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RESEARCH ARTICLE

Analysis of Potential, Obstacles, and Strategies of Conventional and Electric Car Marketing

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Abstract
The purpose of this study is to analyze the potential, obstacles, and strategies of conventional and electric car marketing. The analytical method in this study uses comprehensive analysis with the help of secondary data such as scientific books and journal articles from national and international journals. The research results show that the automotive market is currently in a very interesting transition period. On the one hand, conventional cars still dominate the roads thanks to their mature ecosystem. On the other hand, electric cars are emerging as the future of mobility, driven by sustainability issues and strict regulations. The main strategy for conventional cars should focus on the narrative of advanced fuel efficiency, engine reliability on all terrains, and ease of routine maintenance that is widespread even in remote areas. Conventional car manufacturers also need to package their campaigns by emphasizing the value of high functionality and unit readiness without having to worry about the availability of electricity during long-distance trips. Conversely, the marketing strategy for electric cars must shift from simply selling products to educating people about a new, sustainable lifestyle. Marketers must more actively promote long-term benefits such as significantly lower daily operating costs, instant, silent acceleration, and the convenience of being free from regional restrictions.

Keywords
Potential; Obstacles; Strategies; Conventional Car Marketing; Electric Car Marketing.

1 | INTRODUCTION

The green economy is a new paradigm in economic development that is no longer solely oriented towards material growth but actively integrates aspects of environmental sustainability and social justice into all economic drivers (Mariani *et al.,* 2023). In this model, the success of a country or region is measured by how well it improves human well-being and social equality, while significantly reducing the risk of environmental damage and ecological scarcity. Green economy practices demand a shift in public and private investment toward sectors that support green infrastructure, energy efficiency, the use of renewable energy, and circular waste management. By minimizing carbon emissions and pollution, a green economy seeks to create new, sustainable jobs while ensuring that future generations continue to enjoy sufficient natural resources. This transformation is crucial amid the increasingly real threat of global climate change, where the conventional, exploitative economic model has been proven to have a detrimental impact on the stability of the planet.

As an extension of green economy values in the business sector, green marketing exists as a comprehensive strategy implemented by companies to design, promote, and distribute products or services that have a minimal impact on nature. Green marketing is not simply an advertising tactic that affixes an eco-friendly label to packaging, but rather a deep commitment that encompasses the entire product lifecycle, from sourcing sustainable raw materials and energy-efficient production processes to creating recyclable or biodegradable packaging. Through this approach, the company strives to build a strong and transparent reputation to meet the demands of modern consumers who are increasingly concerned about ecological issues. This strategy also serves as an effective bridge to educate the public about the importance of responsible consumption, ensuring that the company's financial gains align with global environmental conservation efforts.

Global and domestic automotive marketing is currently in a major transition phase that brings together two major forces: the conventional fossil-fuel-based car industry and the electric car industry that prioritizes sustainability. Conventional cars have a very well-established market potential, supported by a high level of public trust, a mature spare parts supply chain, and a widespread after-sales service network reaching even remote areas. However, the marketing of conventional cars now faces serious obstacles in the form of tightening global carbon emission regulations, rising fuel prices, and shifting consumer preferences among a new generation that is increasingly prioritizing environmental issues. To maintain its dominance, conventional car marketing strategies must be directed at stricter fuel efficiency campaigns, innovative smart cabin technology, providing hybrid vehicle options as a transitional bridge, and robust consumer loyalty programs through easy trade-ins and economical vehicle maintenance (Rahman *et al.,* 2024).

On the other hand, electric cars offer tremendous growth potential, aligned with the global green vision and significantly lower daily operating costs than internal combustion vehicles. Advances in battery technology, modern, instant acceleration, and a contemporary lifestyle image are key attractions attracting the upper-middle market segment. However, the marketing of electric cars still faces significant obstacles, such as relatively high initial purchase prices, limited public charging station infrastructure outside urban areas, consumer concerns about the lifespan and resale value of used batteries, and the frequently changing dynamics of government incentive policies (Wijaya *et al.,* 2023). To address these challenges, electric car marketing strategies can no longer simply sell an environmentally friendly narrative, but must focus on comprehensive education about more favorable long-term ownership costs, providing long-term battery warranties to build consumer confidence, actively collaborating in the development of independent charging networks in busy areas, and offering flexible financing packages to make these future vehicles more inclusive for all levels of society. The purpose of this study is to analyze the potential, obstacles, and strategies of conventional and electric car marketing.

2 | BACKGROUND THEORY

2.1 Marketing

Marketing is a dynamic and comprehensive strategic process for identifying, creating, and delivering value to customers to meet market needs and achieve organizational goals (Sofian, 2017). In today's modern era, the essence of marketing has shifted significantly from simply selling goods or services conventionally to the art of building long-term, mutually beneficial relationships between producers and consumers (Pandiangan *et al.,* 2025). This process begins with in-depth market analysis to understand consumer behavior, industry trends, and competitor movements through comprehensive market research. Once this data is collected, marketers develop a marketing mix strategy that includes relevant product development, competitive yet profitable pricing, efficient distribution channels for easy product access, and creative and persuasive promotional campaigns through various media, both digital and traditional. The success of a marketing strategy depends heavily on a company's ability to deliver consistent messages that engage the emotional and rational aspects of their target audience. With the rapid development of information technology, digital transformation forces the marketing world to continuously adapt by utilizing social media platforms, search engines, and big data analytics

to reach consumers in a more personal, targeted, and real-time manner. Through active interaction and personalized services, marketing not only serves as a tool to trigger first-time purchases but also acts as a key pillar in maintaining customer loyalty and building a strong brand image in the public eye. Ultimately, effective marketing is the key to business sustainability because it creates an ecosystem that is adaptive to changing times, encourages continuous product innovation, and consistently delivers the highest level of customer satisfaction.

2.2 Marketing Potential, Obstacles, and Strategies

The modern world of marketing plays a crucial role in bridging products or services with the right consumers, where the potential of this field continues to grow without limits along with advances in digital technology (Wijaya *et al.,* 2023). Through increasingly deep internet penetration, marketing is now able to reach global markets in real time, breaking down the geographical barriers that were once major barriers for both small and large businesses. Furthermore, with the advent of big data, marketers now have the extraordinary ability to map consumer behavior, preferences, and even shopping habits with a very high degree of accuracy (Pandiangan, 2023). This potential not only opens up opportunities for highly personalized advertising but also significantly increases cost efficiency because target audiences can be targeted with great precision, ultimately boosting conversion rates and long-term customer loyalty. However, behind this abundant potential, the marketing landscape also faces various complex obstacles that demand a high level of adaptation from its practitioners. One of the biggest challenges today is market saturation and the high level of information noise in cyberspace, where thousands of brands compete for the same consumer's attention every second, making audience attention very expensive and easily distracted. Furthermore, the ever-changing dynamics of social media and search engine algorithms often render initially successful strategies ineffective overnight, forcing marketers to continually learn. This obstacle is further complicated by increasingly stringent regulations on user data privacy protection in various countries, as well as the high costs of adopting the latest marketing technologies for companies with limited capital. To bridge the massive potential with these obstacles, a comprehensive, adaptive, and future-oriented marketing strategy is required. Marketers must shift their focus from simply selling products aggressively to creating valuable, educational content that builds strong emotional connections with consumers through a content-based marketing approach. This strategy must be supported by the use of artificial intelligence to quickly automate analytics and customer interactions, without losing the authentic human touch in service. Through the seamless integration of interconnected marketing channels, both online and offline, a brand can deliver a consistent and satisfying shopping experience to customers, thereby surviving amidst increasingly fierce market competition.

3 | METHOD

The analytical method in this study uses comprehensive analysis with the aid of secondary data such as scientific books and journal articles from national and international journals. The analytical method applied in this study was systematically designed using a comprehensive analytical approach to dissect and understand the phenomena studied in depth (Tambunan *et al.,* 2025). To achieve optimal analytical depth, this study relies entirely on the use of secondary data with high scientific credibility (Pandiangan *et al.,* 2024). The primary data sources were obtained through an in-depth review of various scientific books containing relevant basic theories and fundamental concepts, as well as scientific journal articles from national and international publications (Kurdhi *et al.,* 2023). The analysis process was carried out by correlating, comparing, and synthesizing various findings and arguments from this literature to build a comprehensive and multidimensional understanding. Through this extensive integration of secondary data, comprehensive analysis is not only able to map previous research trends but can also identify existing knowledge gaps, so that the resulting conclusions have a solid theoretical foundation, are valid, and can be accounted for in the academic realm (Yoppy *et al.,* 2024; Pandiangan, 2022).

4 | RESULTS AND DISCUSSION

4.1 Results

4.1.1 Conventional and Electric Car Marketing

Conventional vehicles relying on internal combustion engines have been the backbone of global mobility for over a century, utilizing fossil fuels such as gasoline or diesel to generate power. The mechanical process within these engines involves a complex combustion cycle in which a mixture of air and fuel is compressed and then ignited by a spark to drive pistons, ultimately turning the vehicle's wheels. This system is considered highly reliable and offers significant advantages in terms of supporting infrastructure, as fueling stations are widely available worldwide, allowing drivers to travel long distances without worry. Furthermore, the time required to fill a full tank is very short, only a few minutes, providing a

high level of convenience and flexibility for the fast-paced mobility of modern society.

However, with growing environmental awareness and technological advances, electric cars have emerged as a major alternative, poised to displace the dominance of fossil-fuel-based vehicles (Sofian, 2017). Unlike their predecessors, electric cars are powered entirely by an electric motor powered by a large-capacity battery pack embedded within the vehicle's chassis. The absence of chemical combustion processes within this motor means that electric cars produce no exhaust emissions at all during operation, making them a much more environmentally friendly solution for reducing air pollution in dense urban areas. In terms of performance, electric motors are capable of delivering instant torque from the first pedal press, providing highly responsive and smooth acceleration without the vibrations or noise typical of conventional engines.

Despite offering significantly higher energy efficiency and lower maintenance costs due to their significantly fewer moving parts, electric cars still face challenges in terms of mass adoption. Charging a battery takes significantly longer than refueling with gasoline; even with fast-charging technology, drivers often have to wait tens of minutes for a battery to reach optimal capacity (Widitya *et al.,* 2024). The heavy reliance on the availability of charging station infrastructure also means electric cars require more thorough route planning when used for inter-regional travel. Nevertheless, the competition between these two technologies continues to drive significant innovation in the global automotive industry, with conventional vehicles being required to become more energy-efficient while battery technology in electric vehicles continues to be developed to allow faster charging and longer ranges.

The global automotive industry is currently undergoing one of the most crucial transitions in its history, marked by fierce competition between internal combustion engine technology in conventional cars and battery-powered drive systems in electric cars. From a technical and architectural perspective, conventional cars are highly complex systems with thousands of interdependent moving components. The heart of these vehicles is the engine block, which requires a complex lubrication system, a constant liquid cooling system, and an exhaust system that must filter out toxins before they are released into the air. All of this mechanical complexity aims to convert the thermal energy generated by the fuel explosion into kinetic energy. However, the energy conversion process in conventional engines is considered inefficient because most of the generated energy is wasted as heat and friction, leaving only a small portion of the energy actually reaching the wheels to propel the vehicle.

On the other hand, electric cars offer a design revolution that prioritizes simplicity and energy efficiency far beyond the standards of traditional vehicles. The architecture of electric cars eliminates most of these complex components and replaces them with three main elements: a battery pack as a direct current energy source, an inverter as a current converter and regulator, and an electric motor as the prime mover. Because electric motors can directly convert electrical energy into rotational motion without going through a chemical explosion process, their energy conversion efficiency can reach very high levels. Furthermore, the absence of complex multi-speed transmissions in most electric cars allows for a very linear power delivery with no delays in gear changes. This mechanical advantage also has a direct impact on long-term ownership costs, as electric car owners are freed from the routine of replacing engine oil, spark plugs, engine fluid, and filters, which are mandatory for conventional vehicles.

However, the operational dynamics of these two types of vehicles create a marked polarization in consumer usage patterns. Conventional cars have a clear advantage in terms of operational durability and flexibility, supported by a mature fueling ecosystem that can adapt to all kinds of extreme weather conditions without significantly affecting vehicle range. In contrast, electric cars are heavily influenced by battery thermal management, where excessively cold or hot ambient temperatures can reduce power storage efficiency and shorten maximum range. The process of charging electric cars also requires a paradigm shift from drivers accustomed to refueling instantly on the go to passive charging while the vehicle is parked at home or work for extended periods.

Ultimately, the shift from the conventional to the electric era is not simply about changing fuel types, but about a complete restructuring of the global industrial, economic, and environmental landscape. Electric cars hold a key to decarbonizing the transportation sector and curbing global warming, especially if the energy used to charge them comes from renewable energy power plants. However, significant challenges such as environmentally friendly battery material mining, large-scale battery waste recycling, and the readiness of the national electricity grid to accommodate the surge in charging demand remain. During this transition period, conventional technologies are not standing still, as manufacturers continue to incorporate hybrid technology and combustion optimization to ensure that fossil-fueled vehicles remain competitive with emission levels that are far more tolerant of environmental sustainability thresholds.

4.1.2 Analysis of Potential, Obstacles, and Strategies of Conventional and Electric Car Marketing

The automotive market is currently in a very interesting transition period. On the one hand, conventional cars still dominate the roads thanks to their mature ecosystem. On the other hand, electric cars are emerging as the future of mobility, driven by sustainability issues and strict regulations. The following is a comprehensive analysis of the potential, obstacles, and strategies of conventional and electric car marketing.

1) Conventional Car Marketing

The conventional fuel-based car market is currently at a crucial crossroads between maintaining historical

dominance and facing the tide of global technological disruption. In terms of potential, conventional vehicles still have a very solid market base, supported by a fueling infrastructure that is widespread throughout remote areas, a definite advantage that electric vehicles cannot match in the near future. Consumer confidence in the reliability of internal combustion engines is also very high due to their proven track record spanning over a century, coupled with easy access to spare parts and a vast network of authorized and independent repair shops. Furthermore, the resale value of conventional cars tends to be more stable and predictable in the financial market, which ultimately makes financing companies confident in offering attractive credit schemes to prospective buyers (Rahman *et al.,* 2024). Efficient mass production costs thanks to mature economies of scale also allow manufacturers to offer vehicles at much more competitive initial prices compared to new technologies. However, this enormous potential is now starting to be hampered by various structural barriers and increasingly stringent regulatory changes around the world. The main obstacle comes from global pressures related to environmental issues and carbon emission reduction targets, which are forcing governments in many countries to implement higher emissions taxes and develop roadmaps to phase out the sale of fossil-fueled cars in the future. The volatility of global oil prices is also a frightening prospect for consumers because it directly impacts increasingly expensive daily operating costs. Furthermore, shifting consumer preferences, particularly among the younger generation who are more concerned about environmental sustainability and prefer sophisticated digital technology, are slowly eroding the emotional appeal of conventional cars. Negative sentiment that views fuel-powered engines as a technology of the past also poses a significant challenge for marketers in maintaining the relevance of their products amidst the onslaught of massive and futuristic electric vehicle campaigns. Responding to these dynamics, industry players must implement adaptive marketing strategies that emphasize total cost of ownership efficiency and tangible functional reliability. Communication strategies must focus on the narrative that modern conventional cars are now far more environmentally friendly thanks to the latest emission filtering technology and radically improved fuel efficiency. Marketers also need to offer revolutionary after-sales service packages, such as long-term free maintenance guarantees and high buyback value guarantees to allay consumer concerns about price depreciation due to the electric vehicle trend. Digitalization-based marketing approaches must also be optimized to simplify the purchasing process, from virtual tours to transparent credit simulations, while integrating intelligent driving assistant features in the cabin so consumers don't feel technologically left behind. Finally, close collaboration with financing institutions to create highly flexible and affordable installment programs will be key to attracting the pragmatic market segment that prioritizes the certainty and convenience of unlimited mobility.

2) Electric Car Marketing

The electric vehicle market is currently showing very dynamic development with enormous growth potential. The main driver of this high potential is increasing global and domestic public awareness of environmental issues and the importance of reducing carbon emissions. Furthermore, the economic appeal of significantly lower operational and maintenance costs compared to conventionally powered vehicles is a magnet for consumers, especially the younger generation (Widitya *et al.,* 2024). Government regulatory support, such as fiscal incentives, tax breaks, and exemptions from certain traffic restrictions, has further accelerated the adoption of this green technology and encouraged global manufacturers to launch increasingly competitive models in terms of price and technical features. However, despite this positive trend, the marketing of electric cars still faces several crucial obstacles that require serious attention. The most obvious challenge is the limited availability of public electric vehicle charging stations, which are not evenly distributed, especially outside major cities, triggering range anxiety among potential buyers. In addition to the charging ecosystem, the initial purchase price of a high-quality electric car remains relatively high for most market segments. This is compounded by consumer concerns about lifespan, future battery replacement costs, and fluctuations in vehicle resale values, which are less stable than those experienced by fossil-fueled vehicles. To tap into this abundant potential and overcome these obstacles, a comprehensive marketing strategy is needed that goes beyond unit sales alone. Manufacturers and stakeholders must expand collaboration with the private sector and government to accelerate the development of a network of fast-charging stations along strategic routes. A comprehensive market education strategy on the long-term benefits, safety of battery technology, and warranty schemes that ensure consumer convenience must also be intensively implemented. Furthermore, the strategy of localizing key component production, including battery assembly, within the country needs to be optimized to reduce manufacturing costs, thereby making vehicle prices more affordable and reaching a much wider market share.

4.2 Discussion

The paradigm shift from conventional, fuel-based automotive to electric vehicles brings profound new dynamics to the global marketing landscape. As manufacturers map out potential, barriers, and strategies for these two categories, the emerging implications are contradictory but demand harmonious integration to avoid major market shocks. For conventional vehicles, the potential lies in a market maturity that has been established for more than a century, with strong consumer loyalty, a widespread after-sales network, and stable resale values. However, their marketing strategies now face significant obstacles in the form of increasingly stringent emissions regulations, global environmental sentiment, and

the looming threat of mechanical innovation saturation. Consequently, conventional car marketers are being forced to shift their sales narrative from raw engine performance to extreme fuel efficiency, long-term reliability during the transition period, and aggressive financial incentives to clear remaining inventory before zero-emission regulations completely restrict their maneuverability (Rahman *et al.,* 2024).

In contrast, the marketing of electric cars carries a completely different burden, as they are in an exponential growth phase with massive potential, fueled by government tax incentives, the environmental awareness of the younger generation, and the allure of futuristic autonomous technology and cabin digitalization. However, this enormous potential immediately hits a wall of very real obstacles, such as consumer anxiety about driving range, limited and unequal charging infrastructure, still relatively high initial purchase prices, and market uncertainty about long-term battery life. The implications of this situation force electric car marketing strategies to no longer focus solely on vehicle aesthetics, but instead shift to massive public education about the total cost of ownership, which is actually more economical in the long run. Marketers must be able to build a new lifestyle ecosystem through close collaboration with energy providers, offering revolutionary battery warranties, and leveraging interactive, experiential digital marketing to reduce consumer doubts and accelerate mass adoption in a society still in transition.

The paradigm shift in the global automotive industry has created both a chasm and a fascinating intersection between the marketing of conventional and electric cars. A closer look at the implications of analyzing the potential, obstacles, and strategies of these two technologies reflects the clash between established market stability and the dawn of disruptive innovation. Conventional cars, with their long heritage, hold tremendous potential thanks to deep-rooted public trust, supply chain certainty, and consumers' deep understanding of vehicle depreciation. Their greatest obstacle no longer lies in the technical aspects of the product, but rather in the externalities of negative sentiment toward carbon emissions and environmental regulations that increasingly choke the internal combustion engine's ability to operate. The strategic implications are forcing marketers to completely overhaul their sales narratives. They can no longer glorify the power of the engine or pure speed, but must instead focus on demonstrating radical fuel efficiency, unmatched mechanical reliability across all terrains, and highly economical after-sales loyalty programs to retain a legacy customer base still hesitant to switch.

On the other hand, electric car marketing bears the responsibility of educating a market that is still in its early stages of adaptation but has the potential for exponential growth. This potential is fully supported by global political policies oriented towards sustainability, efficiency in daily operational costs, and the integration of cutting-edge digital technologies that transform vehicles into mobile computing spaces. However, this shining potential is immediately confronted with massive psychological and structural barriers in the minds of potential buyers, such as the fear of running out of power on the road, limited fast-charging stations, high initial investment costs, and deep concerns about battery performance degradation and untested resale value (Sofian, 2017). The implication is that electric car marketing strategies should not be treated like selling ordinary transportation commodities, but rather should be packaged as selling a new lifestyle ecosystem. Marketers must focus all their energies on transparent information regarding long-term cost savings, bold battery warranty guarantees to allay consumer concerns, and strategic partnerships with the energy sector to ensure that the supporting infrastructure is ready to facilitate consumer mobility without significant obstacles.

5 | CONCLUSIONS AND FUTURE WORK

The research results show that the automotive market is currently in a very interesting transition period. On the one hand, conventional cars still dominate the roads thanks to their mature ecosystem. On the other hand, electric cars are emerging as the future of mobility, driven by sustainability issues and strict regulations. The main strategy for conventional cars should focus on the narrative of advanced fuel efficiency, engine reliability on all terrains, and ease of routine maintenance that is widespread even in remote areas. Conventional car manufacturers also need to package their campaigns by emphasizing the value of high functionality and unit readiness without having to worry about the availability of electricity during long-distance trips. Conversely, the marketing strategy for electric cars must shift from simply selling products to educating people about a new, sustainable lifestyle. Marketers must more actively promote long-term benefits such as significantly lower daily operating costs, instant, silent acceleration, and the convenience of being free from regional restrictions. Active collaboration with charging infrastructure providers and offering long battery warranties are also crucial strategies to alleviate potential buyers' concerns, ensuring a smoother market transition as public trust in the electric vehicle ecosystem grows.

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