness of Ola Electric in Bangalore Urban.
2. To identify the social media platforms that are most effective in creating awareness about Ola Electric.
3. To analyse consumers' perceptions of Ola Electric's social media marketing activities.
4. To evaluate the influence of social media marketing on consumers' purchase intentions and brand perception.
5. To provide suggestions for improving the effectiveness of social media marketing strategies adopted by Ola Electric.

4. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design to examine the impact of social media marketing on the brand awareness of Ola Electric in Bangalore Urban. The descriptive approach is appropriate as it helps analyse consumer opinions, behaviour, and perceptions regarding social media marketing and its influence on brand awareness.

Data Source

The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire administered to respondents in Bangalore Urban. Secondary data were collected from books, journals, company reports, websites, research articles, and other published sources related to social media marketing and brand awareness.

Sample Selection

The study was conducted among 200 respondents residing in Bangalore Urban. Respondents were selected using the convenience sampling technique based on their accessibility and willingness to participate in the survey.

Analytical Tools

The collected data were analysed using the following statistical tools:

- Percentage Analysis
- Descriptive Statistics
- Chi-square Analysis
- Correlation Analysis

- Regression Analysis

Microsoft Excel and SPSS software were used for data processing, statistical analysis, and interpretation of the results.

Scope of the Study

The study is limited to consumers residing in Bangalore Urban and focuses on examining the impact of social media marketing on the brand awareness of Ola Electric. It analyses consumer awareness, perceptions, and responses towards the company's social media marketing activities. The findings provide useful insights into the effectiveness of digital marketing strategies in enhancing brand awareness within the electric vehicle sector.

6. FINDINGS OF THE STUDY

Based on the analysis of the responses collected from 200 respondents, the study identified the following key findings:

1. The majority of the respondents (59.0%) were male, while 41.0% were female, indicating higher male participation in the study.
2. Most respondents belonged to the 21–30 years age group, showing that young adults are the primary users of social media and are more aware of electric vehicle brands.
3. A majority of the respondents had seen Ola Electric advertisements on social media, indicating the company's strong digital presence.
4. Social media was identified as the primary source of awareness about Ola Electric, followed by television and recommendations from friends and family.
5. Instagram emerged as the most effective social media platform for promoting Ola Electric, followed by Facebook and YouTube.
6. Most respondents agreed that social media advertisements increase their awareness of the Ola Electric brand.
7. Respondents expressed positive opinions regarding the informative nature of Ola Electric's social media content, which helps them understand the company's products and services.
8. Customer reviews and influencer promotions on social media were found to positively influence consumer perceptions and trust in the Ola Electric brand.
9. Regular social media updates and promotional campaigns improved brand recall and strengthened the overall brand image of Ola Electric.

10. The statistical analysis indicated a positive relationship between social media marketing and brand awareness, suggesting that effective digital marketing strategies significantly influence consumer awareness and engagement.
11. Overall, the findings demonstrate that social media marketing plays a vital role in enhancing the brand awareness of Ola Electric among consumers in Bangalore Urban and supports the company's efforts to strengthen its market position.

CONCLUSION

The present study examined the impact of social media marketing on the brand awareness of Ola Electric among consumers in Bangalore Urban. The findings indicate that social media has become an effective platform for creating brand awareness, enhancing customer engagement, and influencing consumer perceptions. Among the various social media platforms, Instagram emerged as the most influential medium for promoting Ola Electric, followed by Facebook and YouTube. The study also found that social media advertisements, customer reviews, influencer marketing, and regular online engagement significantly contribute to improving brand recognition and consumer trust.

The analysis further revealed that consumers generally have a positive perception of Ola Electric's social media marketing activities. Effective digital communication and interactive promotional campaigns have strengthened the company's brand image and increased awareness among potential customers. The statistical analysis also supports the existence of a positive relationship between social media marketing and brand awareness, indicating that well-planned digital marketing strategies positively influence consumer behaviour.

Overall, the study concludes that social media marketing plays a significant role in enhancing the brand awareness of Ola Electric in Bangalore Urban. The findings suggest that continued investment in innovative digital marketing strategies, engaging content, and customer interaction can further strengthen Ola Electric's competitive position in the rapidly growing electric vehicle market.

8. Limitations of the Study

The study has certain limitations that should be considered while interpreting the findings.

1. The study was limited to respondents from Bangalore Urban, and therefore the findings may not be generalized to other geographical regions.
2. The research adopted a convenience sampling technique, which may not represent the entire population.

3. The study was based on 200 respondents, and a larger sample size could provide more comprehensive results.
4. The findings are based on respondents' opinions and perceptions, which may vary over time.
5. The study focused only on the impact of social media marketing on Ola Electric and did not compare other electric vehicle brands.

9. Scope for Future Research

The present study provides several opportunities for future research.

1. Similar studies can be conducted in other cities and states to compare consumer perceptions across different regions.
2. Future research may compare the social media marketing strategies of Ola Electric with other electric vehicle manufacturers such as Ather Energy, TVS iQube, Bajaj Chetak, and Hero Vida.
3. Researchers may examine the influence of influencer marketing, online customer reviews, and artificial intelligence-based digital marketing on consumer behaviour.
4. Future studies may include a larger sample size and adopt probability sampling techniques to improve the generalizability of the findings.
5. Longitudinal studies may be conducted to analyse changes in consumer perceptions and brand awareness over time as social media marketing strategies continue to evolve.

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