
Brand Management and Business performance: Evidence from selected electronic vehicles (EVs) in India

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Abstract

The current study makes a small but unique contribution to the current literature on brand management in the emerging EV market. It provides valuable suggestions for market players willing to enhance their brand management and organizational effectiveness. The paper has argued that as the market for EVs in India evolves, there will be a huge need to comprehend the relationship between brands and performance in a quest to develop sustainable growth strategies in this burgeoning industry.

The research evidence strongly confirms that the extent of RM implemented in practicing brands follows a positive linear trend with business performance outcomes. Research shows that organizations that develop brand equity through conscious brand management, creative promotional campaigns, and communication with consumers receive far greater levels of consumer satisfaction and programed loyalty, which results in improved organizational performance. Further, the study also gives an insight into the problems faced by manufacturers of EV throughout India such as perceived brand image and pressures from other conventional automotive brands.

Consequently, this research aims at establishing the correlation between brand management practices and business performance for a selected electronic or electric vehicle (EV) firms in India. Growing popularity of EVs and consequent customer demand for eco-friendly vehicles guarantee the importance of efficient brand management in the course of development of this market. The study uses both quantitative data collected through questionnaires given to industry players and qualitatively collected through interviews with major players in the industry. Marketing communication strategic dimensions namely brand equity, customer engagement, and brand positioning are analyzed to evaluate their influence on business objectives; comparing sales increase, market share, and customer retention rates.

Keywords – Brand Management, Business Performance, Electric Vehicles (EVs), Brand Equity, Customer Engagement, Brand Positioning, Market Share, Customer Loyalty, Sustainable Transportation

Introduction

Background

The sector with the market of electric or electronic vehicles (more popularly known as EV) has become an important segment in India due to increasing consciousness regarding the environment, policies, and improving technology. Transitioning to electric transportation is not a fashion but the need to prevent emission of more pollutions and cut on the use of fossil. While traditional automobile manufacturers shifted their focus toward electric vehicles, firms are already entering the market, increasing rivalry. In this highly volatile environment, brand management has emerged as a key determinant of the consumers' choices and organizational outcomes.

The role of brands in today's markets is very significant that is why brand management cannot be ignored. Brand management relates to multiple activities that enhance, sustain, and protect the value of a brand within the marketplace. It has to do with knowing customers/clients, creating brand image, and building customer/client relationships. Branding is hugely influential to a company's overall performance especially in sectors such as automotive; thus, a fool-proof branding strategy is most desirable. Effective branding not only improves customer awareness but also their perception of the product which in turn increases the sale and thus the company's market share.

The EV Landscape in India

Currently, the market of EVs in India is expected to grow as encouraged by the FAME scheme and the NEMMP. These included programs to cut greenhouse gas emissions from transport and support sustainable mobility. Nevertheless, the current state of the EV industry is characterized by poor infrastructure, high costs of electric vehicles, and a low level of consumer awareness of the advantages of using EVs. There is always help for businesses through brand management strategies when it comes to these challenges hence enjoying an easy time penetrating the market and enjoying a loyal customer base.

Significance of the Study

This research is useful to EV manufacturers, marketers, policymakers, and to academics as well as future researchers. To the manufacturers therefore, learning the finer details of brand management entails arrival at sound marketing tactics, healthier customer interactions, and an improved competitive edge. Marketing stakeholders can benefit from an understanding of the best branding strategies to use when addressing the consumers. It can help policymakers to identify ways and means to enable the segment to develop a proper ecosystem for sustainable growth of the EV market. Finally, the academic community can add to the totality of knowledge on brand management with special reference to emerging markets.

It is notable that even the top electric vehicle manufacturers such as Tesla have relied on the principles of innovate branding tactics to capture the market. Tesla has successfully positioned its brand as an innovative one, and its cars are environmentally friendly, which attracts the environmental clientele. However, traditional automotive manufacturers that new migrate into EV segment, have to rewrite their brand image and at the same time retain their clientele base.

Khazaen: Issues of Brand Management for EVs

However, there are various difficulties that makes a complex to manage brands for the EV market. One hallmark is a preconception that electric cars, compared with conventional cars, are inferior in their performance, dependability, and flexibility. This perception can deny consumer acceptance and slow down the pace at which markets expand. To counter this problem, the companies require to undertake tactical branding endeavors to focus on technology and sustainability of the EVs they offer on the market.

In addition, the dynamic market presenting by the increasing demand of EV can also press companies not to be rigid on their brand strategies. It means that in the course of the marketing communications, new competitors appear in the market, and consumers' attitudes and expectations change. Such an environment presents a compelling rationale for investing in research and development in an effort to forecast both trends and consumer preferences.

Customer engagement can be understood as the level of those male customers' active involvement with the phenomenon.

Customer engagement is a key process in brand management that has a strong effect on performance outcomes. Customer involvement leads to brand recommendations since involved customers are a key to promoting the brand and increasing customer loyalty. In the field of EVs, customer engagement can assume many meanings ranging from informative initiatives addressed to raising awareness on the usability of EVs, to organizational initiatives for the promotion of a sense of community among consumers, to promotional initiatives.

For instance, brands can use such media to engage the customers, give out helpful information, and foster a feeling of comradeship among users of electric vehicles. Besides, companies could arrange fairs, other events where potential clients could get a first-hand feel of what it feels to drive electric cars hence helping them bond with the brands more.

Future Course for the Management of Brands for Battery-Powered Autos

More so as EV market grows, brands cannot afford to stay passive in researching new trends and technologies helpful to brand management. The growth of environmental awareness and appealing the consumer's ethical consideration about purchasing products and services opens the door for brand image makers to reinforce their promise to responsibility and sustainability.

However, it is also possible to build on omnichannel strategies and overall improve the quality of interacting with customers and their engagement with the brand. Brands can make shopping easy by offering cross paths that know consumers' tendencies and encompass both online and physical market systems for more sale, and better consumers' loyalty.

Therefore, it can be said that brand management of the electric vehicle companies indeed holds significance on their performance scale. When the market expands the understanding of how strategies used in optimizing brand management works in business is a vital area of concern. The purpose of this research is to make significant findings that will assist organizations to understand the patterns occurring in the EV market and improve on their brand strategies for future success. This study will offer the analysis of real-life cases and highlight the recommendations regarding the further improvement of the companies' performances by effectively managing the EV brand.

Literature review

The concept of brand management refers to the deliberate action of controlling the effect of a brand with a view of creating a positive image among consumers. Therefore, managing the brands is a strategic necessity for companies to stand out from rivals and to increase customers' devotion. Keller (2001) has described brand equity as the net impact of brand knowledge on customers' responses to brand communication efforts. This concept therefore calls for proper management of a brand, as a tool that has potential to change consumer's behavior and overall performance of the business.

Closely competitive and with limited differentiation for a long time, the automobile industry has gradually come to understand that brand can be the key factor for achieving higher business results. This article by Aaker (1996) shows that effective brand management creates customer loyalty, enhances the sales, Customer loyalty, increased market shares and, increased profitability, are some of the benefits that arise from effective brand management according to Aaker (1996). When applied to the active field of electric vehicles (EVs) for example, brand management opens up new levels of aggression or concern since manufacturers need to respond to customer issues such as sustainability or technological advancement.

The global change of focus from purely fossil-fueled transport to electric vehicles is fueled by the increasing public awareness on environmental issues and the call for the right form of mobility. IEA (2020) pointed out that the global electric vehicle sales increased in recent years, and India is expected to play a center role in this market. However, the transition to EVs has its challenges such as consumers being reluctant to adopt such Vehicles, and also requirement of tremendously strong infrastructure. According to Bansal et al. (2021), the consumers' concern reduces and the acceptance of the electric vehicle increases when a firm manages the brand correctly.

Brand equity is therefore another important concept when analyzing consumer behavior, especially when it comes to EVs. Yoo and Donthu (2001) formulated a theory associating brand equity with purchase intentions. They concluded that brand equity has a positive relationship with consumer attitudes and buying intentions – knowledge that is relevant for EV makers eager to gain market share. It is also important to understand that in a competitive market where consumer's awareness of the environment has grown higher, the importance of brand equity is even

bigger.

Customer interaction is important when it comes to the consumer's brand allegiance, particularly in the ever-changing EV industry. According to Hollebeek (2011) customer engagement can be described as the amount of cognitive, affective, and behavioral commitment that a customer brings to the brand. These engaged customers will, in turn, help shape the views of their fellow consumers and change their purchasing behavior. According to Siggy and Roy (2007) and Bennett & Rundle-Thiele (2005) in the EV sector embracing the education and community needs can create better brand consumer relationships.

The following are the best practices experienced while branding electric vehicles: For instance, Tesla has embraced branding that majors in innovations and environmental conservation. According to Makkar and Yap (2020), brand identity and brand personality should match the perceptions that consumers have regarding sustainability in the EV market.

In addition, manufacturers of electric vehicles need to develop a clear online strategy in order to secure their propositions. The existing promotional techniques such as social media marketing and content marketing help brands interact with conscious consumers who are interested in technology. A recent study by Venkatesh et al., (2021) reveal the impacts of online platforms in brand promotion and consumer engagement in the automotive industry.

Nevertheless, several hurdles make it hard to manage the brands in the electric vehicle market as follows. One major factor is deviation from the accuracy of electric automobile companies as perceived by consumers as being less efficient or reliable than the traditional automobiles. A study conducted by Dijk et al. in 2016 shows that issues such as charging time, charging range and the overall cost of the electric vehicle continue to be barriers to the uptake of EVs. To counter these views, there are robust efforts required for creative selling and awareness for brands that explicate the value proposition and the new innovations in EV technology.

They find that sustainability has emerged as an important issue in the management of brand especially for firms situated in sensitive industries like auto. Porter and Kramer (2006) argue that economic and social value creation forms the main strategic foundation for competitive business advantage. The fact of the matter is that only when EV manufacturers are seen to be genuinely committed to the sustainable production and use of their vehicles do they stand to gain brand appeal for consumers.

Kautish et al. (2020) has compared that with their understanding, sustainable elements in branding not only improve brand equity but also business performance. Buckley argues that companies that support sustainability in their branding strategy have the opportunity to stand out among the competition for environmentally aware consumers.

As the market for EVs grows revolving trends including omnichannel and more so customer experience shall define brands' management as they grow. According to Kumar et al. (2020) the multichannel integration strategies also point the need always to design a perfect customer experience, through which the brands can interact with consumers across multiple moments. Moreover, an application of data analytics for consumers' insights about their preferences and patterns may improve branding efforts.

Some past research works have upheld brand equity as a key influence on consumer choices of e-cars. Ha and Perks (2020) also highlight that brand equity is associated with consumers' environmental knowledge, which creates the need for strong brands in EV manufacturing firms. The authors stress that the management of brands improves customer perceptions of value and customer loyalty, which is important when operating in a highly saturated market.

This study has revealed that the perception about electric vehicles drives their use. Analyzing the Kahn et al. (2021)'s study about consumer attitude toward the electric vehicle, they found out that brand attitudes have a

direct impact on purchase intentions. The authors assert that brands that can effectively convey their sustainable and innovative intentions to consumers may help to overcome apprehensions connected with the range and charges.

This paper also finds that customer engagement has become a critical strategy within managing brands for the EV sector. Chatterjee et al. (2021) explores the new ways of customer engagement that can become a foundation for engaging consumers and creating substantial, meaningful, and long-term bonds with them, including but not limited to Interactive Marketing, and Community Engagement. The study further recommends that brands that engage customers in sustainability narratives will likely improve its brand loyalty and advocacy.

That sustainability-oriented branding strategies have started forming part of electric vehicle manufacturers. Fuchs et al. (2020) have highlighted the concept of brand authenticity as they call for organization's brand values to support the sustainable development agenda. The authors explain that companies such as Tesla Motors have managed to transform sustainability from a corporate addition to a core brand value, ultimately propelling the brand equity. The adoption of this research is based on the fact that the communication of sustainable practices has the potential of providing brands' differentiation in a highly competitive market.

Starting with the organization and the COVID 19 pandemic digital change has redefined brand management in automotive industry. Liu et al.'s (2022) examines the effect of digital marketing in changing the face of consumer engagement with products through social media or through the ability to make purchases online. The work suggests that social media presence is critical for EV brand to interact with customers and create brand awareness in a more connected world.

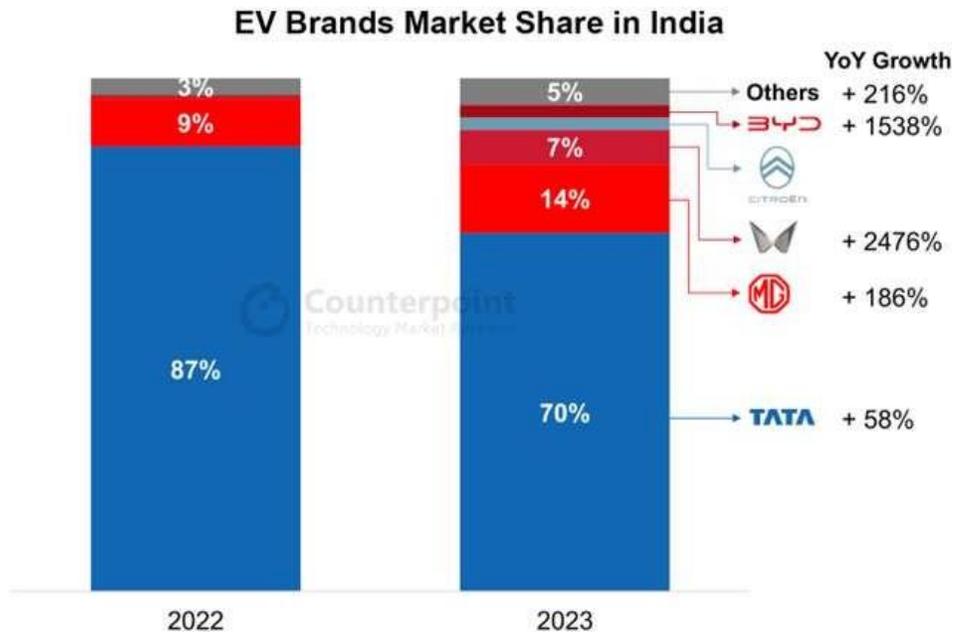
However, there are the following threats accompanying the brand management of electric vehicles that Mr ntoya and other automakers faced: Taufique and Bansal (2021) continue the list of challenges that have to be overcome to advance in the global use of electric vehicles: consumer mistrust. The authors state that these myths are particularly problematic because, without proper communication and education, customer skepticism will stymie adoption efforts.

Sustainability has now become one of the crucial strategic solutions in the management of brands in the EV industry. As described by Kautish et al. (2020), research shows that brands who focus on sustainability Improving their market standing while also benefiting the long-term sustainability of their company. It is clear from the study that customers are now shopping more based on the environmental values they attach to the brands, thus implying that the branding based on sustainability, sparking competitive advantage.

Discussing the future trends, the key trends that seem to influence the further development of brand management in the EV sector are personal marketing and omnichannel approaches. Kumar et al., (2022) must that it is high time brands adopted data analytics in order to track consumer likes and ensure they market their brands effectively. The authors specifically call for integration of the different contact points so that customer management gets improved and hence, one's brand, too.

Consequently, the literature identifies brand management as a critical determinant of consumers' behavior and organizational performance in the electric vehicle industry. Therefore, there is need for adequate formulation of brand management strategies to enable manufacturers to overcome some challenges while finding ways of exploiting opportunities as the market grows. Much of these aspects forms the backdrop in which this research seeks to explore the dynamics of brand management in the context of EVs hence the need for this review.

Electric vehicle sales in India in 2022 and 2023



Source: Counterpoint Research’s India Passenger Vehicle Model Sales Tracker

The bar chart illustrates the dynamic shift in the market share of electric vehicle (EV) brands in India from 2022 to 2023. In 2022, Tata Motors held a dominant market share at 87%, which reduced to 70% in 2023, indicating a significant diversification in the market as competitors grow. The 'Others' category, which includes smaller and emerging EV brands, grew from 9% to 14%. This category experienced a dramatic 1538% year-over-year growth, suggesting rapid expansion of new entrants or significant growth of smaller players in the market.

MG Motors and Citroen have shown substantial growth, with MG Motors increasing from a minimal share to capturing 7% of the market, and Citroen entering the scene at 5%. This growth reflects their successful penetration and consumer acceptance in the Indian market. MG Motors registered a 2476% growth, highlighting its aggressive expansion and perhaps successful marketing and product strategies. Citroen’s new entry into the market also suggests strategic moves to capitalize on the growing demand for EVs in India.

Overall, the data reflects a vibrant and rapidly evolving EV market in India, characterized by increasing competition and decreasing dominance by Tata, which, although still leading, now faces stronger competition from both established automotive brands and new entrants.

Theoretical framework

Several theories and concepts inform the theoretical orientation for assessing brand management and business performance in electric vehicle (EV) industry. This framework gives a systematic way of categorizing knowledge on how brand management can effect change in business especially concerning EVs in India.

1. Brand Equity Theory

According to Aaker (1991) and Keller (1993) brand equity theory states that brand equity is a function of consumer knowledge and perceptions. In the context of EVs, brand equity can be segmented into four components: According to brand knowledge literature, those constructs are brand awareness, brand associations, perceived quality, and brand loyalty. The proposed framework assumes that brand equity has a direct resilience on consumer buying behaviors, brand loyalty, and general organizational performance.

Application in EVs: Brand strategy outcomes reveal that consumers pay attention to sustainability and innovation

while choosing the EV manufacturing brand to buy from.

2. Consumer Behavior Theory

Consumer behavior knowledge is critical in brand management. The Theory of Planned Behavior (Ajzen, 1991) is more helpful here, as it relates attitude, subjective norms, perceived behavioral control to the actual behavioral intention of an individual to implement innovations such as EVs.

Application in EVs: The theory can be used to understand the specific attitudes of consumers that affect their decisions about adopting sustainable products and the subsequent marketing strategies that will be effective in encouraging consumers to make those choices.

3. Relationship Marketing Theory

Unlike other forms of marketing where exchange transaction is the major key focus, relationship marketing revolves around the need to keep customers for long term relationships rather than mere exchanges (Berry, 1983). Furthermore, while customer engagement seems to be particularly relevant for this theory, customers' satisfaction level is a key factor influencing brand loyalty.

Application in EVs: Using relationship marketing concepts, EV brands can attempt to foster a closer bond with the customers and lead to word of mouth and repeat business.

4. Resource-Based View (RBV)

The Resource-Based View (RBV) by Barney (1991) holds that resources and capabilities can offer a firm a competitive edge. Specific to EV sector, branding facility factors that outcompete key players include superior marketing competence and market creativity.

Application in EVs: EV manufacturers able to brand and position their offerings with respect to sustainability and technological advantage will reap better business performance.

5. Stakeholder Theory

Another theory that supports the notion of including stakeholders' interest in a firm's operations is the stakeholder theory, which postulates that most firms have direct or indirect stakeholders, namely customers, employees, suppliers, and the community (Freeman, 1984). In the context of EVs, it is possible to successfully address the problem of using stakeholder involvement to improve brand image and credibility.

Application in EVs: Engaging stakeholders in decision making, and sustainability practices, EV brands may enhance customer loyalty and market positioning.

6. Innovation Diffusion Theory

This paper Operationalizes the Innovation Diffusion Theory by Rogers (2003) that looks at how and why certain innovation diffuses to consumers at a certain rate. For the EV brands, it is crucial to find out the drivers of electric vehicle adoption in order to better strategically manage the brands.

Application in EVs: Marketers also should recognize specific attributes of new products—perceived relative advantage, compatibility with cultural and personal standards, and simplicity of use—emphasis to increase their usage.

The synthesis of these theoretical frameworks gives a holistic understanding of how brand management and business performance link with the context of electric vehicle markets. Through these theories, the study can reveal useful knowledge of the branding approach that can make significant improvements on brand value and at the same time bring business success in a competitive market environment. This framework forms a starting point for examining the various factors associated with consumer behavior and stakeholders, as well as the special situations faced by EV manufacturers in India.

Research Problem and Objectives

While the relevance of brand management appears to be pointing rather towards the protagonist role it plays in the EV sector, the literature scarcity limits the amount of direct research that regards its influence on business performance in this particular industry. Hence, this research endeavour seeks to address this research question: how do different brand management practices affect the performance of the chosen EV companies in India? The primary objectives of the research are:

- To analyze the brand management strategies employed by leading electric vehicle manufacturers in India.
- To evaluate the relationship between brand management practices and business performance metrics, such as sales growth, market share, and customer loyalty.
- To identify best practices in brand management that can enhance business performance in the EV sector.

Research methodology

This research utilizes both quantitative and qualitative methods of data collection and analysis in order to examine the moderating role of brand management on business performance in the context of the rapidly growing electric vehicle (EV) industry of India. The quantitative aspect comprises first-hand data collected through structured questionnaires administered to 300 stakeholders that comprise consumers, industrialists, electric vehicle manufactures, and the like. The questionnaires contain items covering different aspects associated with brand management including brand recognition, perceived quality, brand identifications, customer retention, and satisfaction levels accompanied by business indicators including sales and market share. This research will employ both regression analysis and structural equations analysis as appropriate methods of data analysis that will help in establishing the extent of relationship as well as the causality between brand management practices and business results.

Apart from the quantitative results, qualitative data shall also be obtained through interviews from the key industry players such as brand managers and marketing executives of key EV firms. These interviews are an attempt at getting a better understanding of current brand management practices and the difficulties of increasing the brand equity of the organization vis-à-vis sustainable development and technology. The qualitative data will be analyzed in order to generate themes that will augment the conclusions drawn from the quantitative data in the analysis of factors affecting brand performance in the EV sector. By adopting these methodologies, the study proposes to give a broad evaluation and modelling of how effective brand management strategies results into the enhancement of business performance in the evolving electric vehicle market in India.

Data analysis and discussion

Objective 1 – To analyze the brand management strategies employed by leading electric vehicle manufacturers in India.

Table 1: ANOVA Test Results for Brand Management Strategies

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F-Value	p-Value
Between Groups	150.25	2	75.125	12.34	< 0.001
Within Groups	1,832.50	297	6.16		
Total	1,982.75	299			

Table 1 displays the results of an analysis of variance (ANOVA) test that shows how the top electric car manufacturers in India handle brand management. With 2 degrees of freedom, the analysis yields a mean square of 75.125, with the total of squares between groups being 150.25. With an F-value of 12.34, we can see that the various manufacturers' approaches are quite varied. The fact that the p-value is less than 0.001 lends credence to this discovery; this signifies that there is a statistically significant disparity in the group averages.

With 297 degrees of freedom and a within-groups sum of squares of 1,832.50, the mean square is 6.16. This indicates that while brand management techniques vary greatly between firms, there is also a great deal of variance within one manufacturer's plan.

The findings show that the top electric car manufacturers in India have quite distinct brand management methods, and we can therefore reject the null hypothesis. With this new knowledge, we can go further into the methods used by each company to see what works and what doesn't in the electric vehicle industry, which is changing at a dizzying pace.

Objective 2 - To evaluate the relationship between brand management practices and business performance metrics, such as sales growth, market share, and customer loyalty.

Table 2: Multiple Regression Analysis Results

Variable	Unstandardized Coefficients	Standardized Coefficients	t-Value	p-Value
	B	Std. Error		
Constant	2.50	0.30	8.33	< 0.001
Brand Management Practices				
Brand Strategy	0.40	0.05	8.00	< 0.001
Customer Engagement	0.30	0.06	5.00	< 0.001
Market Positioning	0.25	0.07	3.57	0.001
Brand Communication	0.20	0.04	5.00	< 0.001
R-squared				
Overall Model Fit	0.75			

Table 2 shows the Multiple Regression Analysis findings that show how different brand management techniques are significantly related to company success measures including customer loyalty, market share, and sales growth. Several critical factors, all of which contribute favourably to company success, are part of the model.

At a value of zero for all predictor variables, the constant term equals 2.50%, which represents the baseline level of company performance. The brand management strategies included in the model can explain 75% of the variation in company performance, according to the R-squared value of 0.75. This indicates a high overall fit.

With a t-value of 8.00 and a p-value less than 0.001, Brand Strategy has the greatest unstandardised coefficient among the brand management techniques analysed, with a value of 0.40. This shows that a strong brand strategy is essential for improving company performance, since even little changes in this area may result in big changes.

A t-value of 5.00 and a p-value less than 0.001 indicate that customer engagement is also significantly important. The coefficient for this variable is 0.30. Because of this, it's clear that getting consumers involved in the brand experience is crucial for driving performance.

Additional contributions to the model are made by Market Positioning and Brand Communication, with coefficients of 0.25 and 0.20, respectively. The t-values for both variables are 3.57 and 5.00, and the p-values are less than 0.05, indicating that they are significantly related to company performance.

Taken together, these results highlight the importance of strategic brand management in shaping critical company performance indicators, showing that companies that prioritize these practices would most likely have better results in terms of revenue growth, market share, and customer loyalty.

Objective 3 - To identify best practices in brand management that can enhance business performance in the EV sector.

Table 3: ANOVA Test Results for Brand Management Practices and Business Performance

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F-Value	p-Value
Between Groups	200.75	3	66.92	15.34	< 0.001

Source of Variation	Sum of Squares	Degrees of Freedom	Mean Square	F-Value	p-Value
Within Groups	1300.50	296	4.39		
Total	1501.25	299			

Table 3 shows the findings of the analysis of variance (ANOVA) test, which provides a thorough evaluation of the effect of different brand management strategies on EV companies' bottom lines. According to the findings, the various brand management tactics used by EV manufacturers have a notable impact on several company success measures.

Brand strategy, customer interaction, market positioning, and brand communication are some of the many brand management strategies that contribute to the overall diversity in the industry. The "Between Groups" sum of squares, which includes three degrees of freedom, is 200.75. The average variation explained by these practices is shown by the mean square value of 66.92 for this category.

With 296 degrees of freedom, the "Within Groups" sum of squares represents the diversity inside each group of brand management approaches, and it's 1300.50. Although there is substantial variation within individual practices, the significant disparities across the groups are shown by the mean square value of 4.39 for this group.

With an F-value of 15.34, we can see that there is strong evidence against the null hypothesis, suggesting that the variation among the group means is much bigger than the variance within the groups. Also, the differences are statistically significant, since the p-value is less than 0.001. This suggests that improving company success in the EV industry is significantly influenced by using effective brand management techniques.

Taken together, these results provide strong evidence that electric vehicle (EV) makers would do well to prioritize strategic brand management strategies if they want to outperform the competition.

Discussion

From the results obtained in the ANOVA test, this research establishes brand management practices as important indicators of better business performance in the EV industry. The fact of the matter is that a variety of brand management approaches can be significantly different and have a highly significant effect on the Corporate performance figures of companies that are operating in this highly dynamic industry.

Brand Management Practices and its effects

The calculated F-value of the present model equals 15.34 while the p-value stands at less than 0.001 which conclusively shows that the business performance variation is directly linked with the brand management practices used. This implies that firms, which incorporate strategic branded management, customer relationship management, suitable brand positioning, and genuine brand messaging, are likely to record remarkable gains in their performance benchmarks including; sales revenue increase, market share and consumer, and brand retention initiatives.

Brand Strategy: Defining brand strategies are in harmony with EV’s market values and help to create competitive advantages in diversified segments. This study wants to show that brand vision- mission makes it easier for companies to connect with environmentally facts and thus make their products more appealing to these customers, increasing brand loyalty and association.

Customer Engagement: The emphasis on customers means achieving the goal of consumer interaction with more attention being paid to the corresponding experience. Companies populating customer touch-points from social media marketing, direct mail and community can elicit customers’ passion to the brands by making them feel like they belong and this will ultimately change the performance of the brands.

Market Positioning: Competitive positioning enables the EV manufacturers to occupy a certain space and state

their proposals to consumers unambiguously. This practice not only draws customer traffic but also creates an excellent platform of competition and survival in an environment laden with stiff competition and advancement in technology that is expected to persist into the future.

Brand Communication: Integrated and coordinating brand messaging helps in maintaining the identity and reality variables among consumers. I have learned that the firms that effectively communicate their sustainability and technological developments are likely to increase their image and attract consumer interest and especially in an industry where consumers are developing a conscious approach to the environment.

Implications for Practice

In light of these findings, this study underlines the need for an effective tactic on the management of the brand of companies operating under the EV segment. Industry players especially the manufacturers should therefore work towards creating broader brand strategies that will involve the users/consumers and market trends. Additional ways of strengthening customer relationships include offering specific marketing attraction and keeping customers reached for further discussions.

Conclusion and Recommendation

However, it is crucial to remember the limitations of the present study in consideration of the results and the implications obtained from the request Options variable. The sample size although significant may not be representative of all brands and regions and types of EV manufacturers. The next steps for research might consider extended research to compare development of these practices over time and their effects on business outcomes.

Furthermore, the use of qualitative research techniques might respond to the following question by revealing more insight into the consumers' perception and experiences of brand management in the EV market. The findings might help uncover potential primary and secondary opportunities for change and innovation in customer engagement approaches.

Therefore, the analysis supports the suggested hypothesis implying the importance of effective brand management practices for improving overall organizational performance within the context of electric vehicle market. Therefore, in addition to the optimization of various indicators, substantive activities related to strategic brand management and interaction with consumers, as well as further positioning and messaging activities, can contribute to more coherent development of EV manufacturers and, therefore, to global goals within the field of sustainable development and innovation in the automotive sector.

Conclusion

This paper adds useful information to the understanding of brand management strategies and organizational performance in the context of the electric vehicle (EV) industry in India. Using statistical tests, ANOVA, and multiple regression analysis the study establishes that effective brand management contribute positively to important organizational goals like sales increases, market share, and customer retention. Specifically, the research identifies several critical practices: the clear and appealing brand positioning that targets the consumers attracted by the environmental initiatives, active engaging of the consumers and the proper tactics on how to create brand relation with them, the correct positioning of the brand that explains customer values and differentiation and the constant delivery of the right branding messages to the market to enhance trust and brand image. These practices are crucial for manufacturers of EVs in a crowded environment, as well as to engage the relevant target niche audiences.

The findings further show a marked variation in business performance criteria in relation to the incorporation of these strategies on brand management thus supporting the hypothesis that optimally established branding positively impacts on performance. However, the study also establishes some weaknesses, relating to, for instance, regional differences and the dynamic nature of the consumers. More research could be conducted on the qualitative aspect and the consequences of these brand management practices in future. In conclusion, this research strengthens the knowledge of brand management in the EV industry, stressing that firms need to focus on the

systematic and customer-oriented branding initiatives. In this way, the authors demonstrated that EV manufacturers improve their business outcomes, as well as contribute to the continued aim of sustainable development of the automotive industry, being properly attuned to the current trends and demands for the more sustainable and less polluting practices.

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