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Comparison of Marketing Strategies and Technological Innovation in New Energy Vehicles: A Case Study of BYD and Tesla

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ABSTRACT

In this study, the marketing mechanism and technology innovation of Tesla have been compared with another successful EV company BYD in China. The study seeks to investigate on how the two corporate firms use green marketing and technological innovations in order to affect customer preferences as well as increase their market share. Tesla's products are high-end with cutting-edge technology, and focus on energy efficiency—not a detracting feature for environmentally conscious consumers willing to pay a premium. Instead, BYD is focusing on affordable, reliable and more diverse offerings aimed at the mass market — namely in its homeland of China. The research shows that although Tesla has managed to lead in technology and offers a premium product range, vertical integration in manufacturing and competitive pricing by BYD helped it quickly capture more of the market – especially emerging ones. Furthermore, both firms are facing headwinds from high pricing and dependence on better charging network. It is further concluded that even though Tesla and BYD have been successful in promoting green marketing and innovation strategies, doing away with infrastructure bottlenecks, reducing price complexities are indispensable for the higher adoption of EVs through developing markets..

Keywords: *Tesla, BYD, Electric Vehicles, Green Marketing, Technological Innovation, Consumer Behavior.*

1. Introduction

This electric vehicle (EV) market growth has been driven primarily by the increasing attention to environmental problems like global warming and air pollution. Electric vehicles (EVs) are recognized as an important action to reduce greenhouse gas (GHG) emissions and promote air quality improvements, although they are confronted by challenges like high cost and inadequate charging equipment status of electric vehicle Damanik et al. 2024). Some important auto enterprises, such as Tesla and BYD have adopted technological innovation and green marketing as two of their pillars in appealing to consumers with the belief for sustainability and energy efficiency (Wu, 2025). Tesla possesses leading technology in electric vehicles and the fast-charging management system, while BYD utilizes vertical integration to produce battery and electric vehicles alongside lower price intelligence with the Chinese market (Tsai et al., 2025; Zhu, 2025).

Green marketing, focused on green products and the sustainable production processes that make them, create a social responsible corporate image to firms. This promotional tactic is crucial in drawing consumers' attention to sustainibility issues that are increasingly interwined with purchases and in enabling the automotive industry to bring out electric cars on the global and local markets (Saragih et al., 2025). Green marketing emphasizes not just the 'products' but also identifies corporate image that conformity, this plays significant roles in marketing activities of Tesla and BYD.

This research intends to investigate and contrast the interaction between technologyinnovation and green marketing in the marketing strategy of Tesla and BYD. Moreover, the present work will discuss both companies' challenges with respect to pricing and charging technology (Li, 2024). The present study will also investigate how green quality and the value of green affect consumers' willingness to pay towards purchasing new energy vehicles, especially for a brand such as TSLA or BYD that dominate the new energy vehicle market (Tsai et al. 2025)

Theoretically, this study is expected to enrich green marketing theory in the context of EV industry, and to supplement literature on the role of technological innovation for supporting green marketing strategy. This study is anticipated to contribute to improved knowledge on the linkage between technology and green marketing, and the drivers of success in green marketing strategies within EV industry (Wei et al., 2024). From a practical point of view, the findings from this study can offer some guidance to automotive companies especially Tesla and BYD, in planning and implementing their green marketing strategies.

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This research is also useful in recommending the Indonesian government to develop policies in electric vehicle development and green marketing, as well as to face the pricing and infrastructure policy issues" (Damanik et al., 2024) On the contrary, this research can be used to assist the Indonesian automotive industry in better understanding and accepting the green marketing concept that will encourage greater adoption of electric vehicles in the local market. Socially, this study is expected to increase public awareness of the role of electric vehicles as one alternative for minimizing environmental issues and encourage commitment towards sustainability (Angel, 2019; Saragih et al., 2025).

2. Research Methode

This study uses a qualitative approach with a literature review method to analyse and summarise various literature relevant to the comparison of marketing strategies and technological innovations in new energy vehicles, particularly at Tesla and BYD. Using this method, the study aims to identify current trends, connect existing findings, and evaluate the contribution of previous studies to the understanding of the topic under investigation.

The data used in this study is secondary data obtained from journal articles, research reports, textbooks, and published industry reports. The main sources of data are scientific works published in the last five years to ensure that the information used remains relevant and up to date. We chose studies on green marketing strategy, technological innovation of electric vehicle and consumer behavior towards these products. The research gathering process was conducted using the literature study method and site exploration with databases such as Google Scholar, Scopus and JSTOR.

The collected data was, thereafter, sorted into message themes (e.g., green marketing and battery technology) from which patterns, trends and findings could be discovered by means of content analysis. The findings of the analysis were utilized to discern implications for the comparison of marketing strategy and technological innovation strategies used by Tesla and BYD in pushing forward covers existent industry of electric vehicles.

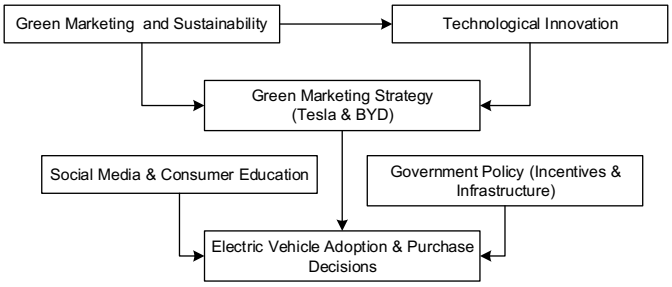

Figure 1. Framework

This framework helps to convey the linkages between different determinants leading to electric vehicle adoption and environmental friendliness. The first of this is global warming and sustainability, which focuses on mitigating climate change with green solutions like electric cars. Technological advancement, accompanied by green marketing from companies like Tesla and BYD, have been key to the success of electric vehicles among consumers. Social networks act as an effective education vehicle, whereas policies provide a sound underpinning for electric car introduction along with consumer incentives and necessary infrastructure to charge that also converge into the formation of a virtuous ecosystem-based approach to transition towards sustainability.

3. Result and Discussion

In this chapter, the research on comparing marketing strategy and technology innovation of new energy vehicle is briefly analyzed, taking Tesla and BYD as examples. These research findings are used to demonstrate the sharp contrasts in strategy between two of the firms and their relative success. This paper enriches the current knowledge of how green marketing strategies and technological innovation interact in shaping consumer behaviour and global electric vehicle industry development.

3.1 Differences in Green Marketing Strategies, Financial Performance and Market Positioning

Comparative analysis on marketing strategies and technology innovation This part plans to make an exhaustive comparison between the green advertising strategies together with advanced technologies adopted by Tesla and BYD. This table below is a way to pictorially show some of the most significant variations in strategies, marketing focus, number of sales and challenges between both entities. Thus, this table is expected to clarify how differences in marketing strategies and technological innovations affect the performance and market positioning of both companies in the electric vehicle industry.

Table 1. Comparison of Green Marketing Strategies and Technological Innovation between Tesla and BYD

Strategic Aspects	Tesla	BYD
Key Marketing Focus	Premium brand image, technological superiority, and energy efficiency.	Affordable prices, reliability, and a wide range of products (BEV and PHEV), targeting first-time EV buyers.
Sales Volume (2024)	Sold 1.79 million units, down 1.81% YoY.	Sold 4.27 million NEVs (1.76 million BEVs), up 41.26% YoY, with a 33.2% share of China's NEV market.
Global Revenue (2024)	$97.69 billion.	$107 billion, surpassing Tesla for the first time.
Profitability (2024)	Net profit of $7.13 billion (down from $15 billion in 2023), reflecting margin pressure.	Net profit of $7.13 billion (up 34% YoY), driven by economies of scale.
Product Price (Entry-Level)	The Model 3/Y starts at around $38,990 and above, targeting premium buyers.	Entry-level models such as the Seagull start at around $10,000, with models generally 30-50% cheaper than Tesla, targeting the mass market.
Key Challenges	Direct sales model (high operating costs, slow expansion), high prices, poor after-sales quality, and dependence on word-of-mouth.	Lack of promotion of the Green Marketing concept in the domestic market and over-reliance on the Chinese market.

Sources: Statista (2025)

This study found two different approaches taken by Tesla and BYD in implementing their marketing strategies. Both utilise green marketing that emphasises sustainability and environmental friendliness, but with differences in the focus and methods used by each company.

Tesla utilises technological innovation and marketing strategies that focus on premium products. Tesla's brand image is built on its cutting-edge technological excellence, such as high-powered electric vehicles and fast charging systems. Tesla's marketing is highly oriented towards energy efficiency and sustainability, targeting consumers who are highly environmentally conscious and seeking high-tech premium products (Li, 2023). This helps Tesla shaping an image high value and impressing consumers to pay more for products having some ecological feature as well as with new design (Hadi & Keni, 2022). In addition, Tesla's marked tendency to market their vehicles as more than just a mode of transport—rather, owning a Tesla is marketed as part and parcel with modernity and an ecologically sound lifestyle (Putra et al., 2024).

Meanwhile, BYD is positioned as green marketing with the lower end price and reliability of products. The BYD method is to vertically integrate production in order to offer electric cars at lower price s than other companies (Wang, 2025). Moreover, BYD believes the domestic market is deliverable now and the only way to survive in China although expensively is from a positioning of price which most vehicle users in all countries will only tolerate. This plan is driven by advances in the development of batteries that are efficient and cost-effective to manufacture heralding economies of scale for BYD (Hadi & Keni, 2022) (Mustika et al., 2023). BYD's business model highlights that sustainability is not only achieved via disruptive technology, but also inclusive price setting which makes electric vehicle more accessible to the masses (Salsabila & Salehudin, 2023).

3.1.1 Comparison and Impact of Green Marketing Strategies

Tesla and BYD's greening marketing has different influences on the stimulation of consumers' purchasing behavior. Tesla prioritizes the development of cutting-edge technology and sustainability, it has established a strong brand image as a premium automobile manufacturer which is why its sales are high in spite of high prices (Palmié et al., 2024). Tesla's eco-marketing is focusing on energy-efficiency and eco-friendly technology, which appeals to upper-class consumers who are environmentally concerned and have a green attitude (Yuan, 2024). BYD, on the other hand, targets less wealthy consumers with cheaper pricing as well as a larger model mix that includes PHEVs and BEVs, and shifts its focus to local markets with lower-tiered products (Liu 2023; Wu 2025). And that would give BYD an expanded and more cost-sensitive market to hit.

Moreover, the green marketing of both companies contribute to improve public awareness about environmental sustainability. The marketing programs of Tesla and BYD already help inform the public that

electric vehicles can reduce pollution and carbon emission, (Li, 2024). But also reputation and the possibility of consumers to symbolise status when they will purchase sustainable products (in particular for high priced product) (Buhmann & Criado, 2022). Consequently, both companies have had positive effects with regard to using green marketing to reinforce sustainability awareness and consumer purchase intention.

3.1.2 Technology Innovation Strategy and Its Impact on Marketing

The consumer purchasing decision will be affected by Tesla and BYD's green marketing strategies, respectively. Tesla has created a brand based on technological quality and sustainability, which is reflected in its strong sales despite higher prices (Palmié et al., 2024). The green marketing of Tesla, focusing on energy efficiency and environmentally friendly technology, attracts wealthy consumers who are interested in environmental problems and is also a means to increase brand awareness which eventually leads to purchase decisions (Yuan, 2024; Luturmas et al., 2024). On the other side, cheaper prices and a broad product portfolios such as Plug-in Hybrid Electric Vehicles (PHEVs) and Battery Electric Vehicles (BEVs) are more emphasized by BYD's management team (Liu 2023).

This means BYD is well positioned to target price-sensitive customers who require lower-cost green vehicle options. BYD has obtained stronger market shares because of its localized market pattern with the custom-made products, prices and even sales policies, rather than focusing on technology innovation (Wu 2025; Gong 2025). Purchase intent is also impacted by consumer sustainability and corporate social responsibility preferences (Hadi & Keni, 2022).

The green marketing implemented by both companies has also increased public awareness of environmental sustainability. Tesla and BYD use marketing campaigns to educate the public about the importance of electric vehicles in reducing pollution and carbon emissions (Li, 2024). However, brand reputation and consumers' ability to symbolise status through sustainable products are important factors, especially for premium products such as Tesla (Buhmann & Criado, 2022).

3.1.3 Technology Innovation Strategy and Its Impact on Marketing

Technology innovation is another contributing the reinforcement of marketing strategies in Tesla and BYD. Tesla applied fast charging technology and autopilot to bring electric vehicle to the next level and its brand looks as a tech leader in automotive industry. These features are attractive to those consumers who value practicality and efficiency (Liu, 2024). What is more, Tesla’s software that supports rolling over-the-air updates increases the functionality and performance of vehicles repeatedly throughout its lifecycle and promote customer loyalty with long–standing value added (Liu et al., 2023).

On the other hand, BYD develops breakthroughs in battery technology – cheaper and thermally safer Blade Battery - and also performs vertical integration to have control of the whole value chain from lithium exploiting towards vehicle assembly (Hasan et al., 2023). This philosophy translates into BYD making high quality, elegant products that are affordable to everyone, both in developed and developing nations. Both companies are engaged with integrated marketing communications practice and endeavour to create strong brands as well as deep digital engagement with customers, although the focus of each is different (Wattimena, 2024).

3.1.4 Comparison of the Success and Challenges of Green Marketing Strategies

While Tesla has created a glamorous image of itself and is ahead of others in terms of technology, the reality is that there are many hurdles to be surpassed. For instance, even with the latest in technology, high prices are still a barrier for some consumers. Chen (2022) argues that their high prices and less than satisfactory after-sales service quality have constrained Tesla's market expansion as the firm resorts to word-of-mouth recommendations in some markets. This demonstrates that the enhancements of after-sales service infrastructure are necessary to sustain and growth sales from and enhance customer satisfaction in global market (Yu, 2025).

Moreover, with global issues such as semiconductor supply shortages in play, Tesla’s capability to stay ahead of the curve on advanced automotive chips is vital. As Yang (2024) describes, reliance on silicon foundries for semiconductor technology could be a challenge to Tesla's market dominance. As such, the company needs to shore up its supply chain and rely less on third parties for… key technological components.”.

On the other hand, to keep up with an ever changing market, Tesla also have to adapt their marketing plan. Liu et al. (2023), the company should adopt a more flexible marketing policy such as modifying prices and developing strategic advertising actions, to cope with fluctuating market demand and becoming more competitive against other growing stronger brands. In spite of its limited success in the development of cheaper products, however, BYD also encounters difficulties in spreading Green Marketing throughout international markets (Wilson & Li, 2025). It highly relies on the domestic market in China, meanwhile its marketing chain has good exploring in Europe (Li et al., 2024).

BYD still has to address quality and innovation considerations among non-Chinese customers, as well as scale the delivery of charging infrastructure to contend effectively with other international players (Wu 2025). Furthermore, an effective and consistent marketing communication plan will be imperative to establish a successful brand positive image in the global market as it is now changing into a contemporary form with an increasing focus on regular contact with prospective consumers (Nanda, 2022).

3.1.5 Technological Innovation and Its Impact on Cost Strategy

Tesla and BYD have very different battery technology strategies as well as supply chain configurations. Tesla works on 4680 Battery cell advancements to increase battery density even if they dissipate more heat and require better cooling solutions. Conversely, BYD opts for cheaper, and thermally stable – though less energy dense – Blade Batteries (LFP), which is in line with their mass market focus. And BYD is good at vertical integration and comprehensively controls the whole industrial chain from lithium mining to car assembling, which would effectively avoid the risk of supply constraints and reduce production costs . Charging-wise, BYD made a 1 MW charging system that uploads 400 km of range in five minutes, to solve the problem of being unable to drive far away like Tesla's Supercharger. But both companies have a challenge to execute fast charging in emerging markets where generation and grid stability are serious issues.

3.2 Interpretation of Key Findings

3.2.1 Technological Innovation as a Pillar of Green Marketing and Financial Excellence

The green marketing strategies of tesla and BYD are different, the difference between them lies in technology innovation. Tesla emphasizes high energy-density battery tech to pump up its premium image whereas BYD uses vertical integration and Blade Battery technology to highlight sustainability by way of democratization and cost-accessibility. BYD beat Tesla financially in 2024 with sales of the former reaching £70 billion, as it was more cost-effective and produced at a higher volume while the latter's net income plummeted. BYD is not doing badly with enhanced operating cash flow and market dominance as its new energy vehicle (NEVs) unit sales in 2024 of 4.27 million compare favourably to Tesla's car sales of 1.79 million in the same year. Strategic implications: BYD's success indicates that green marketing to the mass market and cost leadership could attract price-sensitive consumers.

3.2.2 Green Marketing and Consumer Purchasing Decisions

Price, charging availability and technology are all major drivers of consumer acceptance of electric vehicles. When BYD models, priced 30 -50% lower than Tesla, managing to bring the high price threshold, from blocking a majority of first-time EV buyers on board in value-sensitive and charging infrastructure starved markets. The result is that Tesla's market share in China has plummeted, which has also made BYD usurp 2025 European car sales with an increase of 880% compared to the previous year. The ultra-fast charging capability, which can charge 400 km of range in 15 minutes, removes the user's worries about charging and has become a necessity when considering purchasing. Even though both companies present an eco-friendly facade, Tesla is known for software savvy while BYD focuses on common sense and social responsibility. For BYD, the way to build a get brand equity is to beef up its Green Marketing story: if you buy a BYD product it's not just affordable, but eco-friendly.

3.3 Discussion

This study has offered useful implications on strategies of companies between collaborating partners in EV market, such as Tesla and BYD which focused the green marketing and technological innovation. As identified in previous chapters, these strategies are crucial to help steer customer choice avoidandas well as the trajectory of EV implementation, particularly in developing countries. Key themes, challenges and opportunities for both companies will be considered and critiqued with reference to vertical integration, pricing strategies and infrastructure development as a means of addressing barriers to EV adoption.

3.3.1 Impact of Vertical Integration in Reducing Costs

Widespread adoption BYD's vertical integration, especially in battery production and supply chain management, is proving critical to its ability offer competitive pricing. This integration has helped BYD to keep production costs down and therefore sell vehicles at a much cheaper price than Tesla. With technology in the form of its Blade Battery and a control over crucial elements in the supply chain, BYD can slash battery costs – one of no small expense drivers towards EV prices (Wu, 2025). This strategy in particular has allowed the market expansion into emerging markets, where price becomes critical to consumer choice (Gong, 2025).

Tesla, on the other hand's commitment to luxury pricing and high performance technology–while funding their place in history as a leader of innovation — has locked them into an even smaller target market. The Tesla 4680 battery, developed for high energy density, pays off in the long term, but cooling systems need to be smarter so that costs are higher (Liu 2023). The challenge for Tesla is how to reconcile its positioning of its product as a premium car with the fast-growing need in low-cost EV especially in countries like Indonesia and India where price-sensitive consumer are common (Gong, 2025).

3.3.2 The Role of Charging Infrastrcture

One of challenges for massive uptake of EVs in developing nations is that drivers do not have easy access to charging facilities. With Tesla investing in a robust Supercharger network, BYD seems to have

upped the ante with advancements in fast charging, which might reduce range anxiety. BYD's megawatt charging system, claiming an ability to achieve a 400 km replenishment for just five minutes, also contributes to solving the concern for users in areas with less charging piles (Zhu, 2025). This is a potential game changer, especially in countries with unreliable electricity grids as it could lessen reliance on static infrastructure (Hasan et al., 2025).

But both companies are also confronted with enormous challenges: Large target markets, for example in Africa or South-east Asia, still suffer from a lack of stability of the electric grid and an insufficient number of charging stations (Aditya et al., 2024). The governments of these regions have to work closely with the likes of BYD and Tesla in order to install charging stations that can help ease transitions away from fossil fuels.

3.3.3 Marketing and Consumer Behavior

Green marketing is, as we know, a significant reason behind nerve of the sales of EV in the world. By integrating their corporate commitment to protect the environment, both Tesla and BYD have managed to build superior brand value and gain consumer loyalty. Tesla's emphasis on novel technologies such as self-driving and energy-saving cars attracts customers who care about the environment, who tend to have higher incomes (Li, 2024). And yet, Tesla's effort can be stymied by issues of after-sale service and high product prices that discourage wallet-conscious consumers (Hadi & Keni, 2022).

BYD on the other hand has stressed the affordability and reliability of its vehicles, while positioning them as a green image plays for today's price conscious market. With PHEVs (Plug-in Hybred Electric Vehicles) that combines electric vehicle with ice appealing to consumers in developing countries, where range anxiety and charging infrastructure are still not fully established (Wu 2025). Additionally, the use of media strategies and social media offers a promising opportunity to communicate sustainability message to customers, especially in case of Generation Z (the consumers who advocate for environmental problems and practice green behavior in their purchase) (Murti & Ahmadi, 2024). This trend would continue providing opportunities for both Tesla and BYD to take advantage of by matching their strategies according to local preferences and using digital platforms to target the younger people who were concerned about environment (Tsai, Kao and Liu, 2025).

3.3.4 The Need for Government Policies and Support

Finally the importance of public policies cannot be emphasized enough. The adoption of EV is inherently dependent on the subsidies, tax incentives and regulations which facilitate the establishment of infrastructure for electric vehicles. Despite markets like China establishing tough policies for encouraging green vehicles, there are still some developing countries where controlled frameworks are far from being seen (Damanik, Octavia, & Hakam, 2024). As indicated by Indonesia, it is effective in adopting of green transport subsidies yet irregular execution impacting long term development while (Wu, 2025). Without stable policies by governments, and cooperation with industry` leaders, a balanced growth of the demand for markets along with its infrastructure could be undermined.

4. Conclussion

This study examines the contrast of marketing strategies and technological innovation that Tesla and BYD exemplifies, considering the electric vehicle industry. The two companies apply green marketing but in different ways. Tesla brands itself as a high-end, high-tech automaker that appeals to consumers who value sustainability and are willing to pay extra for advanced technology. By contrast, BYD focuses on affordability, selling cheaper electric cars and targeting the mass market (in Chinese market especially).

Technology is a key determinant of both companies' abilities in the electric vehicle industry. Tesla is positioned as a technology leader in the electric car industry, due to its battery technology and quick charging. In contrast, BYD practices vertical integration in introducing electric vehicles to the market with battery production, SONI said The purpose of this business model is to offer reasonable prices without sacrificing scale. BYD's self-developed fast charging technology is also key to dispelling monetary fears of infrastructure blockades.

While both have executed their strategies well, headwinds prevail. There are many barriers for Tesla to reduce prices for the mass market and even more for BYD, which still have a long way to go building it's green branding in overseas markets, especially out of China. And charging infrastructure is also a hurdle that both companies will need to tackle if electric vehicles are to succeed in emerging markets.

Overall, this study shows that the green marketing strategies and technological innovations implemented by Tesla and BYD play a major role in influencing consumer purchasing decisions and accelerating the adoption of electric vehicles. However, to further increase adoption, both companies must address the challenges of price and charging infrastructure, as well as strengthen their marketing strategies to reach a wider market segment and raise consumer awareness of the importance of environmental sustainability.

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