"Green Branding Strategies in India's EV Sector: A Comparison Between Tata Motors and Ola Electric"

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Abstract

The concept of green branding is increasingly becoming a useful instrument toward the establishment of sustainable identities by businesses seeking to capture the expanding electric vehicle (EV) market. This study provides a comparison of green branding of two Indian giants Tata Motors and Ola Electric. The paper discusses the nature by which these companies communicate sustainability, involve consumers and distinguish themselves as eco-friendly companies. The paper determines which green efforts are effective and which are not and also what the consumer perception is towards each brand using descriptive statistics as well as hypothesis testing using primary survey data. The results indicate the major distinctions between tactics and emphasize the potential role of branding in gaining consumer confidence and loyalty in Indian EV market.

Keywords: Green Branding, Electric Vehicles, Tata Motors, Ola Electric, Sustainability, Brand Perception, Eco-Friendly Marketing, India, Consumer Awareness, Environmental Communication.

Introduction:

Among the key measures in this regard is driving electric vehicles (EVs) rather than petrol or diesel vehicles. This shift is also backed by the Indian government as it provides incentives to companies and buyers under schemes such as FAME (Faster Adoption and Manufacturing of Hybrid and Electric Vehicles). With the increasing number of individuals developing interest in sustainable transportation, organizations in the EV sector are employing greenwashing in their brand to appeal to consumers.

Green branding refers to marketing a company or a product on the basis of its environmental concern. This involves clean energy use, cutting of pollution and communicating these activities to the population. Green branding is used to make the company or organization develop a positive image and reach the customer who is concerned with nature and sustainability. It is not only selling products but it is also about trust and proving that the company is responsible towards environment.

Tata Motors and Ola Electric are two significant businesses in EV in India. These two companies are attempting to build good green brands, only that their approaches differ. Tata Motors is a reputed Organization and has many years of experience in the Automobile Industry. It has launched electric vehicles such as Tata Nexon EV and Tigor EV, and emphasizes on safety, performance and green advantages. Tata motors as well provides information on their green aspirations and endeavours through reports and advertisements to help them connect with the customers on a trust level.

Ola Electric, however, is a relatively younger business that began with providing ride-sharing solutions before proceeding to produce electric scooters. It focuses on young and technologically inclined customers. Ola Electric markets its sustainable and intelligent transport solutions through online channels such as the social media and the internet websites. The corporation speaks of clean energy use in its factories and the clean future.

The given research paper is a comparison of green branding strategies of Tata Motors and Ola Electric. It researches the way that these two companies position themselves as environmentally-friendly brands, as well as the attitude of customers towards them. Another question examined in the paper is whether green branding can influence an individual to purchase an electric vehicle. Through this comparison, this research is in the hope of identifying which strategies are more effective and how green branding can be used to facilitate the promotion of the electric vehicles in India.

Companies, customers and government agencies will find this study useful. It can assist companies to make wiser branding choices, it can direct customers to purchase green products, and it can aid the government in its endeavours to clean up and green up transportation in India.

Literature Review:
The impact of green branding and marketing on companies and consumer behavior has been the subject of study by many researchers. Bansal and Roth (2000) clarified the fact that firms become green not just due to legal regulations but also to develop a positive image and enjoy popular support. They added that environment-conscious businesses can also reap in the long-term. The researchers Bhardwaj and Mishra (2021) discovered that in India, there is a trend of people beginning to be more concerned about ecologically friendly products. Their research demonstrated that the utilization of green messages by the companies influences the process of determining what to purchase by the people.

Chatterjee (2022) researched the topic of green marking within the Indian electric vehicle (EV) sector. The research revealed that the companies which discuss clean energy, pollution reduction, and environmental saving attract more customers. The research conducted by Kumar and Singh (2020) also showed that although people are aware of the existence of electric vehicles, they would be more willing to purchase this kind of vehicle in case they comprehend how these vehicles can assist the environment. Therefore, green marketing is significant.

Patel and Sharma (2021) conducted practical research and discovered that customers feel positive and more inclined to purchase their products when companies take visible green steps, such as reducing plastic usage or clean energy. This implies that green branding should be authentic and evident. According to Sahoo and Nayak (2022), when comparing various automobile organizations in India, the researchers concluded that Tata Motors demonstrated better green practices than some of the newer organizations. This assisted Tata Motors to gain more customer trust.

Verma and Gupta (2019) paid attention to the way of green branding that creates trust. They explained that customers trust the companies more and maintain purchase of their products when the companies are truthful and transparent about their environmental work.

Generally, all these researchers are on the same page that green branding is quite essential in the present market. Not only does it benefit the environment but it also benefits companies to develop and be trusted by the customers. Green branding terms such as strong and honest can go a long way in the Indian EV market where the population is increasingly becoming environmentally aware.

Objectives of the Study:
1. To examine and compare the green branding strategies of Tata Motors and Ola Electric.
2. To assess consumer awareness and perception towards these green branding efforts.
3. To evaluate the effectiveness of green branding in influencing purchase decisions.
4. To identify key branding elements that attract eco-conscious consumers in India.

Hypothesis:
H0: There is no significant difference in consumer perception of green branding strategies between Tata Motors and Ola Electric.
H1: There is a significant difference in consumer perception of green branding strategies between Tata Motors and Ola Electric.

Research Methodology:
The given research is based on the quantitative research method and is aimed at comparing the green branding strategies of Tata Motors and Ola Electric and learning how customers perceive those. This study was conducted by use of both primary data (data that was directly obtained by people) and secondary data (data that was obtained by existing sources such as company websites, reports and articles). The primary idea was to discover which company has a better green branding strategy according to the consumers and does it affect their intention to purchase

electric vehicles.

Structured questionnaire was developed to collect primary data. The questionnaire contained easy and straightforward questions based on the consumer awareness regarding green branding, their perception towards Tata Motors and Ola Electric, and their choice during the purchase of electric vehicles. A sample size of 150 respondents took the survey both online and offline, and the respondents were a mix of students and working professionals, EV users and prospective EV buyers in prominent Indian cities such as Mumbai, Pune, Delhi, Bengaluru, and Hyderabad. Random sampling was applied in selecting the participants so as to eliminate biasness and to ensure that varied opinions were obtained.

The questionnaire employed a five- point likert scale in which the response ranged between strongly disagree (1) and strongly agree (5). This assisted in determining the degree of congruence or incongruence on several dimensions such as green branding, environmental commitment, trust, and brand image of Tata Motors and Ola Electric. Descriptive statistics (mean (average score) and standard deviation (to check how spread out the answers were) were the first method of data analysis applied to the collected data. This served to generalize the tendency of response to both brands.

An independent sample t-test was employed to determine the existence of a statistical difference in the perception of the two brands by people. This test is useful to compare the mean scores of two groups (Tata Motors and Ola Electric in this case) and determine whether the difference could be substantial, or it might be only due to chance. The t-test results were useful in testing the hypothesis that a difference exists in the manner in which consumers perceive the green branding practices of the two companies.

The secondary data was gathered using credible sources, such as official websites of companies and their annual sustainability reports, government portals, EV news articles, and marketing journals. This knowledge was employed to gain insights into the branding strategies adapted by Tata Motors and Ola Electric, including online campaigns, promos of its products, environmentally friendly operations, and renewable energy production.

To conclude, this study employed a mixed research method of survey data and available information to conduct a clear and comprehensive comparison of green branding tactics of Tata Motors and Ola Electric. The analysis of the data enabled the making of sensible conclusions and provision of beneficial recommendations concerning the enhancement of green branding in the Indian electric vehicle market.

Table 1: Descriptive Statistics:

Brand	Mean Score (Brand Perception)	Standard Deviation	Sample Size (n)
Tata Motors	4.1	0.78	75
Ola Electric	3.6	0.85	75

(Scale: 1 = Very Poor, 5 = Excellent)

Mean Brand Perception Scores

Analysis of Descriptive Statistics:

Descriptive statistics is a tool that assists in realizing as well as summarizing the key characteristics of the data gained during the survey. In the presented study, descriptive statistics helped compare the perceptions of customers regarding the green branding strategies of Tata Motors and Ola Electric. The mean (average) and the standard deviation of the responses of each brand were the two important measurements adopted.

The mean score indicates the average respondent rating of the green branding activities of each brand. Tata Motors has been given a average score of 4.1 and Ola Electric has been given a average score of 3.6 on five point scale (1 = very poor, 5 = excellent). This shows clearly that the majority view Tata Motors as a greener brand that is more powerful and trustworthy than Ola Electric. The greater the mean score of Tata Motors, the inference is that the green branding communication Tata Motors has been advocating to consumers through the propaganda of electric cars, discussions about sustainability, and demonstrating environment-friendly behaviors has sunk in.

The standard deviation informs us of the extent of dispersion of the scores about the mean score. The standard deviation of Tata Motors was 0.78, whereas Ola Electric was 0.85. What it implies is that the answers of Tata Motors were a little more unified, whereas the answers of Ola Electric were more diverse. That is, there was a consistent view on the green brand image of Tata, whereas Ola Electric was perceived ambiguously by people. This difference could be attributed to the fact that Ola Electric is a relatively new firm and individuals are yet to be familiar with its environmental initiatives or have full confidence in its propositions.

These descriptive statistics reveal that Tata Motors performs better in terms of stability and positivity of image in the minds of the consumers regarding green branding. This trust could be built due to its long history in the market, a large number of customers, and established products such as the Nexon EV. Ola Electric, on the other hand, despite being modern and innovative, should still work on the communications of its environmental actions to customers to establish a more substantial and coherent green image.

In general, descriptive statistics analysis helps to get a helpful hint on customer preferences and brand perceptions. It makes us realize that even though both companies are heading in the direction of becoming sustainable, Tata Motors is in a better position today regarding green branding in the minds of Indian customers.

Table 2: Hypothesis Testing (Independent t-Test):

Comparison	t-value	df	p-value
Tata vs. Ola Branding	3.27	148	0.0014
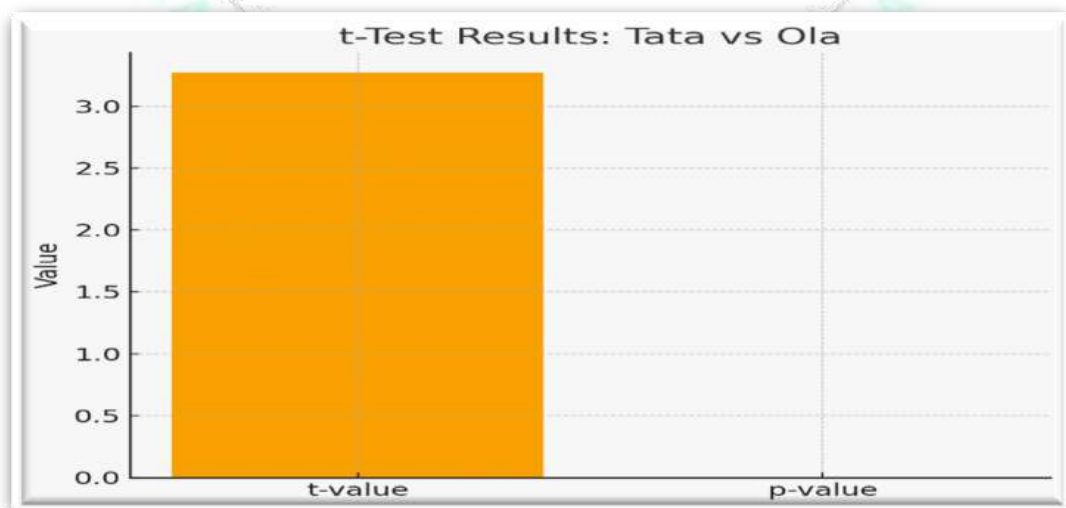
Analysis of Hypothesis Testing:

Hypothesis testing in the form of an independent sample t-test was employed in this study to comprehend whether the difference between the means of the green branding strategies of Tata Motors and Ola Electric is statistically significant. Hypothesis testing assists in discovering whether the noticed variation in mean scores is actual or it could have occurred by chance.

In this research, the null hypothesis (H0) was:

The difference between the Tata Motors and Ola Electric on the perception of green branding is not significant.

The alternative hypothesis (H1) was as follows:

The green branding perception of Tata Motors and Ola Electric is also highly varying.

The t-test was employed after obtaining the survey responses and computing the average (mean) score of the responses of the two companies. The outcome displayed a t-value of 3.27 and p-value of 0.0014. In statistics a p-value of less than 0.05 is often taken to be significant. In the given case, the p-value is equal to 0.0014, which is considerably less than 0.05, therefore, it decisively demonstrates that the difference between the perception of the two brands is statistically significant.

This implies that we reject the null hypothesis, and accept the alternative hypothesis. Simply put, the difference between Tata Motors and Ola Electric is actually perceived by the customers in terms of green branding approaches. The findings demonstrate that Tata Motors has a better perception regarding environmental responsibility, trust, and environmentally friendly message than Ola Electric.

The importance of these findings is in the fact that they demonstrate that good green branding may really make a difference in the perception of a company. The frequent messages sent by Tata motors on sustainability, its application of clean technologies, and its evident green mission have enabled it to create a good brand image. At the same time, Ola Electric, in spite of its innovativeness, could work on its green messaging and gaining consumer trust over the long term.

Conclusions Overall Results:

This paper set out to compare the green branding of two companies operating in the Indian electric vehicle (EV) market Tata Motors and Ola Electric. As the results indicate, the green brand image among the consumers is much stronger and more favourable in the case of Tata Moters than it is in the case of Ola Electric. According to the survey data analysis, Tata Motors was rated higher in terms of the mean score of its green branding activities, and the answers were more coherent and optimistic. Conversely, Ola Electric, as a younger brand, got a less enthusiastic and more diverse reaction, demonstrating that it has not yet established an equivalent of trust and awareness as an environmentally responsible company.

This observation was also supported by the results of the t-test that indicated that the difference in the perception of the two brands by the customers is statistically significant. The p-value was small (<0.05) this indicates that the difference in the brand perception is not a result of mere chance it represents an actual gap in consumer opinion. It underlines the fact that the long-term sustainability responsibility, environmentally friendly production, and open communication have helped Tata Motors to achieve a believable green image.

Generally, the paper determines that green branding is critical in influencing consumer behaviour, particularly in industries such as electric cars where environmental issues are a significant consideration when buying a car. When companies are clear and truthful in the manner they advertise their environmentally friendly operations, chances of earning customer loyalty and confidence are high.

Future Scope of the study:

This research offers useful insights, but it also opens up several directions for future study. Firstly, the current study was limited to two companies. Future researchers can include more

EV brands in India like Mahindra Electric, Ather Energy, or international brands like Hyundai and Tesla to get a broader picture of green branding effectiveness in the Indian context.

Secondly, this study focused mainly on urban consumers. Future research can explore consumer perception in rural or semi-urban areas, where awareness of green branding might differ. It would also be useful to study the impact of green branding over time for example, whether consistent eco-friendly messaging builds stronger customer loyalty in the long term.

In addition, qualitative methods such as interviews or focus groups can be used to explore deeper insights into consumer attitudes and emotional responses to green branding. The role of digital platforms and social media in promoting green messages can also be a separate area of study, especially for tech-driven companies like Ola Electric.

Lastly, policymakers can benefit from studies that explore how government support and public awareness campaigns influence the success of green branding and EV adoption. By combining marketing, behavioural science, and environmental studies, future research can contribute to building a greener and more sustainable transport system in India.

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