

A STUDY ON MARKETING CHALLENGES FOR BAJAJ ELECTRIC VEHICLES AT VAIBAV BAJAJ, KARUR

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Abstract—The electric vehicle (EV) industry in India is witnessing rapid growth due to rising fuel prices, environmental concerns, and government initiatives supporting sustainable transportation. Electric two-wheelers have emerged as one of the fastest-growing segments in the automobile industry because of their affordability, lower maintenance costs, and eco-friendly nature. Bajaj Auto introduced the Bajaj Chetak electric scooter to strengthen its position in the competitive EV market. However, despite growing demand for electric mobility, dealerships face several marketing challenges while promoting electric vehicles to consumers.

This study focuses on identifying the marketing challenges faced by Vaibav Bajaj, Karur, in promoting Bajaj electric vehicles. The research examines customer awareness, charging infrastructure issues, pricing concerns, battery-related fears, competition from rival EV brands, and the effectiveness of promotional strategies. The study also evaluates the influence of digital marketing, EMI facilities, and government subsidies on customer purchase decisions.

The research adopted a descriptive research design. Primary data were collected from 125 respondents through a structured questionnaire. Statistical tools such as Percentage Analysis, Correlation Analysis, and Chi-Square Analysis were used for interpretation. The findings reveal that lack of customer awareness is the major challenge affecting EV sales. Customers are mainly concerned about resale value, charging facilities, battery life, and high initial vehicle prices. The study also found that social media marketing and test ride campaigns are highly effective in improving customer engagement and sales conversion.

The study concludes that Bajaj electric vehicles possess strong future growth potential in the Indian market. Improving customer awareness programs, strengthening digital marketing, enhancing charging infrastructure, and providing attractive financing facilities can significantly improve EV adoption and sales performance.

Keywords: Electric Vehicles, Bajaj Chetak, Marketing Challenges, Consumer Awareness, Digital Marketing, EV Adoption.

1. INTRODUCTION

The automobile industry is undergoing a major transformation because of the increasing adoption of electric vehicles (EVs). Rising environmental pollution, increasing fuel prices, and government initiatives promoting clean energy transportation have accelerated the demand for electric mobility solutions worldwide. Electric vehicles are considered environmentally friendly because they reduce carbon emissions and dependence on fossil fuels.

India is one of the largest automobile markets in the world and is gradually moving toward electric mobility. Government initiatives such as the FAME scheme, subsidies, tax benefits, and investment in EV infrastructure have encouraged the growth of electric vehicles in the country. Among the various EV segments, electric two-wheelers have gained significant popularity because of their affordability and suitability for urban transportation.

Bajaj Auto introduced the Bajaj Chetak electric scooter to establish its presence in the growing EV market. Bajaj Chetak combines modern electric technology with the trusted brand image of Bajaj. However, despite increasing opportunities, several marketing challenges affect the promotion and sales of Bajaj electric vehicles.

Customers often hesitate to adopt EV technology because of concerns regarding charging infrastructure, battery life, resale value, maintenance cost, and high purchase price. Furthermore, increasing competition from brands such as Ather Energy, Ola Electric, and TVS Motor Company creates additional pressure on Bajaj dealerships.

Vaibav Bajaj, an authorized dealer located in Karur, Tamil Nadu, actively promotes Bajaj electric vehicles through digital marketing, test ride campaigns, customer engagement activities, and financing facilities. However, several barriers continue to affect customer acceptance and overall sales performance.

This study aims to analyze the marketing challenges faced by Vaibav Bajaj in promoting Bajaj electric vehicles and to identify strategies that can improve customer awareness, EV adoption, and sales growth.

2. STATEMENT OF THE PROBLEM

Electric vehicles provide environmental and economic benefits, but many customers remain hesitant to adopt EV technology. Concerns regarding charging infrastructure, battery replacement cost, resale value, and high vehicle prices reduce customer confidence toward electric vehicles.

Dealerships such as Vaibav Bajaj must educate customers, improve awareness, and compete with strong rival brands in the EV market. Therefore, it becomes important to analyze the marketing challenges affecting the promotion and sales of Bajaj electric vehicles.

3. OBJECTIVES OF THE STUDY

The objectives of the study are:

1. To identify the marketing challenges faced by Bajaj electric vehicles.
2. To analyze customer awareness regarding EV technology.
3. To study customer concerns related to electric vehicles.
4. To evaluate the effectiveness of digital marketing strategies.
5. To examine the role of government incentives in EV adoption.
6. To provide suggestions for improving EV sales performance.

4. REVIEW OF LITERATURE

4.1 NITI Aayog (2021)

NITI Aayog highlighted that electric mobility is essential for reducing pollution and promoting sustainable transportation in India. The report emphasized the importance of charging infrastructure and government incentives in improving EV adoption.

4.2 McKinsey & Company (2022)

McKinsey identified affordability, charging infrastructure, and lack of customer awareness as the major barriers affecting EV growth in India. The report suggested that financing support and awareness campaigns could improve EV adoption.

4.3 International Energy Agency (2023)

The International Energy Agency stated that technological advancements, battery improvements, and government support policies are accelerating global EV adoption.

4.4 Philip Kotler – Marketing Management

Philip Kotler explained that customer behavior, brand positioning, and promotional strategies play important roles in influencing consumer purchase decisions. These concepts are highly relevant in the EV market.

5. RESEARCH METHODOLOGY

5.1 Research Design

The study adopted a descriptive research design to analyze the marketing challenges faced by Bajaj electric vehicles.

5.2 Sources of Data

Primary Data

Primary data were collected through a structured questionnaire from sales executives, showroom employees, and customers associated with Bajaj EVs.

Secondary Data

Secondary data were collected from:

- Books
- Journals
- Company reports
- Government publications
- Research articles
- Official websites

5.3 Sampling Design

- Sampling Method: Simple Random Sampling
- Sample Size: 125 respondents
- Study Area: Karur District

5.4 Tools Used for Analysis

- Percentage Analysis
- Correlation Analysis
- Chi-Square Analysis

6. MARKETING CHALLENGES FACED BY BAJAJ ELECTRIC VEHICLES

6.1 Lack of Customer Awareness

The study found that lack of awareness is the biggest challenge affecting EV sales. Many customers still do not fully understand EV technology, battery performance, charging systems, and long-term cost benefits.

Customers often possess misconceptions regarding battery safety, maintenance cost, and charging convenience. This lack of awareness reduces customer confidence and delays EV adoption.

6.2 Charging Infrastructure Problems

Charging infrastructure remains a major obstacle for EV growth. Customers are concerned about the availability of charging stations and the convenience of charging during travel.

Many respondents indicated uncertainty regarding long-distance travel using EVs because of limited charging facilities. Insufficient charging infrastructure negatively affects customer purchase decisions.

6.3 High Initial Purchase Price

The high purchase price of electric vehicles compared to petrol vehicles is another important challenge. Although EVs provide lower running costs, customers hesitate because of the high initial investment.

Middle-income customers particularly consider affordability before purchasing EVs. Therefore, attractive EMI schemes and government subsidies become essential for improving EV adoption.

6.4 Battery-Related Concerns

Battery performance and replacement costs are major concerns among customers. Many customers fear battery failure, limited battery life, and expensive replacement charges.

Customers also worry about charging time and battery durability over long-term usage. These concerns reduce trust toward EV technology.

6.5 Competition from Rival Brands

The electric vehicle market is highly competitive. The study identified Ather Energy and TVS Motor Company as strong competitors affecting Bajaj EV sales.

Competitor brands attract customers through advanced technology, aggressive marketing strategies, and innovative features. Bajaj dealerships must continuously improve product positioning and customer engagement to maintain market share.

6.6 Customer Concerns Regarding Resale Value

Customers are uncertain about the resale value of electric vehicles. Many respondents expressed concerns regarding future market demand and depreciation of EVs.

Fear of low resale value negatively influences purchase decisions, especially among first-time EV buyers.

6.7 Limited Customer Trust in EV Technology

Some customers still prefer conventional petrol vehicles because they are more familiar with traditional automobile technology.

Customers often hesitate to shift toward electric mobility because of fear of new technology, maintenance uncertainty, and lack of technical knowledge.

6.8 Ineffective Traditional Marketing Methods

The study revealed that traditional promotional methods such as newspaper advertisements generate lower customer response compared to digital marketing activities.

Customers today prefer interactive and digital communication methods such as social media promotions, online reviews, influencer marketing, and video demonstrations.

6.9 Difficulty in Converting Customer Inquiries into Sales

Although many customers enquire about EVs, converting inquiries into actual purchases remains challenging.

Customers often delay purchase decisions because of price concerns, charging infrastructure issues, and fear of battery performance. Therefore, dealerships must provide better customer guidance and test ride experiences.

6.10 Lack of Proper After-Sales Awareness

Customers require proper guidance regarding servicing, maintenance schedules, battery warranty, and charging practices.

Insufficient communication regarding after-sales support creates hesitation among potential buyers and affects customer confidence.

7. DATA ANALYSIS AND INTERPRETATION

7.1 Knowledge About Bajaj EVs

Most respondents rated their knowledge regarding Bajaj EVs as good or excellent. This indicates that employee training programs are effective.

7.2 Major Source of Customer Inquiries

Walk-ins and social media were identified as the major sources of customer inquiries.

7.3 Biggest Challenge in Selling Bajaj EVs

Lack of awareness was identified as the most significant challenge affecting EV sales.

7.4 Customer Concerns

Customers mainly expressed concerns regarding:

- Resale value
- Battery life
- Charging time
- Vehicle pricing

7.5 Effective Marketing Strategies

Social media marketing and test ride campaigns generated the highest customer response.

8. FINDINGS

The major findings of the study are:

1. Lack of customer awareness is the biggest challenge affecting EV sales.
2. Customers are highly concerned about resale value and battery life.
3. Charging infrastructure remains a major obstacle for EV adoption.
4. Social media marketing generates high customer response.
5. Test ride campaigns effectively convert customers into buyers.
6. Government subsidies positively influence EV purchase decisions.
7. EMI and financing facilities play important roles in improving affordability.
8. Ather Energy is the strongest competitor affecting Bajaj EV sales.
9. Customers compare EVs based on technology, price, and battery performance.
10. Overall customer satisfaction with Bajaj Chetak is high.

9. SUGGESTIONS

9.1 Increase Customer Awareness Programs

The dealership should organize exhibitions, seminars, roadshows, and awareness campaigns to educate customers regarding EV technology and benefits.

9.2 Strengthen Digital Marketing

Vaibav Bajaj should improve social media promotions through Instagram, Facebook, YouTube, and WhatsApp campaigns.

9.3 Conduct More Test Ride Campaigns

Test ride events can improve customer confidence and reduce fear regarding EV technology.

9.4 Provide Attractive EMI Schemes

Flexible finance options and exchange offers can improve affordability and encourage EV adoption.

9.5 Improve Charging Infrastructure Support

The company should collaborate with charging service providers and improve customer guidance regarding charging facilities.

9.6 Improve Communication Regarding Battery Warranty

Clear information regarding battery warranty, battery life, and maintenance support should be provided to customers.

9.7 Strengthen After-Sales Service

Efficient service support and spare parts availability can improve customer trust and satisfaction.

10. CONCLUSION

The study concludes that electric vehicles are becoming increasingly important in the Indian automobile market because of environmental awareness, rising fuel prices, and government support. Bajaj Chetak has created a positive image among customers because of its trusted brand value and product quality.

However, several marketing challenges continue to affect the promotion and sales of Bajaj electric vehicles. Lack of customer awareness, concerns regarding charging infrastructure, battery life, resale value, and high purchase prices remain major barriers to EV adoption.

The findings indicate that digital marketing, social media promotions, test ride campaigns, EMI facilities, and government subsidies significantly influence customer purchase decisions.

Therefore, by improving customer awareness, strengthening digital marketing, enhancing charging infrastructure support, and providing better financing facilities, Vaibav Bajaj can overcome marketing challenges and improve EV sales performance in the future.

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