

A STUDY ON DIGITAL MARKETING STRATEGIES ON TATA MOTOR'S EVS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract : The automobile industry is a megatrend sector that has seen its market revolutionize with the upsurge of electric vehicles (EVs) and digital marketing thus plays a significant role in driving consumer awareness and purchase decisions. The research study investigates the digital marketing strategies used by Tata Motors for marketing their electric vehicles with special reference to Coimbatore city. By implementing a digital-first marketing strategy that embraces social media channels, search engine marketing, influencer campaigns and online customer engagement tools to engage prospective buyers, Tata Motors has become one of the leading players in India's EV sector.

This study looks at how different digital marketing things affect what people think and how they buy Tata Motors electric vehicles. Like, strategies involving social media ads, content stuff, search engine optimization, and those online promotions. It seems like the main goal is figuring out their influence on consumer perceptions and buying behavior. I am not totally sure, but the research also checks if digital channels work well for spreading awareness about EV technology, the environmental perks, and saving money on costs. This is focused on consumers in Coimbatore city. Some people might overlook how local that makes it.

KEYWORDS: *Digital Marketing, Electric Vehicles, Tata Motors, Consumer Behaviour, Social Media Marketing, Coimbatore City.*

INTRODUCTION OF THE STUDY:

The whole car industry around the world is changing a lot these days. Its because of stuff like more worries about the environment and new tech coming out, plus everyone wanting to cut down on carbon emissions. Electric vehicles, or EVs, seem like a good way to go instead of those old gas-powered cars that pollute everything. Governments are pushing it with policies and incentives, and battery tech is getting better all the time. People are starting to care more about protecting the planet, I think that helps too.

In India, the EV market is growing pretty fast. Big car companies are putting money into research and building up the infrastructure needed. It feels like things are picking up speed there. Tata Motors stands out in the Indian EV scene. They have some cool models and their marketing is smart, getting people to notice. The company works on the tech side but also tries to spread awareness, especially online. In this digital age, folks look up everything on the internet, from reviews to comparisons before buying a car. So digital marketing just makes sense for the auto world now, its a big part of how they promote stuff. Coimbatore is interesting for this. Its one of those fast-growing spots in Tamil Nadu with industries and schools popping up. That could make it a good place for EVs to take off, or at least thats how it seems. Not sure if everyone there is ready yet, but the potential is there.

REVIEW OF LITERATURE:

Philip Kotler and Kevin Lane Keller talk about digital marketing in their 2016 book on marketing management. They say it helps build customer engagement and long term relationships, which makes sense for brands. Companies need to use online stuff to make things personal and interactive. In the car world, especially with electric vehicles, this means educating people on features and why sustainability matters. Tata Motors does this by running digital campaigns and using social media for promotions. They even have online booking, which pulls customers in and builds loyalty. It feels like that's a big part for them in places like Coimbatore.

Dave Chaffey in 2019 points out strategies like SEO, social media, content, and online ads to hit the right people. Businesses should mix online with offline for better results, I think. For Tata Motors EVs, they use Google Ads and YouTube to reach city folks, maybe influencing buys in urban spots. Ryan Deiss and Russ Henneberry from 2017 have this framework for customer journeys, from knowing about something to actually buying. Digital funnels attract and convert people. Automobile companies can create awareness on EV perks, get inquiries online, and push for test drives.

Smith and Zook in 2016 push for integrated marketing communications, blending digital with old school promo to keep the brand message steady. It builds confidence and makes people more likely to buy. Tata Motors mixes ads, social campaigns, and dealership stuff to talk about sustainability and innovation in EVs.

This unified thing strengthens their image, especially with consumers in Coimbatore. I might be oversimplifying, but it looks consistent.

Tuten and Solomon in 2018 cover social media's role in changing how people buy. Interactive content, influencers, and engagement on Instagram, Facebook, YouTube all play in. They affect decisions a lot.

Tata uses these platforms to show off EV features, share testimonials, and highlight green initiatives. It raises awareness and nudges urban people toward electric cars. Some people might see it differently, but overall, it seems to work for adoption.

RESEARCH METHODOLOGY:

Methodology is basically the game plan for any research. It covers how the researcher collects data, analyzes it, and figures out what it all means. Without a clear methodology, things just get messy—nothing's organized or reliable. In the end, a solid methodology holds everything together and actually makes the research work.

RESEARCH DESIGN:

The research design functions as the study's operational blueprint which researchers use for their investigation. The present study uses Descriptive Research Design to evaluate customer opinions and awareness level and preference for Tata Motors EVs.

DESIGN:

The sample design establishes the procedure which researchers use to choose study participants from the entire target population. The research study uses Convenience Sampling Method to select its research participants. The selection of respondents occurs through their capacity to join the study.

METHOD OF DATA COLLECTION:

The research process requires data collection as its initial stage because it enables researchers to obtain necessary study materials which contribute to their research goals. This research used primary data and secondary data as sources because they provided accurate and reliable information.

Primary Data:

The researchers gathered primary data by using a structured questionnaire to conduct direct surveys among respondents. Google Forms were also used to collect responses from customers and potential buyers of Tata Motors EVs in Coimbatore city. This method allowed researchers to gather original information which they obtained through direct observations.

Secondary Data:

The research team gathered secondary data from multiple sources which included the official Tata Motors website, academic books, scientific journals, research documents and authentic online resources. The sources provided necessary information which assisted researchers in understanding electric vehicle market trends and digital marketing methods.

3.7 Tools Used for Analysis

The data analysis process used basic statistical methods which included the following tools:

- Percentage Analysis
- Tables
- Pie Charts
- Chi Square

DATA INTERPRATION AND ANALYSIS:

HYPOTHESIS:

H₀ The respondents are equally distributed across income categories.

H₁ The respondents are not equally distributed across income categories.

EXPECTED FREQUENCY:

$$E = \frac{89}{4} = 22.25$$

CALCULATION TABLE:

INCOME CATEGORY	OBSERVED (O)	EXPECTED (E)	O – E	(O – E) ²	(O – E) ² / E
Below 20,000	22	22.25	-0.25	0.06	0.00
20,000–40,000	15	22.25	-7.25	52.56	2.36
40,000–60,000	18	22.25	-4.25	18.06	0.81
Above 60,000	34	22.25	11.75	138.06	6.20
Total	89	–	–	–	9.37

4.2.4 RESULT:

$$\chi^2 = 9.37$$

Degree of freedom (df) = 4 – 1 = 3

Table value at 5% level = 7.815

4.2.5 DECISION:

Since 9.37 > 7.815, the null hypothesis is rejected.

FINDINGS:

1. The young adult age group which includes people who are between 21 and 30 years old constitutes the largest section of respondents who participated in the survey.
2. Male respondents (50.6%) slightly outnumber female respondents (47.2%), showing nearly equal gender participation.
3. Professional qualifications are held by 42.7% of respondents while 30.3% of respondents hold undergraduate degrees.
4. The most common occupational groups among respondents include students and private employees who both represent 38.2% of the total.

5. The majority of respondents (38.2%) receive monthly earnings that fall below ₹20,000.

SUGGESTIONS:

1. Digital awareness campaigns need to increase their reach because it will help people who have partial or no knowledge about Tata Motors' electric vehicles to gain better understanding.
2. The company should enhance its social media marketing plans for Instagram and Facebook and YouTube because these platforms serve as the most effective channels for delivering electric vehicle information.
3. The company needs to establish consumer trust by delivering complete battery performance details and charging time information and warranty terms and long-lasting reliability data about electric vehicles.
4. Digital advertisements require better environmental benefits presentation because this aspect serves as the main driver for customers who intend to buy electric vehicles.
5. The organization needs to improve its communication methods about cost savings and government subsidies and EMI schemes and exchange offers because this will help tackle customer concerns regarding pricing.

CONCLUSION:

The research called "A Study on Digital Marketing Strategies on Tata Motors' EVs with Special Reference to Coimbatore City" demonstrates that digital marketing establishes consumer awareness of Tata electric vehicles while shaping their product perception. The majority of respondents belong to the young adult category and actively use digital platforms, which include Instagram, Facebook, and YouTube, to search for information about electric vehicles.

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