



## Sustainable Marketing Strategy for Electrical Vehicles of Indian Automobile Industry

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**Abstract:** Early in the twenty-first century, new firms emerged to capitalise on the absence of established automobile manufacturers in the EV industry, including Tesla Motors in the United States; Think in Norway; BYD in China; and REVA in India. Globally, all of these new manufacturers have introduced one or more EV vehicles, changing the auto industry equation. Looking at the Indian scenario, which still has a long way to go, the paper provides the present national EV market, market participants in two and four-wheelers, as well as recent advancements, as well as the current state of Indian road transportation. Government strategies and efforts are discussed. The term "ecological contamination" is frequently used in the corporate world nowadays. Going green is a phenomenon that has grown particularly significant in the market place. It has become a key idea in India, in addition to other advanced and developing nations, and it is viewed as a crucial tactic for sustainable development promotion. The idea, necessity, and significance of marketing strategy have received the most attention in this scientific work. To comprehend the significance of green and environmentally responsible administration, information must be obtained from a variety of sources besides publications, periodicals, webpages, and papers. The study's goal is to clarify what corporate environmental entails and to demonstrate why using green sales techniques may make a company more competitive. It examines the key concerns with implementing green marketing campaigns. The study discusses the potential and difficulties that firms with regard to sustainable marketing face, as well as the present market situation in our country. While businesses are implementing it and the prospects for green products lead to the conclusion that these trends will continue to expand in popularity.

**Key Words:** Strategy, Electric Vehicles, Marketing, Buyers, Customers, and the Environment.

### 1. INTRODUCTION:

Several scientific fields now include ecological themes in their research, despite the fact that pollution problems have had an impact across all anthropogenic sources. Companies have started changing their conduct in an effort to accommodate current societal "modern" worries as a general societal perception of the environment grows. Many firms have quickly adopted ideas such as reducing waste and pollution control and have also included ecological consequences in all organisational functions. "Marketing Strategy" is one industry where pollution issues have gotten a lot of attention in both expert and general media. For more than 3 decades, going green has been a substantial academic study issue that has been described in a range of ways.

"Green or environmentally friendly advertising," as defined by the American Marketing Association, "encompasses all activities that aim to stimulate and facilitate any transactions aimed at meeting sentient likes or desires, ensuring that the enjoyment of all these wants and desires takes place with little adverse effect on the natural environment." As a result, we may state that going green entails:

Developing a practical approach to goods that appear to be of high quality while not being harmful to them over time. Use materials for development in a way that will allow subsequent generations to access them to satisfy their requirements, resulting in ecological sustainability. formulae as well as put into descriptions that won't ever have any impact on the environment, both now and in the long term.

In light of increasing awareness of the impacts of climate change, the lack of compostable organic waste, the detrimental effects of contaminants, etc., "Going Green" makes reference to a comprehensive brand image wherein the manufacturing, advertising, utilisation, and disposal of products and services happen in a way that is less dangerous to the environment. Customers and marketers would both be more aware of the requirement to shift to greener services



and products. The transition to "greener" may at first seem pricey, but in the long-term this should unquestionably be shown to be necessary as well as profitable. In the 1980s, its first phase of green products took place. Two previous publications, both of which were titled "Green Promotion," served as concrete benchmarks for phase 1 of green products. These were written by Jacquelyn Ottoman and Ken Peattie in the UK in 1992.

## **2. OBJECTIVES OF THE STUDY:**

- To examine the sustained sales strategy required for electricity cars in our country.
- To analyse the necessity of Green marketing strategies in our country from many viewpoints.
- To research the situation as it is today and the possibilities for greener advertisement in our country.
- To research the difficulties faced by our greener marketers

## **3. LITERATURE REVIEW:**

Peattie and Crane (2005) mention that despite the concept's initial inception, it wasn't until the mid-1980s when greener marketing began to take shape due to customers' rising interest in eco-friendly goods. Following the outcomes of the initial seminar on environmental advertising, which was conducted in Austin, Texas (US), in 1975, greener marketing gained popularity in the 1980s and 1990s.

According to Peattie (2001), there are 3 stages in the development of greener marketing. The first stage was known as "biological" or "greener marketing," and all promotional strategies throughout this time were focused on addressing global pollution and offering solutions. Phase 2 became "Ecological" greener marketing, when the emphasis turned to reducing emissions and the creation of completely novel goods to address difficulties with trash and pollution. The third stage of greener marketing was "self-sustaining." In the latter half of the 1990s and early 2000s, it gained popularity.

Dutta, B. (2009, January) in his article on Green Marketing titled "Sustainable Green Marketing," reveals that, according to The New Imperative in Marketing Mastermind, generating high-quality goods that may fulfil customer desires and needs requires putting an emphasis on quality, efficiency, affordability, and accessibility in an environmentally responsible manner.

OmkarTupe, Shweta Kishore, and Arlo Johnvieira (2020) concluded that it is necessary for decarbonisation in automobiles in our country due to the consumption of fossil fuels and the ongoing rise in gasoline prices. The regime is pushing EVs and providing incentives for their acquisition as a proactive measure to reduce pollutant concentrations. The regime has loosened the FDI regulations in order to increase output. In our country, several startups are introducing electric vehicles. Building the essential facilities and fostering a supportive atmosphere for EVs must be a cooperative project between the regime and industry.

Growing Green: Three smart paths to developing sustainable products titled, Growing Green: Three smart paths to developing sustainable products, determined that developing greener: Their study shows 3 shrewd routes to promoting green items. This article, which was featured in the Harvard Business Review, is for leaders that think that creating sustainable goods makes perfect sense for their industry and need to choose the most appropriate next steps. Businesses can leverage the following 3 primary tactics to match their environmental aims and existing abilities, according to the researchers' introduction and description:

Intensify: Amping up already-present or dormant greener qualities in your personal investments is part of the plan. Procure: The approach is to purchase a competing greener label.

Designer: Creating greener products from inception is a component of my philosophy.

4 concerns are the primary emphasis of greener marketing. Such concerns are: (1) the significance of greener marketing; (2) the influence of greener marketing on organisations' performance; and (3) increasing the efficiency of greener marketing. Several international businesses that operate in our country, including Philips India Limited, have brought the comparatively novel concept of "greener marketing" to the country.

## **4. NEED OF THE STUDY:**

Keeping customers and patrons happy in the current climate is a struggle. This is in addition to maintaining the safety of the native surroundings, which is really the most pressing necessity. The dearth of greener management could cause companies to lose several valuable and devoted clients and customers. increasing public pressure on businesses to internalise negatives such as health issues, community attractiveness, and global warming; environmentalist and political legalizations and programs; and expanding customer and public demand for environmentally and ethically conscious goods. It is vital to use greener marketing in order to: address pollutants in novel ways; enhance material and power consumption; and keep old (financially viable and passionate) customers and prospects. Furthering greener management results in more environmentally conscious clients, which boosts a group's



profits and revenues and improves its brand persona. These factors all contribute to corporate development and expansion. Businesses will have no choice except to embrace marketing strategy or else it could be too early to stay alive in the green future in the current era once regulatory requirements are so very stringent all around the globe and the entire globe is speaking regarding rising temperatures, environmental degradation, and environmental safety. We, in particular, and consumers worldwide are progressively purchasing power goods. In summary, the majority of businesses are pursuing environmental responsibility for the reasons stated below:

\* In our country, about 25.3% of customers choose ecologically responsible items, while about 28.4% are likely to be concerned about their wellbeing. As a result, environmental advertisers may target a variety of sizable sectors of the economy. Most businesses now understand the need to act sustainably as well as share the belief that these ecological goals and revenue goals may be achieved. The state immediately passed a number of rules intended to safeguard citizens and the general public by making the use of greener marketing mandatory instead of optional. For instance, smoking is banned in open areas and carrier containers are banned in so many sections of the nation. In order to keep their strategic advantage, many businesses engage in greener marketing.

#### **GREENER PROMOTION ATTAINMENT OF ACCOMPLISHMENT:**

1. However, it would be difficult to achieve without effective marketing practices. It includes making sure that the buyer is aware of and worried about the challenges that the product aims to resolve.
2. Teaching the customers: This refers to explaining to them exactly why your action is important and what makes it important in addition to protecting nature. Instead, any environmental business model will fail because a sizable section of your customer base will ask, "But what?" as well as "Would it be important to each other?"
3. Being sincere and open with your customers It demonstrates that you're a) genuinely doing what you advertise that you are undertaking in our environmental marketing strategy and b) the sales tactics are in line with the sustainable and environmental activities. Each of these requirements must be met for a company to build the type of sustainability certification that will enable successful greener marketing.
4. Convincing thy Purchaser: This implies that you must persuade your customers that the goods you are offering will achieve the goal or fulfil the function for which they were purchased, i.e., no sacrifice in product performance should be made in the interest of the ecosystem.
5. Goods valuation for the purchaser: This refers to ensuring that clients can afford the extra price offered for their goods as well as believe it is worthwhile. This is important because so many eco-friendly products cost extra owing to scale advantages and the inclusion of elevated components.
6. Offering the consumers, a chance to get involved: This entails personalising the advantages of their ecologically responsible efforts, often by enabling the buyer to become involved in sustainable workplace activity while also keeping in mind the consumer's altered demands.

#### **The Four Ps of Green Marketing:**

In light of the altered situation, greener strategists, as traditional marketing firms, should approach the "4ps" from a fresh angle:

Merchandise that wishes to take advantage of the growing marketplace could either:

Assess the external conditions of your clients and create goods that meet those requirements. Create sustainable goods with a smaller ecological impact than rivals.

Items that promote sustainable growth and the triple bottom line are available in an ever-growing diversity, including items made from recycled materials.

items which can be refurbished or even used again.

Economical goods decrease their influence on the environment by cutting costs, electricity, power, or fuel.

Goods are packaged in an ecologically friendly manner.

Commodities with greener labelling, if they can provide proof.

Natural goods: Because they ensure compatibility, most people are willing to pay more for biomass utilization.

a business that rents or lends items, such as a toy library

items that are recognised as meeting or exceeding a company's environmental standards.

#### **Expense**

A crucial part of the marketing mix is pricing. When there is a sense of greater sales revenue, many buyers are willing to shell out more.



This benefit might be enhanced functionality, innovation, visual value, or taste. Advantages often constitute a plus, although they frequently distinguish among goods of comparable price and quality. Nevertheless, when considering product life cycle costs, products that are sustainable are frequently more affordable.

### ***Habitation***

The clients that are drawn depend heavily on the decisions about where and how to offer a service.

Fewer consumers intentionally seek out greener items to purchase them for aesthetic purposes. The majority of the time, advertisers that want to effectively release new sustainable goods should situate them generally in the marketplace rather than target a specific ecological specialty.

Additionally, the site ought to be in line with the brand that a business wishes to portray. A firm's position needs to be set against its rivals. This may be accomplished by employing recyclable materials to highlight the ecological and other advantages; in-store sales; and visually arresting exhibits.

### ***Elevation***

Sponsored content, media affairs, special offers, lead generation, as well as promotional offers are all methods of introducing products and services to promote sales.

With turnkey solution marketing and advertising strategies, knowledgeable environmental marketers are going to increase their ecological reputation. By way of illustration, a lot of businesses in the finance sector now send out digital reports through mail; e-marketing is quickly displacing older conventional business strategies; and documents may be made using recyclable plastic and effective techniques like water-based publishing. In advertising their responsibility towards the environment, merchants, for instance, are seeing the significance of partnerships with other businesses, environmentalists, and academic institutions. Some merchants sell grocery bags under the Go Sustainable Nature Initiative brand in an effort to decrease the use of plastics and highlight their dedication to protecting the environment.

Reliability is the cornerstone of an effective marketing strategy. Make excessive assumptions or make exaggerated statements about the environment; instead, keep your communications simple and from trustworthy sources. Showcase the environmental accomplishments as well as the qualifications. Make news about the industry's and workers' environmental actions. Participate in sustainability awarding programmes to highlight your green credentials to customers and others.

### ***EXISTING SITUATION IN OUR COUNTRY:***

According to numerous specialists, 2011 is going to end up being a making season for several greener firms. Intense competition in the greener industry will push many to a world of new levels of technology and quality whilst leaving everyone else behind. Movements can arrive and go, and since it is absolutely impossible for every sustainable firm to keep up with them all, trying isn't for it. One of the best approaches to guarantee that a company remains innovative, adaptable, and inventive in the face of emerging possibilities and difficulties is to keep a close eye on greener market trends. That is the surest path to greener financial success in 2011 or beyond.

### ***Consumers***

According to studies, our country is the only nation to list pollution levels and destruction as its top two environmental concerns. India is the one nation in which more consumers agree that emerging economies must prioritise green initiatives over industrialised nations. The 2011 International Impression Strong environmental brands survey findings, which were just announced, demonstrate that buyer concern with the environment is converting into a readiness to pay a higher price for green goods. Customers in our country report that they will invest more in eco-friendly goods in the upcoming year (65%). We are also prepared to pay more for greener products, with 49% of them prepared to invest an additional 11% on an item merely because it is greener, which is also typical of emerging regions. In contrast to other nations, our consumers are more accepting of greener advertising, with 87% of respondents saying that it influences their purchasing decisions. In India, 29% of customers plan to buy an automobile in the coming year, up from 17% in the previous year.

### ***Manufacturers***

According to a poll by International Greener Brands, AMUL is the best green brand in our country. The AMUL Greener movement was recognised by the Gujarat Cooperative Milk Marketing Association in 2010 as the finest organisation dedicated to the longevity sector. Additionally, it has received the Srishti Excellent Greener Governance Grant each year since 2011. The top 10 greener companies in our country for 2011 are as follows: Dabur





India Limited 2. Infosys Taj Hotels Britannia Industries Limited (fourth) Suzlon India is number five. Sixth, Hindustan Unilever Limited Wipro Enterprises Limited is number seven. Maruti Udyog Limited is number eight. 9. Godrej Consumer Products

The results highlight the fact that in the current environment, being environmentally and customer-friendly are the sole maxims for the results of this case.

### **Regime**

By outlawing the consumption of carrier containers for everyday usage while continuing to support hybrid and electric vehicles (EVs), the Indian regime has also accomplished its part to promote greener marketing and an environmentally friendly nature. By continuing to invest in eco-friendly vehicles, the Indian regime is trying to leverage an underserved market and develop a transportation system that will encourage economic development and reduce emissions. The regime took the initiative to encourage the development of greener buildings and the use of alternative energy by businesses. Political agencies are pressuring businesses to take greater responsibility. The majority of the time, the current regime requires the company to develop a strategy that safeguards the interests of the clients by lowering production of hazardous commodities or derivatives, altering both consumer and industry use and/or intake of negative externalities, or trying to make sure that almost all types of customers are able to assess the ecological proportion of products.

### **5. CHALLENGES:**

Despite the fact that many businesses are using marketing strategies, doing this is not simple because there are a variety of problems that must be resolved. The following are the main obstacles that marketing communication must overcome: A Unique Approach

Urban and educated consumers are becoming more knowledgeable about the benefits of environmentally friendly products. However, the majority of people still don't comprehend it. The public has to be informed about the dangers to the environment. The greener initiatives must be understood by the general public, which will necessitate a significant amount of time and work.

**Expenditure:** Marketing strategy involving the promotion of environmentally friendly items and services, environmentally friendly advanced technologies, and environmentally friendly energy and power sources, each of which necessitates significant financial investments in R&D projects and resulting advertising campaigns, which may inevitably result in higher expenses.

Clients might not accept the company's environmental marketing approach, so the company must make every effort to persuade them of the benefits of purchasing a green product. The most effective approach is to develop eco-labelling programmes. Environmental programmes provide their "permission" to goods that are "more hazardous" for the ecosystem. In reality, Germany started the very first environmental scheme in 1978. Buyers might not always be willing to pay a higher price for the items.

**Longevity:** Because clean energy and goods are initially much more expensive, earnings are typically quite modest. Going green can only be effective over a lengthy period. As a result, the company must prepare for a long-term approach instead of a relatively brief one and prepare accordingly. At the same moment, the company must resist the temptation to engage in unethical behaviour in an effort to generate immediate financial gain.

Businesses engaged in greener marketing must work hard to persuade consumers, and they frequently fail. They must be convinced of the lengthy advantages of greener advertising vs. its brief costs. \* Reducing Greener Myopia - Marketing strategies must provide both increased consumer happiness and improved environmental integrity. Sustainable marketing refraction is the misinterpretation of either or the overemphasis of the latter at the detriment of the former.

Simply put, companies utilising greener marketing must make absolutely sure that their efforts do not deceive customers or the business and that they don't violate any rules or legal provisions related to environmental marketing. In order to overcome the challenges, a company's green brand promises have to: 1. National agency advantages explicitly; 2. Describe ecological features; 3. Describe why advantages are attained; 4. Guarantee comparison contrasts are explained; 5. Guarantee that unfavourable considerations are taken into account; and 6. Use only relevant words and images.

### **6. CONCLUSION:**

The idea of greener marketing won't be simple. In order to determine whether or not it will be feasible, the company must first organise and then conduct an investigation. Because greener marketing is still at its early stages, it must develop. Although implementing greener marketing may be simple at first, it will undoubtedly benefit a



company in the long run. In Indian businesses, greener marketing is still in its infancy. There are several prospects in our market. Buyers are also willing to pay more for environmentally friendly items. Large corporations are being forced by this shift in consumer behaviour to consider the negative effects of their business activities on the environment. Businesses are under pressure to demonstrate the shift in order to secure the sustained growth of humanity due to the significant rise in environmental concerns over the past 20 years. Green marketing has societal and ecological implications; therefore, it shouldn't be seen as just another business model. Rather, it ought to be actively sought. The necessity and advantages of environmentally friendly products must be communicated to users, and this is the job of advertisers. Companies are now conscious that they will not thrive in the current competitive era without integrating sustainability into the heart of their strategy. Our FMCG businesses are also embracing greener initiatives to maintain their marketability. Organizations engage in a variety of actions to demonstrate their concern for society and humanity, but it is important for them to realise that going green does not ignore the financial aspects of advertising. Sustainable marketing aids in producing productive results for businesses and society in general, including reducing costs, staff satisfaction, reducing waste, and welfare programs. The one and only thing needed is dedication and resolve on the part of all business stakeholders. Advertisers have a duty to help customers comprehend the advantages of ethical goods over quasi-products, as well as the advantages consumers might see in the future. The current regime's backing for encouraging investment is complete, and customers are prepared to pay more for a better, healthier environment. Furthermore, it's important to spread the word about how going green benefits the ecosystem among individuals, business customers, and providers. Therefore, marketing acquires even greater significance and importance in these nations, as they should be trailblazers and trailblazers for the rest of the globe.

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