

## A Study on Navigating Green Tomorrow; Marketing of E-Vehicle in Pune City

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### ABSTRACT:

The present study emphasizes on promotion of E- Vehicle, will be effective for the social benefit to sustain eco-friendly safe environment. This research focuses on the practice of green marketing, particularly in the promotion of electric vehicles. A study emphasizes need for effective green marketing to study renewable and continued dependence on petroleum. It's the low diffusion, the government's efforts to establish policies and provide subsidies. The present's research indicating that consumer awareness is required for acceptance of EVs vehicle. The significance of green marketing in offering sustainable options to customer implement green marketing. The study aims to evaluate the effectiveness of green marketing for social goods and analyze the EV market. The systematic approach intends to provide strategy for marketers to use green marketing to encourage customer.

**Keywords :** Green Marketing, Social Media, Social Change, & Convenient Vehicle.

### 1.1 Introduction:

The present research gives an idea for futuristic aspects of green marketing. The challenges to produce new ways of renewable energy sources and existence of petroleum sources are limited. The better way of society to preserve for better tomorrow E-Vehicle is the option ahead<sup>5</sup>. As Govt. is promoting E-vehicle for personal use although the response rate is lower than expected so provision for subsidies and green marketing helps to influence society to change<sup>4</sup>. The following view give better contribution such as “The American Marketing Association describe that, it's activity, creating, communicating, delivering and exchange offering that have customer need and at society<sup>1</sup>”. Green Marketing mention that, all the activities intended to create and make possible any exchanges is predictable to fulfil human needs as well as wants, its happens with minimal harmful in surrounding area.<sup>2</sup>”, In fact green marketing suggests to create awareness.

**Table No. 1.1 Marketing of E-vehicle**

Sr. No.	Elements of Marketing	
1	Product	E-Vehicle
2	Price	Cost effective with Govt.Subsidies
3	Place	International /National /domestic
4	Promotion	Social media influence

(Source: Researchers compilation)

### 1.2 Review of literature:

Bhalla P. mention that, the society is aware of environmental safety benefits and consumers behaviours in depth for accepting E-Vehicle. Electrical vehicle and in association with government have created more trust for production<sup>7</sup>. Pritam G. et al describe that, research study lime lighted on context “Electric Vehicle on Indian market structure, their guideline, respective policies, rising issues are outstanding”.

The automobile market grows with EV segment and respective sector in India is environment safety to customer or manufacturer<sup>8</sup>. Garima H. explain that, why companies adopt green marketing and concludes that green marketing continues to grow in practice and demand. Green marketing significance in today's industry. Furthermore, green marketing developa businesses and have made enterprises to co-brand their products on a particular line, but some people have praised environmental friendliness while ignoring others<sup>9</sup>. Anta P. mention that, elucidates about traditional marketing and green marketing methods, and benefits, Challenges of green marketing examines the nature of sustainable development<sup>10</sup>. Ram K. convinces message and announcing to public transport instead of private vehicle to save environment from carbon emission. The consumer's perception regarding security, comfortless, and environment safety are the premier things studied.<sup>11</sup>

### 1.3 Objective.

1. To study the green marketing effectiveness for social benefits.
2. To Find Social media influence in Marketing of E-Vehicle.

### 1.4 Research Methodology :

Table No. 1.4 ResearchPlan<sup>3</sup>

Parameter	Description
Research Type	Descriptive Research and Ex Post Facto
Research Nature	Quantitative & Qualitative Research
Research Tools	Structured Questionnaire
Research Products	E-Vehicle
Sampling Method	Convenient sampling
Sample size	160 ( 90 Youngsters, 40 Middle age, 30 upper age ) were selected in Pune city
Data Collection Method	Primary and Secondary
Primary Method	Structure questionnaire and survey method.
Secondary Method	Journals; National, International, Research papers, Magazine, e-resources.
Rating Scales	Likert Scale

(Source: Researchers compilation)

### 1.5 Data analysis and interpretation

#### 1.5.1 Demographic Profile;

Table 1.5.1 Green marketing Effect Response

Demographic Profile								
A. Age Group	Count	%	B. Gender	Count	%	C. Education	Count	%
20-35 Yrs.	90	56%	Male	98	61%	Illiterate	8	5%
36-50 Yrs.	40	25%	Female	62	39%	Under Graduate	82	51%
50 above Yrs.	30	19%	Other	0	0%	Graduate	38	24%
						PG	32	20%
Total	160	100%		160	100%		160	100%

**Inference :**

It is observed that 56 % of the respondents are youngsters and 25 % and 19 % are middle-age and upper-age group. Gender wise respondents; 61 % are male 39 % are female, while 5% are illiterate low-income, 51 % are under graduate mostly students and businessmen with financially strong and graduate cum employee with moderate financially strong were 24 % and 20 % of the respondents were found to be high income group using E –Bikes.

**1.5.2 Green marketing of E Vehicle Effectiveness.**

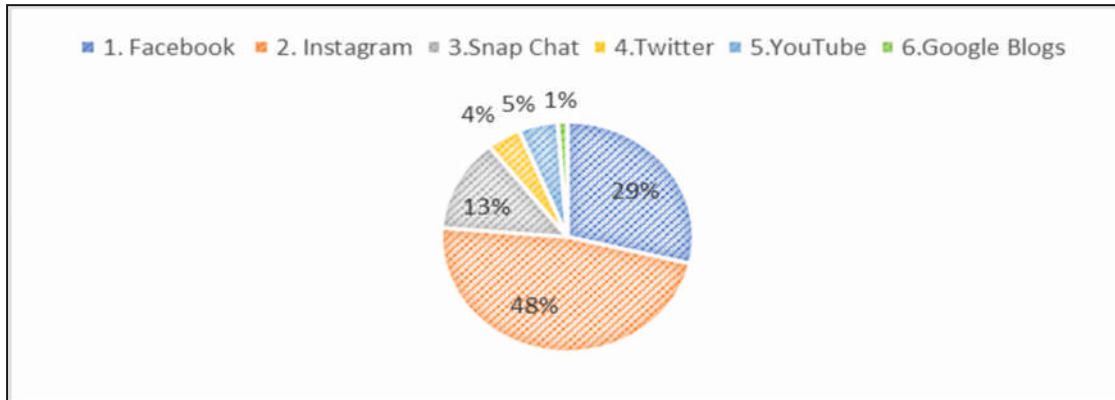
Green Marketing Effectiveness		
Yes	138	86%
No	22	14%
Total	160	100%

(Source: Field Survey)

**Table 1.5.2 Green marketing effect response**

**Inference:** It is found, that 86 % respondents are strongly believed that green marketing is effective and it is the way to avoid pollution and promotes eco-friendly environment. The promotion of E- vehicle influence is highly recommended as Govt. also promoting subsidies for the same. 14 % still believed old traditional vehicle, not interested in accepting any change in their traditional use.

**1.5.3 Social Media responsible for Green Marketing**



(Source: Field Survey)

**Table 1.5.3 Social media marketing Effective Response**

**Inference:**

It is observed that, Instagram social media platform are 48%, most effective young generations are active. Instagram social media influence is higher and promoting young generation to opt E- bikes for better tomorrows. Facebook social media promotions found be 29 % effective and most preferred by middle age group. Snap chat is preferred by 13 %. Twitter, You Tube and Google Blogs are 4 %.

**6. Conclusions, findings and Suggestions:**

Green marketing of E-vehicle spread good message in society and preserve for better tomorrow. Social media platform most followed by youngsters. The study may help promotion of E- vehicle in young generation group. As same and lower age group arerapidly influenced. The study appeals to purchase

E-Vehicle contribute save environment from emission of hazardous gases. Undeveloped of charging stations and retention of lithium battery may future challenges.

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