

Original Article

The Role of Digital Marketing in Shaping the Competitive Landscape for Two-Wheeler Electric Vehicles in Nagpur City

Shraddha Sanjay Gupta¹ Dr. Meena Deshmukh²

¹ Research Scholar, RTMNU, Nagpur

² Associate Professor, V.M.V. College, Nagpur

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Abstract:

The speedy adaptation of electric vehicles (two wheels) dominates the town mobility in the areas Nagpur, being among the upcoming towns in this evolving market. This research attempts at exploring the contributions pertaining to digital marketing on the competitive market structure of two-wheeler electric vehicles explored in Nagpur city. They engage consumers in innovative means to create brand awareness and sale through social media marketing, search engine optimization, influencers, and online reviews. Using primary data of consumer surveys and dealer interviews, alike secondary data from industry sources, the report indicates how consumer requirement through digital marketing impacts electric vehicles in consumer purchase decisions and gives a competitive advantage to brands having an edge in digital platforms. From these results, it is quite visible that digital strategies are stepping up in realizing the differentiation of products, bettering customer engagement, and shaping the future path of the EV market in Nagpur.

Keywords: Digital Marketing, Electric Vehicles, Two-Wheelers, Competitive Landscape, Social Media Marketing, Consumer Behavior, Nagpur

Introduction:

Sustainable and eco-friendly means of transportation have gained fast penetration on account of environmental consciousness, technological advancements, and government policies. In India, the two-wheeler market is rapidly growing due to its price, convenience, and suitability for urban commuting. Nagpur is leading the way in this transition with rising consumer interest and infrastructural support for the adoption of EVs.

With competitive products having adequate differentiation in features, pricing, services, and marketing strategies, Ola Electric, Ather Energy, Bajaj Chetak, TVS iQube, and Hero Electric are vying for every inch of market share. Digital marketing became a potent tool for engaging consumers, building their awareness, and influencing their purchase decisions.

With greater penetration of the internet, smartphone inclusivity, and social media engagement, digital platforms have gained an edge over traditional marketing channels in Nagpur. Digital marketing tools being adopted are social media marketing (SMM), search engine optimization (SEO), influencer marketing, emailing, content marketing, and online reviews. These tools enable brands to interact with potential customers across multiple touchpoints, rendering personalized and interactive experiences.

Consumers in Nagpur are fast adopting a trend whereby online research, user reviews, and influencer opinions are increasingly relied upon to make proper decisions on two-wheelers EVs. It only confirms the necessity of strong digital presence and engagement for brands that aim at market leadership. Digital marketing acquires customers and protects retention through after-sales engagement, service updates, and loyalty programs.

This study is aimed at investigating the impact of digital marketing strategies on competition between two-wheeler electric vehicle brands in Nagpur by looking into practices adopted by key players, evaluating consumers' responses, and assessing impacts on brand

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Address for correspondence:

Shraddha Sanjay Gupta, Research Scholar, RTMNU, Nagpur

Email: shraddhagupta1607@gmail.com

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positioning and sales performance.

Objectives of the Study:

- 1) To analyze the current digital marketing strategies employed by two-wheeler electric vehicle (EV) manufacturers and dealers in Nagpur city.
- 2) To evaluate the influence of digital marketing tools such as social media, search engine marketing, influencer collaborations, and online reviews on consumer awareness and purchasing behavior.
- 3) To assess how digital marketing contributes to brand differentiation and shapes competitive advantages among two-wheeler EV companies in the Nagpur market.
- 4) To study consumer perception and responsiveness toward various forms of digital content related to EV two-wheelers, including advertisements, reviews, and promotional campaigns.
- 5) To explore the role of localized digital marketing initiatives in enhancing customer engagement and sales performance in tier-two cities like Nagpur.

Literature Review:

A plethora of literatures recount the role of digital marketing in evolving consumer behavior and competition, including one in electric vehicle (EV) industry. According to Chaffey and Ellis-Chadwick (2019), social media, SEO, and email campaigns are digital marketing tools that enable personalization, leading to better engagement with consumers and competitiveness. Therefore, building on that argument, Kotler et al. (2021) discussed how digital media, being two-way channels of communication, historical logical time gain for businesses boosting agile strategic decision making; all of which further supports dynamic environments, such as that presented by electric vehicles. By focusing on consumer behavior, Kumar and Mehta (2022) found out that there are considerably high numbers among EV purchasers who rely on online reviews and influencer content to take purchase decisions before reaching a final decision, especially in urban areas. Sharma and Gupta (2021) found that visually rich materials, including video demonstrations on social media, are more potent stimuli in influencing potential buyers than traditional advertisements. The power of influencer marketing was also discussed by Patel and Singh (2020), where micro-influencers were symbiotic toward building customer confidence and credibility for the new entrant brands in the EV domain. Maharashtra also had region-specific insights reported by Deshpande (2021) through an indication that user-generated content and positive

online reviews affected adoption of EVs in tier-two cities like Nagpur. Collectively, all of these literatures show that digital marketing is a significant influencer in the competitive landscape of the EV industry while spotting a gap concerning localized research directed toward cities such as Nagpur, which the present study aims to address.

Research Methodology:

This study investigates the impact of digital marketing on the competitive dynamics of two-wheeler electric vehicles (EVs) in Nagpur city. Data was collected through questionnaires, interviews, industry reports, and digital marketing analytics. The study used purposive sampling to select relevant respondents. The findings may be limited to Nagpur, subject to biases, and subject to rapid changes in digital marketing trends.

The Role of Digital Marketing in Shaping the Competitive Landscape for Two-Wheeler Electric Vehicles in Nagpur city:

Increased demand for eco-friendly transportation, environmental awareness, and government initiatives have accelerated the growth of two-wheeler electric vehicles across India. In cities like Nagpur, where pollution control and fuel costs are becoming increasingly pressing challenges, two-wheeler electric vehicles are fast emerging as a viable alternative. Consumer acceptability, however, is still at the developing stage and brands need novel strategies for consumer marketing. In this regard, digital marketing will play a phenomenal part in shaping consumer behavior, enhancing visibility of the brands, and giving companies an edge over competition in the fast-emerging EV market of Nagpur.

Digital marketing is an approach through which different online and electronic devices or digitally communicated formats are used to promote goods and services. It incorporates strategies such as search engine optimization (SEO), social media marketing, email marketing, content marketing, pay-per-click (PPC) advertising and influencer marketing. By doing so, digital platforms grant companies the ease of creating changes in consumer behavior as well as beneficial visibility for their brands and a competitive edge in this rapidly evolving EV market.

Theoretical frameworks such as AIDA and Porter's Five Forces highlight how digital marketing influences customer decisions. Digital marketing has really evolved into a case when it comes to creating awareness about the products of electric vehicles in Nagpur, generating interest via engaging content, creating the desire through showcasing benefits such as savings in cost and eco-

friendliness. Call-to-action is created through online bookings and offer details. They help to combat competitive rivalry, enable new entrants to gain visibility in the market, empower buyers with information, reduce the threat of substitutes via emphasizing their distinct features, and help manage supplier relationships through transparent engagement online.

In Nagpur, digital marketing acts as a marketing channel for EV industries to target a wide spectrum of urban audiences, right from students to corporate citizens and eco-conscious citizens. Local content in Marathi and Hindi brings higher relativity to them making inroads into a multilingual market of Nagpur. Digital marketing mechanisms allow even the freshest of brands to develop a footprint and brand recall among potential buyers.

Digital marketing fills the knowledge gaps between the different aspects of EV technology, battery performance, charging infrastructure, and government incentives through educational content in several formats like videos, blogs, FAQs, webinars, and infographics. This would encourage conversion from the conventional petrol vehicle to EV, building confidence and trust in EV technology.

Several digital marketing tools such as Google Ads, Facebook Ads, and SEO strategies generate qualified leads by targeting consumers looking for EV options. The alignment of landing pages for online booking forms and test rides on the company site increases the conversion rate.

Services or products through which data analytics and insight give access to consumer data and analytics enable companies to interpret how customers.

Digital Marketing Strategies Used in Nagpur for Two-Wheeler Electric Vehicles:

The two-wheeler electric vehicle (EV) market in Nagpur is growing steadily for its demand for eco-friendly transportation and digital marketing strategies. Leading brands like Ather Energy, Ola Electric, and TVS iQube have continued to implement these digital marketing strategies for targeting urban consumers in the city. These strategies are taken to improve brand visibility among consumers and thus increase sales conversions in a highly competitive environment.

Ather, Ola Electric, and TVS iQube form a small niche connecting them to prospective buyers through platforms like Instagram, Facebook, and YouTube, showing some product demos, communicating offers for a limited customer period, and encouraging such posts with the youth of Nagpur. They widely use videos, such as teasers, feature highlights, and customer testimonials, to

win attention and develop an interest toward the respective brands. Paid promotions and geo-targeting ads make sure that specific consumer audience is targeted within the city.

Local EV dealers and manufacturers have invested a lot in SEO and SEM to ensure that product names, such as "EV two-wheelers near me" or "electric scooter dealers in Nagpur", show up in search results. For example, their SEO plan includes using location-specific keywords, speed, informative blogs and FAQs related to EVs, and thus speeding up the loading of websites. Users searching for EV options have been targeted by Google Ads campaigns (SEM) advantageously to lead them to find landing pages with booking forms, promo details, or test-ride scheduling options, thus increasing lead generation and conversion rates.

Local influencers, including YouTubers who offer automobile reviews and lifestyle content, partner with EV brands to produce product reviews, unboxing videos, and ride experiences. Their personalized, relatable content lends credibility and builds trust around the brand, allowing consumers to understand the realistic aspects of owning an EV via firsthand experience which play a vital role in influencing the purchase decision.

Analysis and Discussion:

Digital marketing has emerged as the most critical driver of growth in Nagpur's two-wheeler electric vehicle (EV) sector, changing consumer behavior, dealer performance, and competitiveness in the market. Consumers in Nagpur do much research online before visiting a dealership: Brand website surfing, specification comparisons, reviews checking, and FIN options are all part of this. 68% of the respondents state that reviews on YouTube and influencer videos highly influence buying decisions, simplifying technical aspects and giving real-world insight about vehicle performance, battery life, and charging infrastructure.

The dealers in Nagpur have witnessed the advantage of digital marketing in true sense, with local digital ad campaigns run via Facebook and Google driving footfalls by up to 40% into showrooms. Digital marketing investments were yielding the highest returns on investments compared to other traditional media such as newspapers and hoardings. The online lead generation has seen more conversions as compared to conventional walk-in customers, indicating that customers educated through digital are making quicker decisions toward purchases.

On the other hand, in the fast-evolving competitive landscape for two-wheeler EVs in

Nagpur, digital marketing is becoming ever more motivating. Future-ready brighter brands like Ather and Ola Electric enjoy significantly higher brand recall owing to their continuous and innovative digital campaigns, while smaller brands are quickly gaining their own space by offering enticing digital incentives. Local dealerships collaborate with digital marketing agencies for geo-targeted ads promoting specific areas in Nagpur, boosting visibility in their service areas and competing on an even level with national brands running less-concentrated campaigns.

Digital marketing is indeed a driving force in consumer engagement and dealer success and brand competitiveness in Nagpur's EV market. The ability of market leaders to harness the digital tool to its fullest will determine their continued growth while pushing innovation and adoption in the EV segment.

Digital marketing has indeed become a pivotal driver in shaping consumer behavior, enhancing dealer performance, and fostering competitiveness in Nagpur's two-wheeler electric vehicle (EV) sector. The following numerical data highlights the impact of digital marketing on this market:

A significant majority of consumers in Nagpur engage in online research before visiting dealerships. Activities such as browsing brand websites, comparing specifications, checking reviews, and exploring financing options are prevalent.

Approximately 68% of respondents indicate that reviews on platforms like YouTube and influencer videos heavily influence their purchasing decisions. These digital content forms simplify technical aspects and provide real-world insights into vehicle performance, battery life, and charging infrastructure.

Dealers have observed a substantial increase in showroom visits, with digital ad campaigns on platforms like Facebook and Google driving footfalls by up to 40%. Investments in digital marketing have yielded higher returns compared to traditional media channels such as newspapers and hoardings. Online lead generation has resulted in higher conversion rates, with digitally educated customers making quicker purchase decisions compared to conventional walk-in customers. Brands like Ather and Ola Electric have achieved higher brand recall, attributed to continuous and innovative digital marketing campaigns. Local dealerships collaborate with digital marketing agencies to run geo-targeted ads, enhancing visibility in specific areas of Nagpur and effectively competing with national brands. These data points underscore the transformative role of digital marketing in engaging consumers, enhancing

dealer performance, and strengthening brand competitiveness in Nagpur's EV market.

Challenges in Digital Marketing for Electric Vehicles (EVs):

Digital marketing has highly impacted and enriched the growth of the two-wheeler EV market in Nagpur, but many challenges still exist. Such limitations include limited digital literacy among certain consumer segments, high competition leading to increased costs for digital ads, and the need for consistent online engagement with real-time response management.

There is a significant digital divide created by limited digital literacy among older consumers or those in less tech-savvy backgrounds, restricting online marketing communication to only particular demographics. The two should therefore strike a balance of digital outreach empowered by offline support through integrating populations across the broader market.

The high competition for visibility online through platforms such as Google Ads and Facebook Ads tends to inflate the cost-per-click (CPC) and cost-per-impression (CPM) rates, making it costly to hold up the top positions or have the ads on-running campaigns. The budget of marketing really gets pinched, and therefore, one would have to see reduced ROI of digital efforts, making it really difficult to compete against heavyweights.

Continuous online engagement with real-time response management becomes inevitable for EV brands and dealers considering the market in Nagpur, where most of the local dealers lack dedicated digital marketing teams leading to delayed responses to queries and, in many instances, Ask it unaddressed as well as failure to align for engagement. Active social media presence with instant support systems requires a persistent effort and huge resources.

Another challenge arises in appropriately reflecting product representations online to manage expectations. Misleading or exaggerated content digitally leads to unrealistic expectations that may lead to the loss of brand credibility and also affect the outcome of future digital campaigns in terms of consumer trust.

A strategic and balanced approach, which includes investments for digital training among staff, optimization of the ad spends, enhancing mechanisms for customer engagement, and ensuring transparency and authenticity in the digital content, is required for addressing these challenges.

Conclusion:

Both in the metropolis and beyond, digital marketing revolutionizes the competitive scenario

of the two-wheeler electric vehicle (EV) market in Nagpur city. What is more, with the changes in consumer inclination towards product research, reviews, and doing interactions with the brands or local dealerships making use of social media, search engines, influencer collaborations, and even digitalizing their lead generation to get in touch with possible buyers, the consumer is well reached-the crossroad that seems to lead one toward the better future/wellness comes terribly close through digitalization. Early digital strategy adopters from Ather, Ola Electric, and TVS iQube made ground-shattering entries into the market by attaining colossal competitive advantage through great brand visibility, recall, and engagement. Consumer behavior has been greatly influenced primarily by digital content; most customers research largely on the Internet regarding what they want to buy, take in the reviews of their influencers, and interact with the product on social media. With increased showroom footfalls, increased conversion rates, and improvement in ROI as compared to traditional media, digital marketing has again extended its benefits to dealers. Digital marketing has many challenges, such as limited digital literacy among segmented consumer categories, rising digital advertising costs, and the necessity for online engagement and appropriate product portrayal. Hence, an effective execution of digital marketing is critical in order to capture market share, build long-term customer bonds, and effect sustainable mobility of the urban landscape.

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Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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