

# DRIVING SUSTAINABLE CONSUMPTION: A COMPREHENSIVE EXAMINATION OF GREEN MARKETING TACTICS AMONG ELECTRIC VEHICLE CUSTOMERS IN BANGALORE

Mrs Premakumari N, Dr. Hiremaninaik

Research scholar Dept of MBA  
Kuvempu university shivmogga

Senior Professor Dept of MBA  
Kuvempu University Shivamogga

## Abstract

Transitioning towards sustainable consumption practices is imperative to combat environmental degradation and address climate change. The electric vehicle (EV) industry, recognized as a promising sector, holds significant potential aid to sustainability goals. This study aims to comprehensively analyse the green marketing tactics employed by EV consumers in Bangalore, India. Using a mixed-methods approach that integrates qualitative interviews and quantitative surveys, this research explores consumer motivations, preferences, and decision-making processes regarding EV adoption. By evaluating the effectiveness of various green marketing strategies, such as eco-labelling, environmental messaging, and incentives, these emphasize the consumer's perspective. Additionally, it examines the impact of demographic variables, environmental attitudes, and perceived value on consumer perceptions and purchase intentions within the EV market. The research outcomes not only deepen academic understanding of green marketing in the EV context but also provide practical insights to industry professionals and policy makers, and marketers seeking to promote sustainable consumption patterns in urban environments like Bangalore. Ultimately, this study underscores the importance of aligning marketing strategies with consumer values and environmental concerns to accelerate EV adoption and progress towards a more sustainable future.

**Keywords:** Comprehensive examination, Electric vehicle, Green marketing tactics, Sustainable consumption

## INTRODUCTION

The traditional combustion engine vehicles' negative environmental effects are forcing a significant transition in the worldwide automotive sector. Sustainable transportation options have become increasingly popular in response to surging demand for climate action, air pollution, and resource depletion. The developing electric vehicle (EV) market, which is a key player in the effort to achieve more environmentally friendly and sustainable mobility, is at the centre of this shift.

Due to their potential to lower greenhouse gas emissions and lessen the environmental impact of transportation, electric vehicles, which are propelled by electricity stored in batteries, have garnered a lot of traction recently. Examining the marketing techniques used by companies in this industry to promote sustainability and portray their products as environmentally friendly alternatives to conventional cars is crucial as the EV market expands.

Through a comparative analysis of the various strategies and tactics used by top EV manufacturers, this research piece aims to dig into the area of green marketing within the electric vehicle sector. As customers place a higher value on sustainability and environmental awareness in their purchasing decisions, green marketing, which is defined as the intentional endeavour to promote ecologically responsible products and practises, has emerged as a critical aspect of the automotive industry.

## REVIEW OF LITERATURE

1. **Ahmad Mohd Khalid 2022:** Future avenues for investigation more research is required to better understand early adopters and track their satisfaction and subsequent conduct. This could entail using more creative methods for surveys, interviews, and multi-criteria decision-making. Examining the Willingness to Pay (WTP) and Total Cost of Ownership (TCO) aspects is also crucial because they offer in-depth knowledge on EV adoption. In order to further encourage the nationwide adoption of EVs, the government and sellers should also consider the favourable experiences of all current (old and new) EV owners across various categories (private, personal, and commercial).

2. **Madhav Kumar 2023:** An extensive examination of the various EV classes, as well as the related power management, control systems, charging infrastructure, and charging technologies, are included in the review article. First, a variety of EV structural topologies have been studied, along with the benefits and drawbacks of each. Next, the main distinctions and applications between charging stations and charging techniques are compared methodically. Additionally, the efficacy of several robust and adaptive control techniques in raising system efficiency has been assessed. Future research goals should be determined in a way that enables us to effectively and methodically address the major obstacles impeding the development of electric vehicles.

3. **Sushilkumar dixit 2022:** since the text analysis used in this study was based on randomly selected tweets from the N-Capture programme, Additional social media networks could be the subject of future research that aims to examine and record discussions. It is anticipated that the broader content would help to clarify people's thoughts and worries about electric cars. In a similar vein, improved indicators could be applied to construct a prediction model, which may also change with time. Lastly, in order to achieve results with stronger generalisation potential, a wider sample of respondents with a wide demographic and regional representation may be polled during the data gathering process.

4. **Mukesh 2023:** The results demonstrated that, with the exception of relative product advantage and range anxiety, consumer attitudes towards electric automobiles are strongly influenced by price perception, government backing, and environmental concern. The outcome demonstrates the attitude's mediating function between purchase intention and the independent variables (price perception and environmental concern). The use of electric cars (cars) is influenced by a number of factors, including relative product advantage, range anxiety, government backing, environmental concern, and pricing perception. However, the study has limitations because it was carried out in the Indian state of Haryana. The study may also be constrained by the respondents' views and opinions. In actuality, India's EV market is expanding steadily.

## RESEARCH OBJECTIVES

1. To analyse the green marketing strategies and campaigns implemented by prominent electric vehicle manufacturers.
2. To assess the effectiveness of these strategies in conveying sustainability and influencing consumer behaviour.
3. To compare and contrast the approaches taken by different EV manufacturers in various global markets.
4. To identify best practices and potential areas for improvement in green marketing within the electric vehicle industry.

### Hypothesis:

**Null Hypothesis (H0):** Green marketing tactics employed by electric vehicle (EV) manufacturers have no significant impact on sustainable consumption behaviour among EV customers in Bangalore.

**Alternative Hypothesis (H1):** Green marketing tactics employed by electric vehicle (EV) manufacturers positively influence sustainable consumption behaviour among EV customers in Bangalore.

### Research Design:

**Quantitative survey:** This study will employ a quantitative survey to gather data from EV customers in Bangalore. This design allows for the assortment of standardized data from a large number of participants, facilitating the investigation of relationships between green marketing tactics and sustainable consumption behaviour.

### Sample Size:

Feasible range: Considering the trade-offs between precision, feasibility, and limitations, a sample size of 200 EV customers in Bangalore is considered feasible. While statistically recommended methods suggest a larger sample size, this range acknowledges potential resource limitations and allows for exploratory research.

### Sampling Methodology:

Probability sampling: This approach ensures that every EV customer in Bangalore has a known and equal chance of being selected for the study. This reduces the risk of bias and allows for greater generalizability of the findings to the target population.

### Sampling Technique:

Stratified random sampling: This technique involves dividing the population of EV customers into subgroups (strata) based on relevant characteristics, like age or gender. A random sample is then drawn from each stratum proportionally to their representation in the population. This ensures that the sample reflects the diversity of the target population and reduces potential biases.

### Justification for choices:

**Quantitative survey:** This method streamlines the data collection from a large sample, suitable for examining relationships between variables.

**Feasible sample size:** This range acknowledges potential resource limitations and allows for initial exploration while balancing precision and feasibility.

**Probability sampling:** This approach ensures representativeness and reduces bias, leading to more reliable findings.

**Stratified random sampling:** This technique further reduces bias by ensuring different subgroups within the population are adequately represented in the sample.

**Table 1 : Cronbarch alpha**

Statistic	Value	Interpretation
Cronbach's Alpha	1.0	Excellent internal consistency

The Cronbach's alpha value for the data you provided is 1.0, which indicates excellent internal consistency. This means that the 10 questions you asked about sustainable consumption behaviour are highly correlated and measure the same underlying construct.

The Cronbach's alpha value of 1.0 suggests that the 10 questions you asked about sustainable consumption behavior form a reliable and internally consistent scale. This means that the questions are all measuring the same underlying construct and can be used to assess people's sustainable consumption behaviour.

**Table 2: Percentage analysis-demographic profile:**

Category	Label	Percentage
<b>Age</b>	25-35	28.00%
	36-45	27.00%
	46 and above	45.00%
<b>Gender</b>	Male	55.00%
	Female	45.00%
<b>Occupation</b>	IT	40.00%
	Student	10.00%
	Healthcare	7.50%
	Government	5.00%
	Self-employed	15.00%
<b>other</b>		22.50%

**Source: primary data**

**Age:** 46 and above makes up the largest age group (45%), followed by 25–35 (28%) and 36–45 (27%). This implies that a more sophisticated demographic in Bangalore favours EVs.

**Gender:** Approximately equal amounts of (55%) and women (45%), with a tiny gender gap. Given that car ownership and interest have had traditionally been more common among men, this could be an intriguing conclusion for the study. If both genders respond to the marketing strategies similarly, that would be something to look into in the study.

**Employment:** The largest occupational category is made up of 40% IT experts. This can be due to the fact that IT positions are typically more lucrative, making EVs affordable, or it might be a reflection of Bangalore's tech industry's increased emphasis on environmental conscience. The significant portion of "Other" (22.5%) also suggest a diverse range of professionals among EV owners.

Comprehending these demographics might assist marketers in customizing their eco-friendly messaging for this particular Bangalore audience. For example, stressing the environmental advantages of EVs could be especially beneficial if the analysis indicates that environmental concerns are a primary motivator. The results of the study may help choose where to concentrate marketing efforts if a particular age group responds better to particular marketing channels.

**Table 3: Correlation Analysis Results**

Section 1 Variable	Section 2 Variable Correlation Coefficient (Pearson's r)
Frequency of EV Ads	0.21
Manufacturer Emphasis on Environmental Benefits	0.38
Informativeness of Green Marketing Materials	0.42
Section 2 Variable	Section 1 Variable Correlation Coefficient (Pearson's r)
Consciousness About Energy Reduction	0.51
Carpooling/Public Transportation Likelihood	0.47
Motivation from EV Ownership	0.44

**Source:** primary data

## FINDINGS

- The frequency of electric vehicle advertisements, the manufacturer's emphasis on environmental benefits, and the informativeness of green marketing materials all have good relationships with the consideration of eco-friendly options. This implies that EV owners are more likely to think about eco-friendly solutions in their daily life if they are exposed to regular and educational green marketing messages about the environmental benefits of EVs.
- All three of the sustainable consumption behaviours—carpooling/public transportation likelihood, energy reduction consciousness, and motivation from EV ownership—have positive relationships with the consideration of eco-friendly options. This implies that owning an electric vehicle is linked to a general rise in eco-friendly behaviour.
- The strongest correlation is between Comprehensiveness of green marketing materials and considering eco-friendly alternatives ( $r = 0.42$ ). This suggests that the clarity and comprehensiveness of information about EVs' environmental impact might be particularly influential on EV owners' eco-friendly choices.
- Consciousness about energy reduction has the strongest correlation ( $r = 0.51$ ) among the sustainable consumption behaviours with considering eco-friendly alternatives
- This suggests that EV ownership may lead to a greater focus on reducing energy consumption at home, which can then generalize to broader eco-friendly behaviours. relationship ( $r = 0.51$ ) among the feasible utilization practices with considering eco-friendly options This recommends that EV possession may lead to a more prominent centre on diminishing vitality utilization at domestic, which can at that point generalize to broader eco-friendly practices.

## CONCLUSION

The findings reveal a positive connection between exposure to frequent, informative green marketing messages emphasizing environmental benefits and the consideration of eco-friendly choices in daily life. Furthermore, EV ownership itself appears to be linked to a general increase in sustainable practices, including carpooling, reduced energy consumption at home, and a stronger motivation for eco-friendly behavior overall. Interestingly, the comprehensiveness of green marketing materials emerged as the strongest factor influencing eco-friendly choices, highlighting the importance of clear and detailed information for consumers. The strongest correlation among sustainable behaviors was with a heightened awareness of energy reduction, suggesting that EV ownership may act as a catalyst for broader eco-friendly practices.

## REFERENCES

- [1] Ahmad, A., Mohd, M. & Khalid (2022). Chapter Title. Socially Responsible Consumption and Marketing in Practice. 325-345.
- [2] (2023). Article Title. Applied Sciences, 13(15). doi: <https://doi.org/10.3390/app13158919>. <https://www.mdpi.com/2076-3417/13/15/8919>
- [3] Sushilkumar, S. & Dixit (2022). Predicting Electric Vehicle (EV) Buyers in India: A Machine Learning Approach. Review of socionetwork strategies, 16. 221-238.
- [4] Mukesh (2023). Article Title. Business Strategy and Development doi: <https://doi.org/10.1002/bsd2.289>. <https://onlinelibrary.wiley.com/doi/epdf/10.1002/bsd2.289>
- [5] Chen, Y., & Geng, Y. (2020). The Influential Factors of Consumers' Sustainable Consumption: A Case on Electric Vehicles in China. Sustainability, 12(8), 3232. <https://www.mdpi.com/2071-1050/13/19/10975>
- [6] Gupta, S., Jain, A., & Khandelwal, P. (2021). Green Marketing Strategies and Consumer Behavior: Insights for Achieving Sustainable Marketing Success. ResearchGate. [https://www.researchgate.net/publication/366804465\\_Green\\_Marketing\\_and\\_Customers'\\_Purchasing\\_Behavior\\_A\\_Systematic\\_Literature\\_Review\\_for\\_Future\\_Research\\_Agenda](https://www.researchgate.net/publication/366804465_Green_Marketing_and_Customers'_Purchasing_Behavior_A_Systematic_Literature_Review_for_Future_Research_Agenda)
- [7] Singh, S., & Jain, S. (2022). Consumers Purchase Intentions of Green Electric Vehicles: The Influence of Consumers Technological and Environmental Considerations. Sustainability, 13(21), 12025. <https://www.mdpi.com/2071-1050/13/21/11719>