CHAPTER 14

Sustainability Marketing and Electric Vehicle Adoption: A Case Study of Tata Motors

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ABSTRACT

Companies are doing business in a way that's better for the environment, especially companies that hurt the environment a lot. The car industry is an example of this. Car companies are changing the way they work and the way they market themselves because of rules and what customers want. Car companies want to be greener. The fact that electric cars are getting more popular is making car companies change faster. This paper is about Tata Motors, a car company in India and how Tata Motors is making sustainability a part of its marketing. We want to know how this is affecting the sale of cars from Tata Motors, in India. We looked at what Tata Motors is doing in four areas: making electric cars that people want to buy using renewable energy to make cars, reducing waste when making cars and showing people that they care about the environment. We also looked at how many electric cars were sold in India from 2020 to 2025. We used information from companies, the government and other researchers to do this. What we found is that when companies focus on sustainability and the government helps it makes electric cars more popular. This is also helping Tata Motors change. Stay competitive in the car industry. Tata Motors is making sustainability a big part of its brand. This is working. Environmental sustainability is a deal for Tata Motors and it is helping them sell more electric cars.

Keywords: Sustainability marketing, Electric vehicles, Tata motors, Sustainable mobility, ESG, Green branding.

1.0 Introduction

The last ten years have seen a change in how companies think about the environment. They used to follow the rules or try to look good to the public.

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Now the environment is a big part of making important business decisions. Companies in all kinds of industries are trying to be responsible to the environment and to society. This is because there are rules to follow and people who buy things expect companies to be responsible. The United Nations has a list of goals called the Sustainable Development Goals. More and more companies are using Environmental, Social and Governance criteria to make decisions. So now companies really have to think about sustainability when they make choices. The automobile sector is very important when we talk about being sustainable. Companies in the automobile sector have to think about the environment and sustainability. The environment and sustainability are deals for companies in the automobile sector.

The environment is affected by a lot of things that we do and a lot of these things come from cars and trucks on the road. The automobile sector is something that the government wants to regulate. The automobile sector is also an area where new technology is being developed. People over the world and in India are starting to think that electric cars are a good way to reduce the bad things that cars do to the environment. People still need to get where they need to go and electric cars seem like a way to do this. The automobile sector is very important. In India a lot of things have come together to make people want to buy vehicles. For one thing the price of petrol and diesel has gone up a lot. So electric vehicles are starting to look like an idea, for people who want to save money. The government has also helped by creating the FAME scheme. The FAME scheme gives money to companies that make vehicles and to people who buy them. This makes the automobile sector more important. The automobile sector is something that people are paying attention to and the automobile sector is going to keep changing.

The automobile sector and electric vehicles are really important now. This is a time for companies to start making vehicles. The automobile sector and electric vehicles are really important. Tata Motors is leading the way in vehicles. They have models like the Nexon EV, Tiago EV and Punch EV. These models are popular in India's growing electric car market. Tata Motors talks a lot about being environmentally friendly in their ads. What Tata Motors says matches what they do making Tata Motors a good example to study how being sustainable helps sell vehicles. There are studies on marketing and electric vehicle trends but not many look at how they connect in Indias car industry.

This paper tries to fill that gap by looking at Tata Motors sustainability efforts and how they relate to the growth of vehicles in India. Tata Motors efforts on vehicles and sustainability are worth examining. Their electric models, like the Nexon EV, Tiago EV and Punch EV are popular. They also focus on messaging in their brand communication. This makes them a good case study on how sustainability drives electric vehicle adoption in India. Tata Motors is making an effort to be sustainable. This is helping with electric

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vehicle uptake. Indias electric car market is growing.

Tata Motors is a part of it. Their sustainability practices and electric vehicle models are connected to the growth of vehicles in India. Tata Motors and electric vehicles are a team. The automobile sector and electric vehicles are really important to Tata Motors. Tata Motors is doing a job with electric vehicles, like the Nexon EV, Tiago EV and Punch EV. The automobile sector and electric vehicles will keep growing in India. Tata Motors will be a part of this growth.

2.0 Literature Review

2.1 Sustainable marketing

Marketing has been really popular with scholars for the twenty years. Some people like Peattie and Belz thought about this a lot. They said that marketing is about making money. It is also about taking care of the environment and being fair to people. They believed that companies should think about sustainability all the time. Sustainability is not something that companies do it is a way of thinking. This way of thinking is about how companies interact with customers make products and talk to people. This means that companies have to think about how what they do affects the environment and people, in general. Companies have to think about marketing and how marketing affects the environment and society. Marketing is a part of this.

Kotler took this idea further by saying that marketing has changed over time. Marketing is not about getting people to buy things from a company. It is really about showing people what a company believes in and what it stands for. Kotler thought that when companies care about issues they can build strong relationships with customers who also care about these issues. Customers want to support companies that share the values as them. Sustainable marketing is about making connections between companies and customers in a way that helps both the company and society. Sustainable marketing is a way for companies to show that they care about things than just making money. Kotler said that companies can do this and it will be good for the company and, for society.

The implications for sustainability marketing are big. Sustainability marketing is something that many people care about younger people. Over the years there is more proof that supports the idea of sustainability marketing. Kumar and Gupta found in 2023 that companies that clearly and consistently talk about their sustainability credentials get customer loyalty and a better position in the market. Their work shows that sustainability marketing is not good ethics, but also good business for companies. It is actually a move for companies to focus on sustainability marketing.

This approach can bring in customers. Make a company stand out from other companies. Sustainability marketing is an area that businesses should focus on. Companies

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that do sustainability marketing well can see benefits, for their company and sustainability marketing can help them. Sustainability marketing is something that can help companies and companies should focus on sustainability marketing.

2.2 ESG principles in corporate strategy

The way companies think about taking care of the environment and society has changed because of Environmental Social Governance. Some people, Eccles, Ioannou and Serafeim did a study in 2014. They found out that companies that take care of the environment and society do better financially in the long run. This means that investors and company boards now think that taking care of the environment and society is a thing for business. It is not about spending money to help the environment and society it is about making smart decisions that can help the company. Some other people, Friede, Busch and Bassen did a study in 2015.

They looked at a lot of research on this topic. They found out that companies that do well with Environmental Social Governance also do well financially. So now companies are using Environmental Social Governance to make their businesses better not just because they have to follow rules. Taking care of the environment and society is very important for a company to do well in the run. Environmental Social Governance is not about doing good things it is also about making smart business decisions. Companies that use Environmental Social Governance tend to do financially. The evidence is clear: Environmental Social Governance and financial success are connected. Companies with Environmental Social Governance practices do better financially than companies, without them.

Their analysis found that sustainability integration works well in some places and industries. This makes a case for businesses to focus on sustainability. Some recent studies have emphasized how ESG disclosure affects a company's image. Companies that share information about their impact are seen as more responsible by their stakeholders. This good reputation helps build a brand. It also helps gain customer trust and improve business results. As a result, ESG reporting is not about following rules. It is a way to help companies succeed. ESG reporting helps companies to be more transparent and accountable. This transparency and accountability boost their performance. Companies that report on ESG regularly tend to do in the long run. ESG reporting is essential for businesses. It helps them demonstrate their commitment, to sustainability.

2.3 Drivers of electric vehicle adoption

People are talking a lot about buying vehicles these days. This is because electric vehicles are no longer for a few people but for everyone. Many people think that there are a lot of things that affect whether people buy vehicles. These things include what the government does how easy it is to buy and own a vehicle what people think about electric

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vehicles and if the technology is good enough. NITI Aayog did some research on how people move in India. They found out that things the government can do are really helpful. For example, helping people pay for vehicles not making people register them and giving tax breaks have made electric vehicles cheaper for more people to buy. If the government did not do these things, then a lot of people would not buy vehicles because they are expensive to buy at first. People also talk about vehicles and whether there are places to charge them. The thing, about vehicles is that people need to be able to charge them easily. Electric vehicles are what people are talking about. They want to know if they can charge their electric vehicles when they need to.

The thing that really matters to people when they think about buying vehicles is that they can charge them easily. If there are not many charging spots around people get worried that their electric vehicle will run out of battery power. This worry stops them from buying vehicles. Companies that help build charging spots are really helping people feel better about buying electric vehicles. People also like to buy vehicles from brands they trust. They feel good about buying vehicles when they know the company that made them will help if something goes wrong with their electric vehicle. If a company is known for being good, to the earth and responsible people are more likely to buy vehicles from them. This just shows that how a company treats its customers and the earth can make a difference in whether people want to buy electric vehicles or not. Electric vehicles are what people are looking at. The company that makes them has to be good too.

3.0 Statement of the Research Problem

The automobile industry says it wants to be eco-friendly. Do they really mean it? Lots of companies in the automobile industry have to follow rules. If they do not follow these rules people might think they do not care about the environment. This can hurt their reputation. The automobile industry says they want to be sustainable. I wonder if they are really doing something about it or just saying it. Companies in the automobile industry have to be careful. If they say they care about the environment they have to care. The automobile industry is watched closely. If they say they are doing something to help the environment they have to do it. If they do not, they can get in trouble. The automobile industry can also lose customers if they seem like they do not care about the environment. The automobile industry has to show that they really care about the environment.

Tata Motors is saying a lot about being more sustainable. They are making promises to use vehicles and clean energy in their factories. They also want to manage their suppliers in a way. We need to look to see if they are really doing these things or if they are just saying it. They are working on a plan for mobility. They also want to use energy when they make things. They talk about being responsible when it comes to their suppliers. The

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question is, are they really changing or is this just to look good?

India's electric vehicle market is growing fast. What is making this happen? Is it because companies like Tata Motors are trying to be more sustainable? Is it something else? Companies, like Tata Motors are doing things to help the environment. This study will look at what Tata Motorss doing to help India's electric vehicle market grow. Tata Motors is a part of Indias electric vehicle market so it is a good example to look at. They are doing things like making vehicles and using clean energy. We will see how these things are helping the market grow. Tata Motors is really involved in Indias electric vehicle market so we can learn from them.

4.0 Scope of the Study

This study is about Tata Motors. How they do sustainability marketing in India. It is about Tata Motors and does not talk about other car companies. We are looking at the electric vehicle market in India from 2020 to 2025. So we are going to see what Tata Motors did for sustainability marketing in the electric vehicle market during this time. The study is not about what other automobile companies do for sustainability marketing. We are only talking about the electric vehicle market. This study looks at what Tata Motors did for sustainability marketing in India from 2020, to 2025. Tata Motors is the company we are looking at and we want to know how they did sustainability marketing in the Indian electric vehicle market. All the data used is secondary. It comes from Tata Motors sustainability and annual reports, government documents, industry reports and academic studies. We did not collect any data, such as surveys, focus groups or interviews for this study. The research is focused on the electric vehicle strategy and sustainability marketing of Tata Motors. It does not look at everything that Tata Motors does like the vehicles they make or what they do in other countries. The research is about electric vehicle strategy and sustainability marketing of Tata Motors.

5.0 Research Objectives

- To examine the sustainability marketing initiatives and practices adopted by Tata Motors in promoting electric vehicles in India.
- To analyze the growth trend of electric vehicle (EV) sales in India from 2020 to 2025.
- To identify the factors influencing Indian consumers' adoption and non-adoption of electric vehicles.

6.0 Research Methodology

6.1 Research design

This study looks at how companies market sustainability and how people buy

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vehicles. It uses information that already exists to understand what companies are doing to market sustainability and how people are buying vehicles. The study also tries to figure out how these two things are connected to each other which is sustainability marketing and electric vehicle adoption. The people doing the study want to see if they can learn something, about sustainability marketing and electric vehicle adoption by looking at the information they have.

6.2 Nature of data

The research is based on information that already exists. This decision is because the study wants to put what we already know about the topic, rather than finding out new things. The research is focused on the existing information. The study is looking at what other people have already discovered about the topic of research.

6.3 Data sources

I collected information from some good sources. These sources were chosen because they were relevant and recent. They also came from institutions that people trust. I looked at the reports that Tata Motors published and what they said about being sustainable. There were some reports from NITI Aayog that talked about their plan for vehicles. The Ministry of Heavy Industries put out some publications, like the papers on the FAME scheme. The Society of Automobile Manufacturers which is also known as SIAM released some numbers and statistics. I read some articles from journals that other people wrote about management and sustainability. Some companies, like Bain & Company and JMK Research and the International Energy Agency did some analysis of the industry and Tata Motors and electric vehicles and sustainability.

7.0 Data Analysis and Interpretation

Objective 1: Tata Motors' Sustainability Marketing Practices

Tata Motors has a plan to be more sustainable. They want to make things better for the environment. The main idea of Tata Motors is to make and sell vehicles that people like. Tata Motors started selling the Nexon EV. Then they added more electric cars like the Tiago EV and the Punch EV. The Tiago EV is for people who have a lot of money to spend on a car and the Punch EV is for people who, like SUVs. Tata Motors is doing all of this so that regular people can buy Tata Motors cars, not people who have a lot of money. Tata Motors wants to make sure that everyone can buy a car from Tata Motors.

Tata Motors has a way of telling people about their cars that's really interesting. They talk about how they use technology and also take care of the earth. When you see their advertisements or visit a dealer or look at their website, they all say that buying a car from

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them is good for the planet. This is something that experts think is a way to sell things by saying that the company cares about something. Tata Motors is also working with companies that build special stations where you can charge your electric car.

This is helpful because some people might be worried, about not being able to drive their cars very far. They want to make it easy for people to buy and use cars. Tata Motors wants people to like their cars so they are showing that they care about the earth and technology. They think that if they can show people that they are a company that cares then people will want to buy their cars. Tata Motors is trying to make cars something that people want to own.

Objective 2: EV Sales Growth in India (2020–2024)

The following table presents compiled data on electric vehicle sales in India over the study period:

Table 1: Electric Vehicle Sales in India (2020–2024)

Year	EV Units Sold (Approx.)
2020	1.7 lakh
2021	2.3 lakh
2022	4.3 lakh
2023	12.4 lakh
2024	20.0 lakh

Source: Compiled from SIAM, JMK Research, and Ministry of Heavy Industries reports.

The numbers show a growth curve that's really steep and steady. From 2020 to 2021 the COVID-19 pandemic caused problems. The market was still new so the growth of the numbers was not much. The growth of the numbers got much bigger from 2021 to 2022. This happened because Phase II of the FAME scheme started from 2021 to 2022 and people started feeling better, about the COVID-19 pandemic and the pandemic restrictions eased so people started spending money and the growth of the numbers got much bigger.

Objective 3: Factors Shaping EV Adoption

When we look at the things that people have written about and the numbers, from the industry we can see that there are five things that are connected to each other and that help decide if people will start using Electric Vehicles. These five things are the reasons why people will use Electric Vehicles. The five things are what make people want to use Electric Vehicles.

- The government is helping people buy vehicles by giving them money and lowering the cost of registering the vehicle. They also do not have to pay much income tax. This means that more people can now afford to own a vehicle.

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- The price of petrol and diesel keeps going up. This is a good reason for people to switch to electric vehicles. People who have to drive a lot like those who drive to work every day or companies, with vehicles will save money by using electric vehicles.
- Awareness: People are really worried about the air they breathe in cities and they care about the earth. This means they like products and brands that're good for the environment. Environmental Awareness is a deal now. People want to buy things that're sustainable.
- Charging Infrastructure Expansion: There are more places to charge electric vehicles. You can charge them in cities and on highways. This is helping people feel better about buying vehicles. They were worried they would not be able to charge their cars when they needed to.
- Brand Trust and After-Sales Confidence: When people trust the company that makes the vehicle they are more likely to buy one. They want to know that the company will help them if they have problems with their car. They want to know about the warranty on the battery. If the company will be around to help them for a long time. Brand Trust and After-Sales Confidence are very important, for people who want to buy vehicles.

8.0 Findings and Results

8.1 Sustainability as a strategic commitment

The analysis shows that Tata Motors really cares about being sustainable. They are not just talking about it. Tata Motors spends a lot of money on making products. They also improve their manufacturing process. They work with others to build infrastructure. This shows Tata Motors is serious about sustainability. They have been working on it for a while. Tata Motors is not just doing this for a profit.

They are in it for the haul. Sustainability is how Tata Motors competes with companies. It's a part of their strategy. Tata Motors is committed to sustainability. They make it a priority. The company is putting in a lot of effort into sustainability. Their actions show this, not their ads. Tata Motors wants to make a difference. They are doing their part to be sustainable. This helps Tata Motors and everyone else too. It's a thing. It is good for Tata Motors. It is good, for everyone.

8.2 Rapid expansion of the EV segment

India's EV market has grown at a pace that outstrips many early projections. This growth has been underpinned by a favorable policy environment, increased product availability across price points, and a gradual improvement in supporting infrastructure. Tata Motors has been a primary beneficiary and driver of this growth, consistently holding a significant share of passenger EV sales.

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8.3 Sustainability reinforces brand credibility

People these days think a company is trustworthy if it cares about the environment. For Tata Motors saying they want to be sustainable and then actually doing it has made people believe in the company. This means people are more likely to think of Tata Motors when they want to buy a vehicle and they will keep coming back, to the company. Tata Motors has done a job of showing people that they really care about the environment and this helps them sell more electric vehicles.

9.0 Conclusion

This study checks how sustainability and electric vehicle adoption are linked using Tata Motors in India as an example. Sustainability is now a goal for car companies. They are working hard to be sustainable. Tata Motors is making its vehicles in a way. They are also building charging stations. The company talks about how much it cares about the environment. This shows what sustainability means. The evidence suggests that this approach has helped people trust Tata Motors electric vehicles. It has also put the company in a position for the future. The electric vehicle market in India is growing rapidly. It used to be small. Now it is one of the biggest in the world. Tata Motors and electric vehicle adoption are moving in the direction as the market and its rules.

Tata Motors and sustainability are connected. The company is making choices, such as investing in electric vehicle products and cleaner manufacturing. This helps both the company and the environment. The growth of vehicles has been driven by many factors, including government actions and rising fuel costs. Corporate sustainability marketing plays a role in shaping consumer perceptions and making them feel good about buying electric vehicles. Companies that consistently show they care about the environment will likely stay ahead as more people switch to cars. To learn more it would be helpful to research what consumers and marketing professionals think. This could involve talking to them It would also be useful to compare Tata Motors approach with that of car companies in India and, around the world. This would help determine if they are all taking steps.

10.0 Limitations

1. The study only uses existing information. We cannot verify if Tata Motors claims of being match reality. This is because we do not have first-hand information. The study relies on what's already available. So we have to take Tata Motors words for it when they say they are sustainable. The study does not provide a picture of Tata Motors sustainability, on the ground. It only uses what is already there. Tata Motors

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sustainability claims are not checked in this study.
2. The research only looks at Tata Motors. Does not consider what other car companies are doing. If we looked at companies, we might get a better idea of how Tata Motors is doing compared to them.
3. The analysis is based on what Tata Motors has made public. So the results depend on how complete and accurate the information, from Tata Motors. There might be things that Tata Motors is doing for sustainability that we do not know about because Tata Motors has not made this information public.

11.0 Recommendations

1. The people who make cars should work with the people who make electricity and the people who plan cities and the government to get more charging stations built. The car makers and the electricity makers and the city planners and the government all need to work to make this happen. We need charging stations for the cars. The car makers and the electricity makers and the city planners and the government should build charging stations.
2. Companies need to be more open and honest, about how they're doing with the environment and social things so people can really see if they are doing a good job.
3. The government should keep helping people buy vehicles by giving them money so it is easier for people to afford them even when more people are buying them.
4. The car companies and the government should teach people about vehicles. This is because people need to understand that vehicles are good. Vehicles can go far without needing to be charged. The car companies and the government should tell people that vehicles do not cost much to run. People should know that vehicles are an option. The car companies and the government should teach people more about vehicles so they can see that vehicles are a choice.

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