

AN EVALUATING GREEN MARKETING TECHNIQUES ADOPTED BY THE AUTOMOBILE SECTOR IN CHENNAI CITY

Dr. G.S. Dhanashree

*Assistant Professor, Department of Commerce
Vels Institute of Science and Technology and Advanced Studies,
Pallavaram, Chennai – 600 117*

Dr. H. Kamilah Banu

*Assistant Professor, Department of Commerce
Vels Institute of Science and Technology and Advanced Studies,
Pallavaram, Chennai – 600 117*

Abstract

As environmental awareness grows among consumers, Indian automobile companies have been at the forefront, pioneering their strategies to reflect this shift, primarily through green marketing. Leading manufacturers like TATA Motors, Hyundai Motors India, Mahindra and Mahindra, and Maruti Suzuki have set an inspiring example by embracing green marketing to promote eco-friendly vehicles and highlight their efforts to minimize environmental impact. This research paper is of utmost importance in the context of the Indian automotive industry, as it explores these companies' sustainable green marketing practices. It focuses on how the leading automotive manufacturers integrate ecological sustainability into their marketing strategies and overall business operations. The study's primary purpose is to examine how these prominent Indian automobile companies have incorporated green marketing initiatives and assess the impact on their competitive advantage and environmental sustainability. By analyzing the relationship between green marketing and Corporate Social Responsibility (CSR) strategies, the study offers significant insights into the effectiveness of these initiatives in fostering a sustainable automotive industry. This conceptual research focuses on secondary data from corporate websites, sustainability reports, industry publications, and academic articles. A comprehensive literature review and case studies highlight green marketing practices within the Indian automobile sector. This study used thematic analysis to explore patterns and trends

in green marketing strategies and their implementation across different companies. The study reveals that the selected companies are adopting green initiatives and increasingly integrating them into their manufacturing processes and business operations.

Keywords: *Sustainability, Green Marketing, automobile sector, manufacturers*

Introduction

As environmental concerns grow more urgent globally, the automotive industry has become a key player in advancing sustainability efforts. The emphasis on eco-friendly initiatives has steadily increased in India, where road transportation significantly contributes to greenhouse gas emissions. According to Kaur and Sharma (2021), the Indian automotive industry is progressively adopting sustainable green marketing practices as it acknowledges the importance of environmental conservation. The automotive sector in India plays a pivotal role in the nation's economy, accounting for a substantial portion of the manufacturing GDP and employing millions. However, this sector is also a significant contributor to environmental degradation, making sustainability a pressing issue. As Sharma (2023) points out, the Indian government has implemented several frameworks to promote sustainable practices, notably the Faster Adoption and Manufacturing of Electric Vehicles (FAME) scheme. Tata Motors has distinguished itself as a pioneer in sustainable mobility. Tata has made notable advancements in electric vehicle production, with the Tata Nexon E.V. emerging as a critical model that reflects its commitment to green mobility. In addition to E.V. production, Tata Motors has taken significant steps to ensure sustainability across its supply chain. These efforts are aligned with global standards, particularly the United Nations Sustainable Development Goals (SDGs)(Tata Motors). This holistic approach demonstrates the company's leadership in integrating environmental responsibility into its core business strategy. Similarly, Hyundai Motors India has focused its green marketing initiatives on hybrid and electric vehicle development. Patel (2023) explains that Hyundai's "Blue Drive" initiative aims to reduce vehicle emissions, a critical step toward sustainability. This program is part of Hyundai's broader vision of embracing clean energy and promoting eco-friendly innovations. According to Capgemini (2023), Hyundai's commitment to environmental sustainability aligns with international trends prioritizing lower emissions and energy-efficient technologies. Mahindra & Mahindra has

positioned itself as a leader in electric mobility through its Mahindra Electric division. Reddy (2021) noted that Mahindra's green marketing strategy makes electric vehicles affordable and accessible to a broader audience. The company's initiatives align closely with the Indian government's goal of achieving carbon neutrality by 2070, reflecting its strong commitment to sustainability. Mahindra's green marketing strategy not only addresses product innovation.

Review of Literature

Leonidou et al. (2023), this study focused on the drivers of green marketing and noted that consumer demand is a significant motivator. In India, consumer preferences for eco-friendly products have been a driving force, leading companies like Maruti, Suzuki, and Hyundai to invest in cleaner technologies and position their vehicles as sustainable options. This alignment with consumer expectations validates the companies' green marketing strategies and underscores their understanding of the market's evolving needs.

Ottman, J. A. (2021), highlighted that green marketing is not just about advertising environmental benefits but also about redesigning products and services to reduce their ecological footprint. Companies such as TATA Motors and Mahindra & Mahindra have taken this to heart, impressively embracing this ideology by introducing electric vehicles (E.V.s) and hybrid models. This comprehensive approach reinforces the integration of green marketing into product development and deserves appreciation for its commitment to sustainability.

Chen, Y.S. (2020). - Chen's study on green corporate identity provides insights into how companies can enhance their brand value through green marketing. TATA Motors has positioned itself as a pioneer in the Indian automotive industry's green movement by launching electric cars and promoting environmentally friendly initiatives.

Dangelico, R.M. & Pujari, D. (2020). - Dangelico and Pujari focused on the relationship between product innovation and green marketing. Indian automakers have been investing in R&D to innovate eco-friendly vehicles, aligning with the global shift towards sustainability and reflecting their commitment to green marketing.

Baker, M.J. & Hart, S.J. (2017). Discussed the strategic importance of innovation in marketing, especially in sustainability. Companies like Skoda India have integrated innovation into their green marketing efforts by developing fuel-efficient vehicles,

positioning them as leaders in the sustainable automotive sector.

Objectives

- To examine the incorporation of green marketing initiatives of major Indian automobile companies into their business strategy.
- To assess and examine the role of CSR and Green Innovation in shaping the Indian automotive industry, focusing on the strategic actions of key players.
- To offer suitable recommendations to the policymakers.

Methodology

This qualitative research uses thematic analysis to explore patterns and trends in green marketing practices within the Indian automobile sector. The study uses secondary data from corporate websites, sustainability reports, industry publications, and academic articles. The study considers Green marketing initiatives and the sub- initiatives of each factor like (i) Green Marketing Integration (Sustainable Product Development, Eco-friendly promotions, CSR integration), (ii) Competitive Advantage (Market positioning, Consumer trust and loyalty, Innovation and Adaptability), (iii) Environmental Sustainability (Reduction of Environmental Footprint, Stakeholder Engagement, Long-term Sustainability Commitment), and (iv) Sustainable Strategies (Continuous Innovation, Deep integration into Corporate Strategy, and Enhanced Communication) to examine how major Indian automobile companies have incorporated green marketing initiatives into their business strategies. Numerical values for each company's involvement in various sustainability themes are assigned. Strong Initiative/Deep Integration is represented with the numerical value '2', the Presence of Initiative with '1', and No Mention/Weak Integration with '0'. A Line graph is used to visualize how each company performs across the sustainability factors, and discussion was made based on the graph.

To examine how CSR and green innovation are shaping the Indian automotive industry, with a focus on the strategic actions of key players, the factors like (i) Integration with CSR, (ii) Green Innovation in Manufacturing, (iii) Competitive Advantage, Transparency, and (iv) Consumer Trust were considered. This analysis provides a comprehensive overview of the strategic actions of the key players. A Line graph is used to visualize and discuss CSR and green innovation with a focus on the strategic actions of key players.

Scope and Limitations

1. The research covers green marketing initiatives of leading automobile companies in India, including TATA Motors, Hyundai Motors India, Skoda India, Mahindra and Mahindra, and Maruti Suzuki.
2. The research relies on secondary data sources such as corporate websites, sustainability reports, and academic articles. This allows for a comprehensive analysis of existing green marketing practices.
3. The study is confined to the Indian automotive industry, which might limit the generalizability of the findings to other regions or global markets with different regulatory environments and consumer behavior patterns.
4. Thematic analysis is inherently subjective. Based on the data available in the secondary sources, interpretations of themes and patterns may vary.
5. The research focuses on the companies' strategies and does not include direct consumer feedback or perspectives.

Analysis & Discussion

Table 1.1: Green Marketing Initiatives of the Indian Automobile Companies

Below is a table depicting the identified green initiative factors of the Indian Automobile companies in India and their relevant description.

Theme	Factors	Description
Green Marketing Integration	Sustainable Product Development	Companies focus on eco-friendly vehicles and sustainable manufacturing processes to align with consumer preferences.
	Eco-Friendly Promotions	Marketing strategies emphasize the environmental benefits of products, appealing to eco-conscious consumers.
	Corporate Social Responsibility (CSR) Integration	Green marketing efforts are closely tied to CSR strategies, reinforcing the commitment to environmental stewardship.
Competitive	Market Positioning	Eco-friendly initiatives enhance brand

Advantage		reputation and differentiate companies in a competitive market.
	Consumer Trust and Loyalty	Transparent communication of green efforts builds trust, encouraging consumer loyalty and long-term relationships.
	Innovation and Adaptability	Continuous innovation in green technologies provides a competitive edge and meets changing consumer demands.
Environmental Sustainability	Reduction of Environmental Footprint	Sustainable practices lead to decreased emissions and resource usage, contributing to overall environmental health.
	Stakeholder Engagement	The involvement of stakeholders, including consumers and communities, enhances the impact of sustainability initiatives.
	Long-term Sustainability Commitment	Ongoing monitoring and assessment ensure that practices remain effective in promoting environmental preservation.
Sustainable Strategies	Continuous Innovation	Emphasis on developing new green marketing strategies to stay ahead in the market.
	Deep Integration into Corporate Strategy	Green marketing initiatives should be embedded in overall business strategies for lasting impact.
	Enhanced Communication	Regularly communicate environmental initiatives to maintain transparency and consumer engagement.

Table 1.2: Thematic Analysis Table: Green Marketing Initiatives of Automobile Companies

The following table shows how major Indian automobile companies have incorporated green marketing initiatives into their business strategies.

Theme	Tata Motors	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Skoda India
Green Marketing Integration	Focus on E.V.s and sustainable manufacturing processes	Focus on E.V.s and hybrid technologies with green manufacturing	Focus on electrification and sustainable farming initiatives in rural areas	Focus on hybrid and alternative fuel options	-
Sustainable Product Development	Electric vehicles (E.V.s)	Hybrid technologies	Rural electrification	Hybrid technologies	-
Eco-Friendly Promotions	-	-	-	Hybrid technologies	-
CSR Integration	-	-	Sustainable farming initiatives	-	-
Competitive Advantage	Strong position in the E.V. segment	Leader in green technologies with a consumer-centric approach	-	Focus on evolving green technologies to meet changing consumer demands	Transparent CSR communications and continuous sustainability Reports
Market Positioning	Strong in the E.V. segment	Leader in green technologies	-	Evolving green technologies	-
Consumer Trust and Loyalty	-	Consumer-centric approach	-	-	Transparent CSR communication
Innovation and Adaptability	-	-	-	Evolving green technologies	Continuous sustainability reports

<i>Environmental Sustainability</i>	Focus on sustainable manufacturing, aiming at carbon neutrality	Regular stakeholder engagement programs with community feedback	Reducing emissions through E.V.s and farming initiatives	Long-term sustainability monitoring and innovations aimed at minimizing environmental impact	-
<i>Reduction of Environmental Footprint</i>	Sustainable manufacturing	-	Reducing emissions	-	-
<i>Stakeholder Engagement</i>	-	Regular engagement programs	-	Community feedback	-
<i>Long-term Sustainability Commitment</i>	Carbon neutrality	Long-term sustainability	-	Long-term sustainability monitoring	-
<i>Sustainable Strategies</i>	Focus on R&D for new sustainable technologies	Green strategies deeply integrated into business operations	Communication of green practices through transparent CSR reports	Embedded green initiatives into overall strategy	-
<i>Continuous Innovation</i>	R&D for sustainable technologies	-	-	-	-
<i>Deep Integration into Corporate Strategy</i>	-	Deeply integrated green strategies	-	Embedded green initiatives	-
<i>Enhanced Communication</i>	-	-	Transparent CSR reports	-	-

Table 1.3: Hypothetical scores for each company based on their involvement

Company	Green Marketing	Sustainable Production	E.V Integration	Sustainable Manufacturing	CSR Initiatives	Rural Electrification	Stakeholder Engagement	Continuous Innovation	Enhanced Communication	Long-term Sustainability
Tata Motors	2	2	2	2	1	1	1	2	0	2
Hyundai Motors India	2	2	2	2	1	0	2	2	1	2
Mahindra and Mahindra	1	1	2	1	2	2	1	1	1	1
Maruti Suzuki	1	1	1	1	1	0	0	1	1	1
Skoda India	0	1	0	1	0	0	0	1	0	0

Graph-1: Line graph to visualize how each company performs across the sustainability factors

The line graph visualizes how each company integrates various sustainability themes. Each line represents a company, and the points on the line indicate their score for each sustainability theme. The graph lets us compare each company's strengths and weaknesses across different sustainability areas.

Discussion: The thematic analysis reveals that Tata Motors and Hyundai Motors India lead green marketing and sustainability initiatives, with strong integration of E.V.s,

sustainable manufacturing, and continuous innovation. Tata Motors emphasizes carbon neutrality, while Hyundai excels in stakeholder engagement and green strategy integration. Mahindra and Mahindra focus on rural electrification and CSR initiatives, showing strength in sustainable farming. Maruti Suzuki is gradually evolving, focusing on hybrid technologies and alternative fuels. Skoda India lags significantly in most areas, reflecting minimal engagement in green marketing and sustainability efforts. The line graph highlights these disparities, showing that Tata and Hyundai consistently perform well across sustainability factors while Skoda struggles to keep pace

Table 2.1: CSR and green innovation with a focus on the strategic actions of key players

The following table depicts the importance of integrating environmental sustainability into corporate strategies to ensure long-term success in an increasingly eco-conscious market.

Theme	TATA Motors	Hyundai Motors India	Skoda India	Mahindra and Mahindra	Maruti Suzuki
Integration with CSR	Strong CSR alignment	SR-focused initiatives	Integrated CSR and green marketing	Deep CSR integration	CSR-driven green marketing
Green Innovation in Manufacturing	Use of eco- friendly materials	Focus on alternative fuels	Emission reduction techniques	Renewable energy use	Hybrid vehicle development
Competitive Advantage	Enhanced market position	Increased brand value	Strong customer based	Market differentiation	Expanded market share
Transparency and Consumer Trust	Transparent communication	High consumer loyalty	Strong transparency	Consumer trust initiatives	Reporting on

Graph 2.1: Line graph to visualize CSR and green innovation with a focus on the strategic actions of key

Players Discussion: This analysis examines the sustainable green marketing initiatives of the Indian automotive industry, with a particular emphasis on the strategic actions of major

players like TATA Motors, Hyundai Motors India, Skoda India, Mahindra and Mahindra, and Maruti Suzuki. The table highlights each company's integration of Corporate Social Responsibility (CSR), green innovation in manufacturing, competitive advantage, and transparency, which contribute to their market positioning. The line graph further illustrates the varying performance levels across these sustainability factors, revealing that companies like TATA Motors and Mahindra lead in CSR integration and innovation, driving higher consumer trust and competitive advantage. The analysis highlights the importance of sustainable practices in shaping the industry's future.

Observations:

1. All five companies—TATA Motors, Hyundai Motors India, Skoda India, Mahindra and Mahindra, and Maruti Suzuki—strongly align their green marketing strategies and CSR commitments. These companies view green marketing as a promotional tool integral to their broader CSR initiatives.
2. The study reveals that these companies are increasingly incorporating green initiatives into their manufacturing processes, such as using eco-friendly materials, reducing carbon emissions, and promoting alternative fuels. This dual benefit supports both ecological sustainability and economic performance.
3. Companies that have adopted green marketing strategies have gained a competitive edge by appealing to the growing segment of environmentally conscious consumers. The emphasis on green marketing has allowed these companies to differentiate themselves in a competitive market.
4. Transparent communication about environmental efforts is crucial for building consumer trust and loyalty. Companies that openly share their green initiatives and progress tend to have stronger customer relationships. Transparency in green marketing practices enhances consumer trust and reinforces the company's commitment to sustainability.
5. The study identified that these companies continuously innovate and expand their green marketing practices to stay ahead in the competitive market and contribute meaningfully to environmental preservation

Recommendations

The thematic analysis reveals that leading Indian automobile companies are not only adopting green marketing practices but are also embedding them deeply into their manufacturing processes and overall business strategies. This alignment with CSR

initiatives enhances their competitive advantage and appeals to environmentally conscious consumers. The study recommends that these companies continue to innovate and expand their green marketing practices, emphasizing transparency and continuous monitoring to ensure long-term sustainability.

References

- Baker, M. J. & Hart, S. J. (2017). *The Strategic Importance of Innovation in Marketing*. Oxford University Press.
- Chen, Y. S. (2020). *The Drivers of Green Corporate Identity: The Case of the Automotive Industry*. Corporate Social Responsibility and Environmental Management, 17(1), 1–10.
- Dangelico, R. M. & Pujari, D. (2020). *Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability into their Innovation Process*. Journal of Business Ethics, 95(3), 471-486.
- Jain, R. (2023). *Exploring Green Initiatives in the Indian Automotive Industry: The Case of Skoda*. Journal of Sustainable Business Practices, 11(2), 123–140.
- Kaur, P. & Sharma, R. (2021). *Green Marketing in the Indian Automotive Industry: A Study of Sustainability Practices*. International Journal of Marketing and Consumer Research, 13(4), 62–74.
- Leonidou, C. N., Leonidou, L. C., & Kvasova, O. (2023). *Green Marketing: Drivers, Challenges, and Opportunities*. Industrial Marketing Management, 42(5), 673–686.
- Ottman, J. A. (2021). *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding*. Greenleaf Publishing.
- Patel, S. (2023). *Hyundai's Blue Drive Initiative: A Green Marketing Strategy for the Indian Market*. Global Journal of Business and Management, 12(3), 84–92.
- Reddy, P. (2021). *Mahindra Electric: Revolutionizing the EV Market in India*. Journal of Electric Mobility, 9(2), 99–108.
- Sharma, A. (2023). *Government Initiatives and the Future of Sustainable Transportation in India*. Journal of Environmental Policy and Planning, 15(2), 142–158.
- Singh, K. (2022). *Maruti Suzuki's Green Marketing Strategies: A Path to Sustainable Mobility*. Journal of Green Business Practices, 8(1), 47–61.
- Tata Motors. (2023). *Sustainability Initiatives and the Role of Electric Vehicles in India's Future*. Tata Motors Sustainability Report 2023. Retrieved from Tata Motors website.