

The Role of Green Marketing in Shaping Brand Image: Insights from the Electric Vehicle Industry

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Abstract

Green marketing plays a pivotal role in shaping brand image within the electric vehicle (EV) industry. By emphasizing environmental benefits and sustainable practices, companies can enhance their reputation and appeal to eco-conscious consumers. Kotler (2011) emphasizes that green marketing aligns with societal values, influencing consumer behavior and brand perception. The purpose of this study is to explore the impact of green marketing strategies on shaping brand image within the electric vehicle (EV) industry. The population of this study consists of Trichy youth whose age is between 18 to 60 years. The researcher distributed 60 questionnaires among youth of Trichy district. Green marketing emerges as a pivotal strategy in shaping a positive brand image in the EV industry. Consumers increasingly associate sustainability-focused marketing efforts with trustworthiness, innovation, and social responsibility.

Key words: Green marketing, Branding, Electric vehicle, Consumer,

I.INTRODUCTION

Green marketing plays a pivotal role in shaping brand image within the electric vehicle (EV) industry. By emphasizing environmental benefits and sustainable practices, companies can enhance their reputation and appeal to eco-conscious consumers. Green marketing involves promoting products or services based on their environmental benefits. It's rooted in sustainable practices and appeals to eco-conscious consumers. Green marketing and brand image are closely intertwined, as sustainability initiatives influence how consumers perceive a brand.

A consumer's perception of a brand based on its values, attributes, and associations. Green marketing can shape brand image positively by associating the brand with sustainability, innovation, and responsibility. Green marketing builds trust when consumers perceive the brand as genuinely committed to sustainability. "The Role of Green Marketing in Shaping Brand Image: Insights from the Electric Vehicle Industry is an important topic that connects environmental sustainability, marketing strategies, and corporate success. Here's an outline of how branding intersects with green marketing and influences corporate performance.

Green marketing involves promoting products or services based on their environmental benefits. This includes:

- Eco-friendly product design.
- Sustainable packaging.
- Environmentally conscious business practices.

Branding plays a pivotal role in ensuring that green marketing efforts resonate with customers. Credibility is a strong, authentic brand reinforces trust in green claims. Differentiation between branding and green marketing helps distinguish eco-friendly offerings in competitive markets. Emotional Connection is a green brand can appeal to customers' values and ethics, fostering loyalty.

Review of Literature

Green marketing refers to the promotion of environmentally friendly products and practices, emphasizing sustainability, reduced carbon footprints, and eco-conscious manufacturing. Kotler (2011) emphasizes that green marketing aligns with societal values, influencing consumer behavior and brand perception.

Studies reveal that environmentally conscious consumers are more likely to support brands that demonstrate genuine sustainability efforts. Peattie and Crane (2005) highlight that green marketing impacts not only product preferences but also long-term brand loyalty.

However, skepticism can arise when brands are perceived to engage in "green washing," where environmental claims are exaggerated or false.

Impact on Brand Image Studies show that green marketing positively impacts brand image by creating associations with sustainability and ethical responsibility (Chen, 2010). Consumers perceive brands that invest in green initiatives as more credible and trustworthy (Hartmann & Ibáñez, 2006). Green Marketing Effectiveness is the effectiveness of green marketing depends on consumer awareness and the authenticity of claims (Leonidou et al., 2013). Transparent communication and third-party certifications enhance perceived credibility. Consumer Perception is Consumers are willing to pay premium prices for green products from brands they trust (Kotler, 2011). Green marketing improves customer loyalty, especially among younger, eco-conscious demographics. Green washing Consequences Studies highlight the risks of green washing, where misleading claims damage brand image and erode trust (Delmas & Burbano, 2011). Role of Branding in Green Marketing is Branding strategies that integrate sustainability as a core value (e.g., Patagonia) create lasting positive brand associations (Ottman, 2011).

The electric vehicle (EV) industry is at the forefront of green marketing. With growing environmental concerns and regulatory pressures, EV manufacturers like Tesla, Nissan, and BYD have successfully leveraged green marketing to build strong, innovative brand images. Research by Hartmann and Ibáñez (2006) notes that EV companies emphasizing sustainability, innovation, and energy efficiency gain competitive advantages.

Brand image plays a crucial role in purchasing decisions. Keller (1993) asserts that a positive brand image fosters trust and emotional connections. Green marketing strategies that highlight genuine environmental commitments can enhance the perceived value and trustworthiness of EV brands.

Problem Discussion

The global shift towards sustainability has made green marketing a pivotal strategy for brands, particularly in the electric vehicle (EV) industry. However, the effectiveness of green marketing in shaping brand image is not fully understood, with several key challenges and gaps:

Lack of Comprehensive Research: While green marketing's role in consumer decision-making is well-studied, its direct impact on brand image, especially in the context of the EV industry, remains underexplored.

Consumer Skepticism: Growing skepticism about green washing poses a significant barrier. How EV manufacturers can build and maintain trust through green marketing remains a pressing issue.

Cultural and Regional Variations: Green marketing strategies that succeed in one region may not resonate in another due to cultural differences. There is limited research on the regional nuances in consumer responses to green marketing in the EV industry.

Balancing Cost and Authenticity: EV brands face challenges in aligning sustainable practices with profitability, making it essential to explore how green marketing efforts can effectively enhance brand image without compromising financial viability.

Given these challenges, the research aims to investigate the role of green marketing in shaping brand image within the EV industry, addressing gaps in existing literature and providing actionable insights for sustainable branding strategies.

Purpose of the study

The purpose of this study is to explore the impact of green marketing strategies on shaping brand image within the electric vehicle (EV) industry. By examining the interplay between sustainability-focused marketing efforts and consumer perceptions, this research aims to **understand consumer responses to green marketing** investigate how consumers perceive and respond to green marketing initiatives by EV manufacturers, including their influence on brand trust, loyalty, and purchase decisions. **Evaluate the role of authenticity** Analyze the importance of authenticity in green marketing campaigns and its effect on brand image, with a focus on mitigating the risks of consumer scepticism. **Examine regional and cultural differences** explore how regional and cultural variations influence the effectiveness of green marketing strategies in building a positive brand image. **Identify key success factors** determine the critical elements of successful green marketing campaigns in the EV industry, such as messaging, transparency, and alignment with consumer values. **Contribute to sustainable marketing practices** provide actionable insights for EV manufacturers and marketers to design effective green marketing strategies that enhance brand image, foster consumer trust, and support long-term sustainability goals. Through these objectives, the study seeks to bridge gaps in existing literature and contribute to the broader understanding of sustainable marketing practices in the rapidly growing EV sector.

Objectives of Study

- To examine the relationship between green marketing practices and corporate performance metrics, such as profitability, customer loyalty, and brand equity.
- To assess consumer perceptions of green branding and their influence on purchasing behavior.
- To know the portion of male and female in Electric Vehicle brand
- To study the consumer attitude for brand

Methodology

Research Hypotheses

Ho1: Brand Image and gender are statistically independent variables

Ho2: Brand Image and repurchase intention of consumers are statistically independent variables

Data Collection Tool

A structured questionnaire was used to collect relevant data pertaining to the said research. The researcher administered it having been examined by experts and after undertaking pilot testing. A pilot study was conducted to judge the validity of the questionnaire. The first part of this questionnaire deals with respondent's demographic information, whereas the second part deals with repurchase, factors building brand loyalty and types and cool brands used by the respondents.

Population and Sampling

The population of this study consists of Trichy youth whose age is between 18 to 60 years. The researcher distributed 60 questionnaires among youth of Trichy district. However, 50 questionnaires were completely filled and effective to use. The researcher adopted convenient sampling method

Period of Study

The present study is mainly based on primary data. The data from youth have been collected from **September to December 2024**.

Research Methodology

For data analysis and testing of hypothesis, Percentage analysis and Chi-square test.

Analysis of data

Variables	Frequency	Percentage
Gender-		
Male	30	60
Female	20	40
Age-		
18-27	15	30
28-37	15	30
38-47	10	20
48-57	10	20
Monthly Income		
15000 or less	10	20
15,001 - 30,000	12	24
30,001 - 45,000	13	26
45,001 - 65,000	8	16
Over 65,000	7	14
Educational Qualification		
High School or Below	15	30
Bachelor Degree	15	30
Master Degree	10	20
Professional Course	10	20
Occupation		
Student	8	16
Employee	12	24
Self employed	14	28
Government Officer	10	20
Others	6	12
Total	50	100

The above table shows that respondent of Gender is 60 percentage of male and 40 percentage of female. Same 30 & 20 percentages of the respondents are in the age 18-27 and 28-37, 38-47 and 48-57. Majority of the respondents Monthly incomes are 30,000-40,001. Same 30 & 20 percentages of the respondents are in the High School and Bachelor Degree, Master Degree and Professional Course. 28 percent of the respondents are Self employed and 12 percentage of the respondents are Work to Others.

Testing of Hypothesis

Variables	Observed value(Gender)	Expected value	$\chi^2 = \sum (O_i - E_i)^2 / E_i$
Customer Satisfaction	13	12	0.08333
Risk	8	12	1.3333
Brand Trust	13	12	0.08333
Repeat Purchase	10	12	0.3333
Perceived Value	6	12	3
Total			4.4993

Brand loyalty and gender are statistically independent variables

Level of Significance is 5%. The above table exposes is Chi-Square test is Calculate value is 4.4993 and Table value is 9488. The table value greater than the calculate value so, the null hyposthesis is Accepted.

II,CONCLUSION

Green marketing emerges as a pivotal strategy in shaping a positive brand image in the EV industry. Consumers increasingly associate sustainability-focused marketing efforts with trustworthiness, innovation, and social responsibility. Authentic and transparent green marketing campaigns significantly enhance consumer trust and loyalty. Brands that genuinely communicate their sustainability efforts are more likely to strengthen their brand image and mitigate scepticism. The study reveals that the effectiveness of green marketing strategies varies across regions and cultural contexts. Tailoring campaigns to align with local environmental values and consumer expectations enhances their impact on brand perception.

III.REFERENCE

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