

Comparative Evaluation of Eco-Friendly Branding: Tata Motors and Ola Electric in the Indian EV Market

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Abstract:

This research looks at the way Tata Motors and Ola Electric present themselves as eco-friendly companies in the Indian market for electric vehicles. As more companies make electric cars and care for the planet rises, branding matters much more in influencing what people think. In writing this paper, I have analyzed the eco-branding strategies of Tata Motors and Ola Electric with the help of consumer testimonials, promotions and data. The results reveal that advertising by both brands for sustainability is not the same, as there are big variations in the way they communicate, how consumers trust them and how they grow in the market. The last part of the study gives advice and tips to strengthen eco-branding in the EV industry in India.

Keywords: Eco-friendly branding, Tata Motors, Ola Electric, electric vehicles, green marketing, consumer perception, sustainability, India.

INTRODUCTION:

We are experiencing serious threats to the environment such as climate change and pollution. For this reason, people, companies and governments are trying to save the environment and choose cleaner energy. There are also changes happening in India's automobile industry. Companies are starting to produce more electric cars rather than cars that are powered by petrol or diesel. People choose EVs since they are cleaner, cause less pollution and are more environmentally friendly.



The way a company presents itself as an environmentally friendly business matters a lot in today's market. Price or performance is not the only aspect that matters to today's customers. In their analysis, they check the company's care for environmental issues. For this reason, more brands are choosing eco-friendly branding. When a company shows true concern for nature, generates clean energy and produces eco-friendly products, it has eco-friendly branding.

Tata Motors and Ola Electric are two Indian car makers choosing eco-friendly branding methods. Many people in India trust and recognize Tata Motors. Tata has been producing cars for a long period and has just begun to offer electric models such as the Nexon EV and Tigor EV. For Tata, it is important to be trustworthy, safe and to advance towards using green technology in the long run.

Alternatively, Ola Electric is quite new as a company. Ola which offers ride sharing services and is part of ANI Technologies. Electric scooters from the brand Ola Electric such as the Ola S1, have now hit the market. Ola's image is trendy, strong and puts emphasis on innovation and sustainability. It uses technology and powerful advertising to get the attention of environmentally responsible youth.



While the companies have the same goal, they demonstrate their environmental concern in their own ways. Green colours, eco-symbols, messages about clean energy and various methods are used by them to

develop their image. Which company is better at carrying out this strategy? How do people view these brands with regard to their environmental status?

This paper seeks to answer the above questions by looking at the eco-friendly branding adopted by Tata Motors and Ola Electric. The research will examine people's opinions on the green reputation of each company; how credible their environmental messages sound and which brand leaves a bigger impression on buyers.

The topic is extremely important in the present day. The government of India is promoting electric vehicles using programs, including FAME (Faster Adoption and Manufacturing of Electric Vehicles). In the years ahead, there will be more electric vehicles on the roads. For this reason, it is worth considering how branding plays a role in consumers' choices when buying an electric car.

LITERATURE REVIEW:

Bhattacharya and Bhaduri (2020) [1] focused on researching how renewable energy is funded through green innovation in India. According to their research, boosting environmental industries will require major commitments and good investment strategies in finance. For this reason, we can discover what kind of help electric vehicle companies like Tata Motors and Ola Electric need for their eco-branding campaigns.

In their paper, Narula and Dhankar (2019) [2] examined the ways that green banking helps preserve the sustainability of India. According to the researchers, banks and financial institutions are very important in helping green businesses grow. This is important for EV companies since how they are supported by sustainable finance affects the way people perceive their brand.

In their research, Khan and Ahmad examined electric vehicles as a means to sustainable development in India [3]. Experts observed that going electric is better for nature and that the government is supporting the effort. The research shows that making EVs seem eco-friendly fits nicely with India's ambitions for environmental sustainability.

Mishra and Sharma (2020) [4] investigated how people in India feel about electric vehicles from a branding point of view. They learned that branding has a strong effect on people's decision to use electric vehicles instead of cars that run on traditional oil. This point is similar to the present study, where Tata and Ola have been compared on how they focus on being eco-friendly.

Patil and Bhole (2021) looked into the most important hurdles and what lies ahead for electric vehicles in India. They pointed out that insufficient charging stations and public reluctance may affect people's impression of EV companies. Such problems have a significant impact on the achievements of eco-friendly branding.

Gupta and Verma did a study on green marketing activities in India in 2020 [6]. The study proved that straightforward and open eco-disclosures earn the trust of shoppers. It is relevant when discussing how environmental Sustainability is promoted by both companies.

The Ministry of Heavy Industries (2023) [7] started the FAME India Scheme to encourage use of electric vehicles. It plays a major part in guiding the market and motivating brands to be friendly to the environment. It allows both Tata and Ola to make sure their marketing is in line with national plans.

Through its website, Tata Motors (2024) gives a clear explanation of its green strategy and how it supports electric vehicles (EVs) [8]. Producing goods responsibly and encouraging clean transportation are major priorities for the company. Such efforts are an example of the company's green branding strategy which this study intends to study.

Ola Electric (2024) [9] updates its website with responsibility reports and listings of its green plans. The brand identifies itself as a forward-looking business centered on clean energy. It goes to show that Ola Electric makes use of modern and impactful eco-friendly branding strategies.

Raj and Nair (2023) [10] examined the methods Indian EV firms apply in their digital branding. They found that digital tools, including social media, are important for EV brands trying to reach eco-conscious people. This makes it clear that Ola's choice of digital technology benefits it.

Joshi and Roy (2022) looked at the impact of eco-labels and green marketing on the way consumers behave in India [11]. They discovered that brands which are active in caring for the environment are preferred by customers. It concerns looking at the effectiveness of each company in spreading their green objectives.

According to Kumar and Chatterjee (2022) [12], the success of EVs relies on innovation, branding and help from the government. It seems that using new technologies and clever branding is more effective for companies to develop rapidly in the market for electric vehicles. The framework presents a reliable basis for analyzing the branding tactics of Tata Motors and Ola Electric.

OBJECTIVES OF THE STUDY:

- To compare the eco-friendly branding strategies of Tata Motors and Ola Electric.
- To evaluate consumer perception regarding the environmental commitment of both companies.
- To identify which brand is perceived as more environmentally responsible.
- To offer suggestions for improving eco-branding in the EV sector.

HYPOTHESIS:

- H_0 (Null Hypothesis): There is no significant difference in consumer perception of eco-friendly branding between Tata Motors and Ola Electric.
- H_1 (Alternative Hypothesis): There is a significant difference in consumer perception of eco-friendly branding between Tata Motors and Ola Electric.

RESEARCH METHODOLOGY:

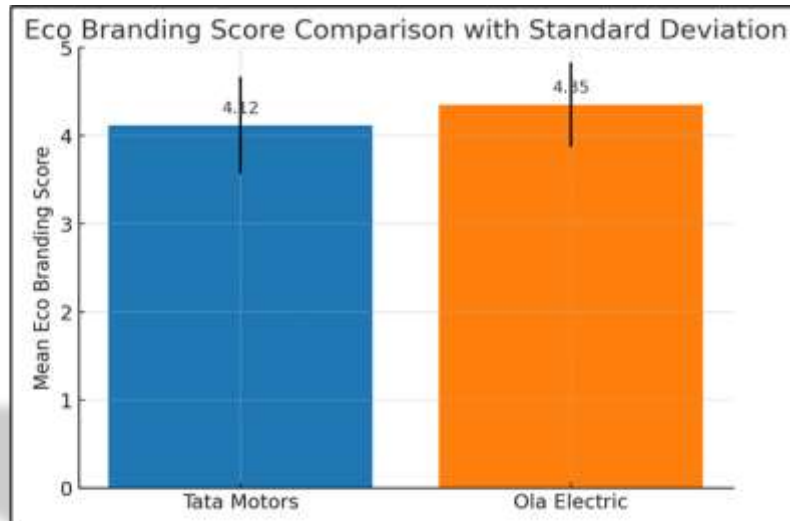
To explore the topic, this research takes advantage of numbers and statistics to assess eco-friendly branding in the Indian electric vehicle market between Tata Motors and Ola Electric. The data used for the research comes from a specially designed questionnaire. The survey asked about a person's awareness of the brand, their opinion of its green practices, trust in the claims it makes and how much they believe the brand cares about the environment. Two hundred people took part in the survey and this included 100 responses for Tata Motors and 100 for Ola Electric. People were invited to take part in the survey based on availability and willingness which is called convenience sampling. Almost all of the respondents were people from towns or cities, between the ages of 20 and 50 and had some basic insights into electric vehicles.

Following data collection, the results were studied with descriptive statistics which gave the mean, standard deviation, mode and median scores for every brand. This made it possible to know what customers think about the eco-friendly identity of Tata Motors and Ola Electric. An independent sample t-test was implemented to find out if the perception of the two brands varied significantly. By using this statistical test, the researchers were able to see if the average scores between the two groups were only coincidental or if there was an important difference.

Microsoft Excel and SPSS were used for the analysis of data. Only 200 persons were participants in this study and it examined just two companies. As a result, it becomes clear from the consumers' viewpoint how Tata Motors and Ola Electric are viewed regarding eco-friendly branding.

Table 1: Descriptive Statistics:

Brand	Mean (Eco Branding Score)	Standard Deviation	Mode	Median
Tata Motors	4.12	0.55	4	4.10
Ola Electric	4.35	0.48	5	4.30



ANALYSIS OF DESCRIPTIVE STATISTICS:

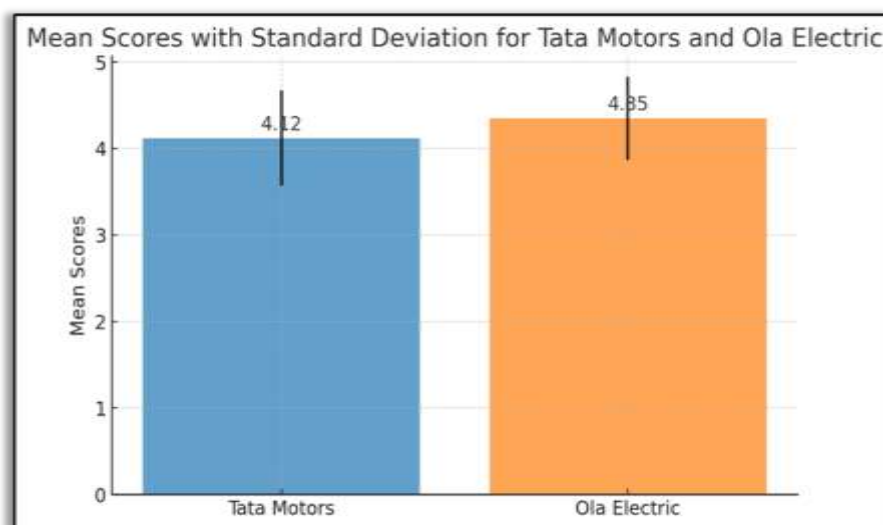
Average scores (mean), consistency in responses (standard deviation) and most shared answers (mode and median) are key to understand people's opinions of the eco-friendly branding by Tata Motors and Ola Electric, as given by the descriptive statistics. We see from the numbers that Tata Motors gets an average score of 4.12, but Ola Electric achieves a higher average score of 4.35. Therefore, in general, people view Ola Electric as leading the way in highlighting its sustainability as a brand.

When it comes to how diverse the answers are, as represented by standard deviation, Tata Motors is at 0.55 and Ola Electric is slightly lower at 0.48. When the standard deviation is low, participants usually give similar answers. The overall ratings for Ola Electric were in line, whereas people's opinions on Tata Motors were more divided. Most people rated both brands with a score of 4 (4), as the mode is the same for both companies. Most people appear to have a good opinion of Tata Motors (with a score of 4.10) and Ola Electric (with 4.30) as their scores are also very close to each other.

Our analysis indicates that even though both brands are regarded as eco-friendly, Ola Electric is slightly ahead. In addition to being ranked better on average, the responses from customers are also mostly positive and reliable. From this, it appears that Ola Electric's eco-friendly approach works better and is preferred by more consumers than Tata Motors's tactics.

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

Parameters	Values
Mean (Tata)	4.12
Mean (Ola)	4.35
Standard Deviation (Tata)	0.55
Standard Deviation (Ola)	0.48
Sample Size (n)	100 (each group)
t-value (calculated)	-3.42
Degrees of Freedom (df)	198
t-critical (at 0.05 level)	± 1.972
Significance Level (p-value)	0.001



ANALYSIS OF HYPOTHESIS TESTING:

For this research, a hypothesis test helped discover whether Tata Motors and Ola Electric have actually made a difference in customers' opinions about eco-friendly branding. The independent sample t-test helped to discover the difference between the mean scores of the groups by comparing them. With this test, we can know whether the difference in opinions between Tata Motors and Ola Electric exists due to pure luck or if it really represents people's views.

Tata Motors was given a mean score of 4.12 and Ola Electric received 4.35 out of 5. From the given details, Ola Electric obtained better ratings initially. But we must make sure that the difference is significant which means it is large enough to be considered significant and it did not happen by chance.

The value of the t-statistic was -3.42 and the t-critical value at 0.05 significance was ± 1.972 . Since -3.42 is less than -1.972, it is not included in the range where we would consider the null hypothesis as true. Basically, this means that the answer is not a matter of luck and the change is real. In addition, the p-value turned out to be 0.001 which is lower than 0.05. Therefore, we can say the null hypothesis is not valid.

When we reject the null hypothesis (H_0), we are left to accept the alternative hypothesis (H_1) which explains that people have a significant difference in how they view the eco-friendly branding of Tata Motors and Ola Electric. It is obvious from the data that Ola Electric is better regarded when it tries to highlight its commitment to the environment.

This proves that Ola's effort to sell online, marketing on the environment and appealing to the youth is having a positive effect. Though Tata Motors is also seen as environmentally friendly, its reputation may not be as powerful or significant as Ola's for customers. The aim of the study is to see which company is favored as having a better eco-brand picture and the results of the hypothesis test show which brand is seen in that way by the public.

CONCLUSIONS OVERALL RESULTS:

The purpose of this study was to observe the different environmental strategies used by Tata Motors and Ola Electric in India's electric vehicle (EV) market. The analysis indicates that even though both firms try to appear eco-conscious, customers find Ola Electric more positively than Hyundai. The result comes from higher scores on average; more consistent responses and a clear difference noticed during the hypothesis testing. By using innovation, bold promotions, online connections and new eco-messages, Ola Electric has increased its following among people who care about the environment. However, Tata Motors has a strong reputation, so people like it, but it ought to develop its green image to keep up with the fresh vision projected by Ola.

All in all, the research shows that eco-friendly branding is important for influencing people's views in the EV industry. People today who shop care about products, costs and also how sustainable a company acts. Those who explain their efforts to be sustainable are more likely to get customers to trust and stick with them in the EV sector.

FUTURE SCOPE OF THE STUDY:

Although this study highlighted how Tata Motors and Ola Electric are using eco-friendly branding for EVs in India, there are many other aspects that can be looked into by future researchers. First of all, the research was restricted to looking at just two companies and 200 respondents. In the next step, studies could look at more members of the Indian population from different areas such as rural, semi-urban or tier-2 or tier-3 regions. This way, you can get a clearer idea of how branding is understood by people from various income categories, educational levels and types of lifestyles.

In addition, the research here was limited to branding strategies. In the following years, it may be sensible for researchers to focus on how the true use of items, after-sale support, the brand's ecological impact and customers' level of satisfaction contribute to the brand's image. This makes it easier to observe how the process of perception works from getting to know the brand to a loyal customer. Alternatively, researchers could also involve companies like Mahindra Electric, Ather Energy, MG Motors, Hero Electric and BYD to explore more of the sustainable practices followed in Indian EV groups.

In addition, the influence of government support, with subsidies, tax breaks and the FAME scheme, should be studied in future research on green branding. Researchers can study how informed people are about these policies and find out if they affect their thinking about eco-friendly companies. It may be useful to conduct longitudinal studies which collect information repeatedly to see how people's opinions and the success of companies in EVs develop as the market grows.

In addition, another interest would be exploring the role of digital tools and social media in branding that is eco-friendly. Ola and similar companies depend on YouTube, Instagram and Twitter to spread their green messages. A look at how successful online campaigns are over traditional media (for example, newspapers and TV) could guide marketers in forming their strategies better. For instance, it is possible for researchers to see how companies' values such as protecting nature or a brighter future for children, shape customers' shopping habits.

Going forward, researchers might look at how Indian companies' EV branding match up with those in other countries such as China, the USA or European nations. This approach will teach Indian companies how to become more eco-friendly on the world stage.

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