
EXPLORING BRAND LOYALTY AND AWARENESS IN THE ELECTRIC VEHICLE LANDSCAPE

Ms. Bhavya Mishra¹, Ms. Kashish Chandwani², Raghvendra K. Mishra³

^{1,2}Research Scholar Dr. Ambedkar Institute of Management Studies and Research, Nagpur, India.

³Asst. Professor Dr. Ambedkar Institute of Management Studies and Research, Nagpur, India.

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ABSTRACT

In order to understand how numerous brand attributes—such as price, performance, logo, brand image, and distinctiveness—influence customers' brand loyalty when they intend to buy two wheelers, this study is being undertaken to measure the level of brand awareness among various customers in Nagpur City. For many marketers, particularly those in the automobile industry, customer happiness has come to be seen as a critical concern. It frequently serves as a marketing benchmark for the effectiveness of an organization. A satisfied consumer is often seen to be more likely to exhibit loyalty behavior, such as making repeat purchases and being eager to offer good feedback. This study attempts to throw light on how the e-vehicle market is changing, with an emphasis on consumer awareness and brand loyalty in the electric two-wheeler sector. The purpose of the study is to collect data on different brand attributes, customer loyalty, and awareness levels. For this study, the top brands based on popularity are considered. With the aid of convenience sampling, a sample of one hundred respondents is obtained. The findings showed that over half of customers are devoted to or loyal to their favourite brand, and consumers are well aware of their brand.

Keywords: Market Potential, Buying Behavior, Brand awareness, Brand Loyalty

1. INTRODUCTION

Brand loyalty is a type of recurring business that reflects a deliberate choice to keep purchasing a particular brand. Additionally, customers need to be involved in frequent purchases and have a positive attitude toward a brand in order for brand loyalty to occur. Since a brand has been there for a while and has received a lot of publicity, it can, in fact, cause an emotional attachment by being associated with the consumer's past experiences or incorporated into their self-image. When recognition is infused into a brand, consumers are able to relate to the product and businesses have a stronger competitive edge. This is known as brand awareness. Through a sense of familiarity, awareness can influence a consumer's purchase decision; yet, for high involvement products, brand awareness offers consumers with a sense of presence and assurance.

A pillar of marketing theory, brand loyalty describes consumers' sustained devotion to and repurchase behaviour from a specific brand across time. Brand loyalty in the context of e-vehicles includes elements like perceived quality, trust, contentment, and overall brand experience, all of which affect consumers' inclination to stick with a particular e-vehicle brand. Furthermore, a key factor in determining customer preferences and buying decisions is brand awareness. It indicates the level of consumer familiarity with a brand and its products in the e-vehicle market. In addition to making a brand easier to recognize, high brand awareness also increases customer trust and consideration, which in turn leads to brand preference and loyalty. Therefore, for e-vehicle makers looking to make a big splash in the market, it's critical to look at customer brand awareness and how it interacts with brand loyalty. Prior studies on brand loyalty and awareness in the automotive sector have primarily concentrated on pre-existing fuel run automobiles, giving the emerging and developing e-vehicle market—particularly electric two-wheelers—very little attention. By offering a thorough examination of brand loyalty and awareness that is especially suited to the special traits and difficulties of the e-vehicle (two-wheeler) industry, this study seeks to close this gap in the literature. The goal of this study is to provide light on how the e-vehicle market is changing, with an emphasis on consumer awareness and brand loyalty in the electric two-wheeler sector.

2. REVIEW OF LITERATURE

Kumar (2011) : According to him the purchasing intentions of people may be influenced by the endorsement of celebrities. Over time, celebrity endorsements have increased in frequency. These days, it is a typical feature of the advertising business, especially in India. Marketers employ celebrity endorsers to entice customers to buy products in an effort to increase sales and increase their market share.

S. Dhanalakshmi & Dr. M. Ganesan (2015): Their objective is to evaluate customer's total loyalty while accounting for varying degrees of increment. According to this survey, their recent completions' quality and worth drove them to

change their brand. Businesses must be forced to explain how they plan to satisfy customers.

Agrawal & Subhash (2022): This study emphasizes marketers should focus on cutting down on the amount of time consumers spend looking for information by promoting product trials and efficiently reaching out to customers via the most effective channels. Marketers also need to understand the processes that go into analysing a particular product, such as doing primary research and charting their brand's evolution from the contemplation set to the decision set. It is more likely that the product will be selected for review if it addresses its flaws in relation to the competition. Reaching high levels of customer satisfaction is essential to forging effective and enduring relationships with rural clients.

Objective of the study:

To study the brand awareness of customers.

To study the influences of brand attributes on brand loyalty.

To study the driving forces stimulating buying behavior.

3. RESEARCH METHODOLOGY

In this research, descriptive research methods is used to gather information about customer awareness of two wheeler companies and the reasons for their brand loyalty. For this, a sample of 100 respondents are selected at random from within Nagpur city. Convenience sampling is used to gather primary data via questionnaires. The study's focus is limited to Nagpur.

Analysis & Interpretation of Data:

Table 1. Most preferred brand in e-two wheelers

Brand name	Frequency	Male	Female	Percent (%)
Hero Electric	25	4	21	25%
Ola	18	6	12	18%
Bajaj Chetak	17	14	3	17%
Ather	12	5	7	7%
TVS IQube	8	7	1	8%
Others	20	14	6	20%

Above table reveals that respondents most favorite brand in e-two wheelers is Hero Electric followed by Ola, Bajaj Chetak, and Ather amongst others.

Table 2. When particular brand is not available in market then its impact on respondents purchase intention.

Opinion	Go For another Brand	Search for the same brand	Buy whatever is available
Frequency	25	65	10
Percent	25	65	10

Among those surveyed, 25% choose a different brand, 52% actively look for the same brand, and 23% don't look for alternatives or have a particular brand preference—rather, they just grab whatever is easily accessible. This tendency probably shows how important e-vehicles are for personal mobility, leading users to stick with their favourite brand depending on features, performance, and dependability. The results indicate that whereas certain consumers show a strong commitment to a particular brand, others are willing to consider alternative possibilities. This highlights the significance of brand reputation and product offerings in shaping consumer choices in the e-vehicle industry.

Table 3 . Consumers' perception about price when making purchase decision

Value	Frequency	Percent
Reasonable price	68	68
High Price	29	29
Low Price	03	03
Total	100	100

The table depicts that 68% of respondents who perceived that price is reasonable and 32% Perceived their preferred brand is highly priced. The higher percentage of price acceptability can be due to continuity of prices over sustained period of time.

Table 4. Buying a particular brand

Brand Loyalty	Always	Sometimes	Variable
Frequency	68	17	15
Percentage	68	17	15

There are 68 respondents who strongly prioritize brand names when deciding to purchase, indicating a strong inclination towards established brands. Additionally, 17% of respondents occasionally opt for a specific brand, while 15% are indifferent and choose whichever option is available in the market.

The prevalence of high brand loyalty can be attributed to the significant variations in the fundamental characteristics of different e-vehicle brands.

Consumers tend to stick with familiar and trusted brands due to their distinct features and performance, emphasizing the importance of brand reputation and product consistency in the decision-making process within the e-vehicle industry.

Table 5 . Satisfaction level with quality of preferred brand

Response	Frequency	Percent
High	58	58%
Moderate	34	34%
Low	8	8%
Total	100	100%

58% respondents were impressed by the quality of brand they prefer. 34% felt that they would like to have better quality while persisting with the same brands.

While 8% were of the opinion that product quality was low & felt that switching would be a good option.

Table 6. Brand attributes which affect Customers loyalty

Attributes	Respondents	Percent
Brand image	29	29%
Design	21	21%
Performance	14	14%
Technical Features	9	9%
Uniqueness	18	18%
Availability	9	9%

Common users often conflate brand with quality when evaluating e-vehicles. Female consumers, in particular, prioritize attributes such as design, price, and uniqueness.

While price remains a factor, it is not the sole consideration due to the personal nature of e-vehicles. Instead, consumers weigh various attributes holistically when making purchasing decisions.

Table 7. Influence of Marketing-mix Variables on brand preference

Possible responses	Responses	Percentage
Product Features	34	34%
Price	13	13%
Advertising	30	30%
Availability	7	7%
Retailer	16	16%

Marketing mix plays an important role in decision making of the buyer. While other factors like quality price were discussed in earlier question as well.

Advertising plays an important role purchase decision. Many respondents became brand loyal due to impressive advertisements.

4. FINDINGS & CONCLUSION:

The study reveals that brand loyalty among consumers in the e-vehicle (two-wheeler) market is significantly influenced by factors such as perceived quality, trust, and overall brand experience. Furthermore, brand awareness emerges as a key driver of brand preference and loyalty, highlighting the importance of effective marketing strategies in enhancing consumer familiarity and engagement with e-vehicle brands. In conclusion, this research underscores the critical role of brand loyalty and awareness in shaping consumer behavior and market dynamics within the e-vehicle industry. By understanding the factors that drive brand loyalty and awareness, e-vehicle manufacturers can formulate targeted marketing initiatives to strengthen brand positioning, foster consumer trust, and ultimately drive market penetration. Moving forward, continued efforts to enhance brand perception and awareness are essential for accelerating the adoption of e-vehicles and facilitating the transition towards a sustainable transportation ecosystem.

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