



EVs on the Rise: What are the Hottest EV Brands on Social Media?

All of the data used for this insight analysis were collected through the DXT360 platform, a comprehensive media monitoring and social listening tool operated by datajet:infoquest, from November 15 – December 16, 2023.



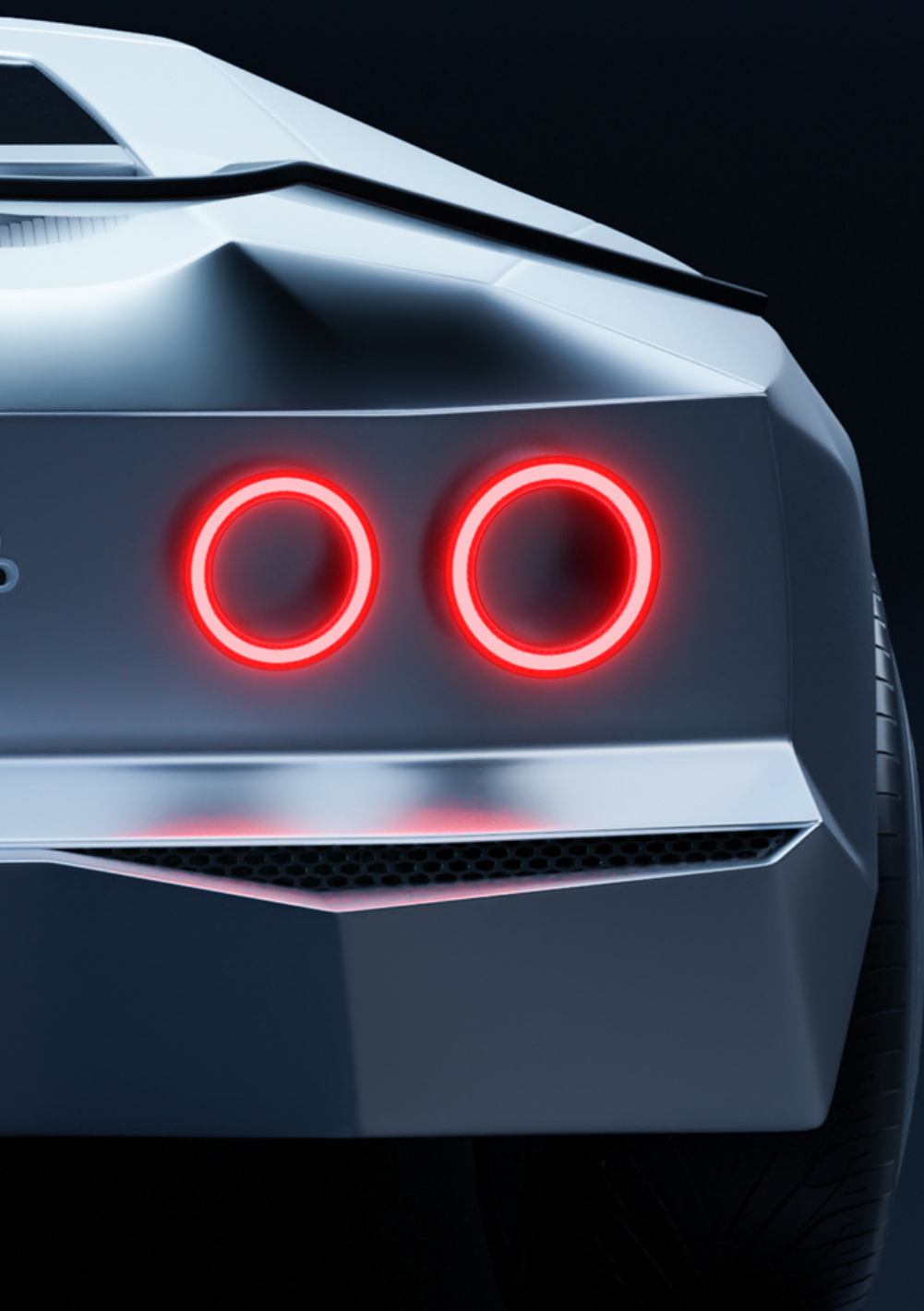
THAIS EMBRACE ENVIRONMENTAL CONSCIOUSNESS

MAKING THAILAND THE ASEAN LEADER IN EV SALES

DATAJET LIMITED explores the booming electric vehicle (EV) market in Thailand through social media analytics. The data shows that social media is abuzz with conversations about EVs among Thais, underlining

the fact that Thais have become more environmentally conscious. Through the measurement of mentions and engagements, **BYD, CHANGAN,** and **Tesla** emerge as the top three EV brands that have captured the interest of Thais.


The popularity of EVs in Thailand has been on the rise since the beginning of 2023. According to Reuters, Thailand boasts the **highest EV sales figures among ASEAN-member nations,** with Chinese EV brands making up the majority of the EV sales. This trend is reflected in the sales figures from Motor Expo 2023 where EV bookings eclipsed other vehicle segments. Notably, Chinese EV brand BYD recorded the highest number of bookings at the Motor Expo.





Dataxet Limited utilizes the **DXT360** platform, a comprehensive media monitoring and social listening tool, to gather data from various social media platforms during the period from November 15 to December 16, 2023. The collected data is then analyzed to establish whether online discussions about EV brands align with the car brands that secured the highest number of bookings at Motor Expo 2023.

The screenshot displays the DXT360 analytics interface. On the left, there are navigation options: 'Raw Data' (21 Campaigns) and 'Exclude Account' (24 Accounts). The main content area shows a list of social media posts from Facebook, filtered by 'Mention'. The posts include text in Thai, timestamps, and links to the original content. The interface also features a 'Show' dropdown set to '100 Data', a 'Sort By' dropdown set to 'Time', and a 'Newest' dropdown. The data is organized into columns: 'Mention', 'Author & Source', and 'Categorization'. The 'Categorization' column includes fields for 'Mood', 'Topic', and 'Sentence Type'. The 'Author & Source' column shows the platform (Facebook) and the type of content (Comment or Page). The 'Mention' column shows the text of the posts, some with a green plus icon indicating a mention.



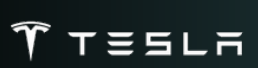







Mention	Author & Source	Categorization
<input type="checkbox"/> 31 Dec 2023 - 23:46:34 เอาจริงๆ เศรษฐกิจมันเงินในญี่ปุ่นฮ่องกงหรือประเทศเจริญแล้ว เค้าก็ไม่เดินกันนะ เค้าก็ใช้รถส่วนตัวทั้งนั้น ไม่มาจ้างรถเมล์รถไฟฟ้าหรอก รถไฟฟ้าไม่ใช่ของหรูหรา มันควรเป็นบริการราคาถูกที่ทุกคนเข้าถึงได้ https://www.facebook.com/581638147518827/posts/673102628372378?comment_id=753187066...	Facebook Type: Comment	Mood - Topic - Sentence Type -
<input type="checkbox"/> 31 Dec 2023 - 22:57:37 EV Charger เท่า vs ปัจจุบัน 	Blink Drive Facebook Type: Page	Mood - Topic - Sentence Type -
<input type="checkbox"/> 31 Dec 2023 - 22:46:28 - ถ้านาคคมีกฎหมายให้เปิดตลาดสินใได้อย่างถูกต้อง เปิดที่ภาคอีสาน และจากคโให้เฉพาะที่คทองเหี้ย ชาวต่างชาติเข้า - มีสวนสนุกระดับโลก / กระเช้าลอยฟ้า/ metro train ที่หนองคาย หรือจังหวัดอื่นๆที่มีค่านคิดกับ ประเทศเพื่อนบ้าน - มีบ้านพัก/ resort /โรงพยาบาลส...	Facebook Type: Comment	Mood - Topic - Sentence Type -

UNVEILING THE SOCIAL MEDIA TRIUMPH OF THAILAND'S TOP 3 EV BRANDS










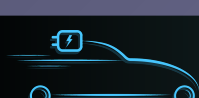
Upon reviewing the data collected from social media during the 1-month period, it was found that the top three EV brands with the most mentions also had the highest engagement. The top three most mentioned car brands were all EV brands. **BYD** was the most mentioned brand and achieved the highest engagement, followed by new-comer **CHANGAN** and **Tesla**, at second and third places respectively.

TOP 10 MOST MENTIONED BRANDS

BY ENGAGEMENT

	BYD	22.3%
	CHANGAN	17.3%
	Tesla	12.8%
	Honda	9.4%
	AION	7.7%
	NETA	6.1%
	GWM	5.4%
	MG	4.4%
	Hyundai	3.7%
	Others	10.9%

BY MENTION

	BYD	19.6%
	CHANGAN	14.7%
	Tesla	11.6%
	AION	10.3%
	GWM	9.2%
	MG	8.4%
	NETA	7.8%
	Hyundai	7.5%
	Honda	3.0%
	Others	7.9%

TOP 3 HOTTEST EV BRANDS

BYD became the hottest brand after releasing a demo video showcasing the “Emergency Float Mode”, which automatically enables the car to drive in water, providing passengers with a secure passage to solid ground. The new feature will be available in the top-end YangWang U8 BYD SUV, which was launched earlier this year. Most of the comments praised the innovative technology and expressed their excitement for the feature as they eagerly wait for users to share their real-life experience of using the new feature.



BYD

Changan is another Chinese EV brand that has become as popular as BYD as evidenced by the engagements on the video content titled “Review of 2 New EV Models by Changan.” The review video for the models, which were launched at the recent Motor Expo, was published by the Autolifethailand Official channel and generated massive engagements with more than 340K views. This shows that the new models are garnering popularity thanks to the cars’ outstanding technologies and massive power output of 190 kW, equating to 258 hp. In addition, Changan has been appealing to the Thai market by offering great value for money and special privileges worth more than 250,000 baht in total, including free first-class insurance, eight years of battery warranty and free maintenance, eight years of 24 emergency roadside service, a free home charger, etc.



Changan

The first brand that comes to consumers’ mind when they think about western EV brands can be none other than **Tesla**. In the past month, the Tesla-related post on social media with the biggest engagement was about the launch of the Cybertruck, Tesla’s first electric full-size pickup truck. Its most interesting highlight is the Powershare feature, which enables the Cybertruck to share power with other vehicles or supply home power of up to 9.6 kW. Most of the comments expressed interest in the new feature, leading to the Cybertruck being nicknamed a “mobile powerbank”. The post garnered more than 7,428 engagements.



Tesla



XIAOMI

CHINESE IT GIANTS ENTER THE EV MARKET

Did you know that two of China's leading technology brands have entered the EV market? **Xiaomi** recently debuted the **SU7**, while **Huawei** has partnered with **Chery Auto** to unveil the **S7 sedan** under the **Luxeed** brand.



HUAWEI



EXAMINING OPINIONS ON **SOCIAL MEDIA**

EV Consumer **Trends**

Overall, consumer reactions toward EVs and combustion engine cars indicate a positive inclination toward electric cars. Many consumers have opted to purchase EVs for the following reasons:

Value for money and saving costs

Reducing air pollution

Innovative technologies or built-in AI features

Modern designs

Consumer **Concerns** Regarding Combustion Vehicles

However, when compared to combustion engine vehicles, some consumers are apprehensive about EVs due to these concerns:

Battery issues

Charging station infrastructure

Quality of use

**Insurance premiums that might exceed those
of combustion engine vehicles**

Considering **BYD** as the leading EV brand in terms of mentions and engagements, the top reasons users choose BYD cars align with factors that influence most people to opt for EVs. These reasons include vehicle designs and advanced technologies, like safety innovations and entertainment features, as well as additional functionality that allows sleeping in the car. Lastly, they offer various price points to cater to the diverse needs of consumers.

THE INDUSTRY

The growing consumer demand for EVs has caused significant impacts on combustion engine car manufacturers.

According to statistics from Forbes, the production of combustion engine vehicles in 2023 dropped by as much as 8% year-on-year, as several automakers are shifting their focus toward EV production.

Most recently, major auto brands, including Honda and Toyota, have also released their own EV models, with Honda introducing the e:N1 and Toyota launching the bZ4X. As these two influential makers adapt to the changing landscape of consumer preferences in car purchases, speculation arises for a future trend wherein various brands will produce more EVs to meet consumer demand

In light of this, the Thai government has initiated policies in support of EVs to drive the economy within the context of the Thai automotive industry.



HONDA



TOYOTA



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