

Electronification of Automobile Marketing: a case study on TATA EV CURVV

By

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Abstract

In the edge of global warming, depletion of ozone layer, changing dynamics of environment and ecosystem the automobile industry is also getting into the environment friendly mode of automobile production to maintain the sustainability of the ecosystem. The purpose of this chapter is to understand the changing dynamics of automobile marketing to tap the virgin market which leads to the electronic vehicles market. Many companies are many companies targeting this market to change the automobile market ecosystem from swimming from traditional petrol, diesel driven carsto completely automated electronic vehicles. Marketing strategies of the companies are also changing to tap the mindset of the consumers to shift the Perception off selection of a car from the traditional mode off ignition of an engine with the help of the natural fuel to the lithium battery driven cars. Out of the big basket of automobile industry this chapter will examine one of the pioneer EV cars of Tata automobile industry based on its STP study.

Keywords: Segmentation, Marketing, Consumer mindset, Positioning, Communication matrix.

INTRODUCTION

TATA GROUP since 1868 is name that has served India and across the world of consumers with 30 companies (TATA consultancy services, TATA motors, TATA steel etc.) over ten vertices to create a brand image of Leadership with trust in every B2b and B2C segment with a lot of market driven, customer oriented, consumer value centric innovation of product and services. TATA motors being one of India based automobile giant has created and launched its brand identity of 'connecting aspiration' in 2017 across 46 international markets. According to the report now in every five cars sold in India is made by TATA. It has captured 12.14% (FY22) market share (highest since FY09) with its high-performance timely introduction to EV cars and ICE volumes (Devi, 2023). With the changing dynamics data has strategically aligns with many companies like Ford, M&M, Fiat, Jaguar, Land Rover to cater to the new segment off electric vehicles.(Pretty Bhalla, 2018).India's pioneering electric car company, "The Reva Electric Car," launched its vehicle in the early 2000s with a focus on producing affordable cars through advanced technology. Leading the Indian market as the sole Battery Electric Vehicle (BEV) manufacturer is Mahindra Electric Mobility Ltd. Other major Hybrid Electric Vehicle (HEV) manufacturers operating in the Indian market include Toyota Kirloskar Motor Pvt. Ltd., BMW AG, Volvo Car Corporation, and Honda Motors Co. Ltd. Notable models include the Mahindra e2oPlus, Mahindra e-Verito, and Mahindra e-KUV 100, Eddy Current Controls Love Bird, Atom Motors Stellar, and Tata Tiago Electric. In 2014, India's total greenhouse gas emissions amounted to 3202 million metric tonnes of carbon dioxide equivalent, representing 6.55% of global emissions. The energy sector contributes 68% of India's greenhouse gas emissions, followed by agriculture, manufacturing processes, land use and forestry improvements, and waste, contributing 19.6%, 6.0%, 3.8%, and 1.9%, respectively, to the overall emissions (A. Vincent, 2021).

Discussion

TATA motors new segment of EV cars Tata CURVV is a step ahead futuristic marketing planning to capture and get first movers' advantage with the other players like Mahindra, Hyundai, MG, KIA, BMW, Audi etc. (Almeida, 2023). CURVV will be a result of future based investment minded people in aligns with the mission of Tata Motors new segment of electronic car. The range of this car comes to the SUV and big SUV section. To investigate the STP study, the researcher will be segmenting, targeting, and positioning it with a completely new marketing strategy of TATA motors.

Theoretical Framework

Segmentation is a marketing strategy which involves the functionality of dividing the whole market into distinct group of buyers where the need, characteristics, behaviors require and demands a unique set of marketing mix and management policies (Camilleri, 2017). These set of buyers or segment then being provided with differentiated value proposition to generate customer value proposition (Dr Tapasya Jhulka, 2012).

Targeting of market targeting of the segment helps to understand and analyze the unique features or attractiveness to select one or multiple market segment to enter (Gianiodis, 2022).

Positioning comes next to target the product with a clear, distinctive, unique place in consumers' mindset in comparison to the competitors in the same Segment (Moons, 2015).

Segmentation strategy generally involves the below segmentation variables to consider (Margaret E. McGinnis, 2022):

- a. **Geographic segmentation:** This process involves differentiating the market into different geographical units such as state, regions, cities, countries etc.
- b. **Demographic segmentation:** This process involves dividing the market into segments based on age, income, gender, education, religion, ethnicity, occupation etc.

- c. **Psychographic segmentation:** This process involves dividing the market based to the lifestyle and personal traits and character.
- d. **Behavioral segmentation:** This process helps to divide the market based on consumers' knowledge, attitudes, and uses of product or response of products.

Application Framework

In continuation to the above-mentioned formulation matrix let's postulate the segmentation of Tata CURVV under the STP study.

- a. **Geographic segmentation:** keeping the Tata CURVV's FABV (Feature, advantage, benefit, and value) policy, price range and need and want of the consumer mindset researcher has found that that TATA's first target has been the metropolitans' cities (Delhi, Chennai, Mumbai, Kolkata) and the tech capital first moving cities like Bangalore, Pune, NOIDA (New Okhla Development Area), Gurugram, Hyderabad. The mileage and fast-moving tech-savvy livelihood of these consumers are the priority of CURVV. In the second phase the segment can be extended up to tier 2 cities of India. As the car is a still in the mode of concept car to many consumers, so the penetration policy will be in accordance with the de-amalgamation of consumer mindset towards new normal of automobile marketing and all its relevant product range.
- b. **Demographic segmentation:** Keeping the updated auto generic transformative automation feature and skimming pricing modeling of the product the below mentioned criteria are best fit applied segmentation strategy adopted for CURVV.
 - 1. **Age and Life cycle:** 28 to 60 years bracket which includes all urban class above mentioned geographically segmented people who can afford the car for them or any of their family members.
 - 2. **Gender:** It's a Unisex product. Moreover, it will help to target all genders because of its automatic transmission category. The automatic mode engine and car progress model helps to target the all-circle gender class cycle.
 - 3. **Income:** Looking at price range, middle, upper middle and affluent section income group is targeted. Where Family or individual income segment is more than 6 to 8 lakh per year. A banking financial EMI scheme will also help to attract more and more customers. On the other hand, this has been an optimistic portfolio investment orchid to water by all related sectors of energy and ancillaries. The ever-increasing price of petrol and diesel and one-time long-term investment (based on The PLC study of the car) in Electric car will also be a USP in consumer's mindset.
 - 4. **Occupation:** In continuation to the above-mentioned pointers all working class and business class people are targeted. The occupation plays a pivotal role to drive the persuasion policy to enroute the forecasted industry of equilibrium of economics and livelihood.
 - 5. **Religion:** All religion is targeted as it is neutral to the religious factor and occasional religion-occasion orientation is also implemented to cater to the special investment pocket lubricating marketing phenomenon.
 - 6. **Ethnicity:** All ethnic groups are in association to the pre discussed circumference as it suits the consumer mindset of ethnic and cultural background. As this is the new normal Investopedia of automobile marketing the new adaptation of new normal energy bracket psyche of young millennials is essential to trigger the decision-making process.

7. **Generation:** The millennials and Gen Z both can be targeted because of the product's modern, tech orientation, comfort (auto transmission, pollution less), and trendy, futuristic investment pattern. Though the GenZ are more pro to techie-hackie than the substantial long rehearsal mode of decision making of millennials.
- c. **Psychographic segmentation:** As it is going to be a high involvement complex buying for the consumers the segmentation of TATA new venture investment strategy can be further divided as per below mentioned intermediary:
1. **Lifestyle:** The fast-moving lifestyle-oriented people along with technology comfort and love to stay trendy with investment and products are targeted at who are going to be the innovators and early adopters of this next generation car. The early adoption breaks the challenge of hitting the break point faster to modify the E-segment venture to next generation and to target the residue with the laggards to adopt.
 2. **Personality:** The cluster with above mentioned lifestyle is always belief, motivation, ambition driven person loves to stay ahead of others are the soft target. Though the expansion of this product line depends on the customized positively skewed connotation of car owners of existing petrol, diesel driven automobile.
- d. **Behavioral segmentation:**
1. **Occasion segmentation:** The famous multiple occasions of every religion, culture and ethnic groups are used to segment the above criteria based CURVV; potential customers. The recent trend in the loyalty-based program of TATA automobile and ongoing direct sales offer over in and out bound policies are exceptionally consumer and customer centric.
 2. **Benefit segmentation:** The benefit of using an electric vehicle (auto transmission enabled) with a price range of 15-20 Lakh should be able to cater multiple benefits. The benefit is a tangible concept of data and comfort driven wise investment portfolio of the investors. The benefits have and will help to attract more people. The benefit also enables the game theory to maintain the core competency.
 3. **User status:** As in the segment all are going to be first time users of this modern car, then this will be an attractive factor to segment the market as first time users' advantage and privilege. The status is a dominant factor in individual psyche which states scale of dopamine to satisfy the Maslow hierarchy and is equally well exploited by TATA to deduct the CURVV as best choice out available there.
 4. **Loyalty status:** All loyal customers in the above-mentioned segmented consumers are the preliminary segmentation. Despite having petrol/ diesel cars and usage rate this segment automatically becomes the prime segment to target by this automobile giant though the other company car user can also be segmented to attract the first-time user segment of EV Cars in India.

As per the above-mentioned segmentation plan intermarket and cross market actionable segmentation plan is also visible which is adopted and implemented by the marketing team to be more measurable, accessible, and differentiable to maintain the prolific brand identity and parity both in equity and intellectual capital of users.

Theoretical Framework: Targeting: It is the focused effort of marketing to reach the segmented market to discourse and bag the maximum responsive communication program which leads to

targeted BTL approach in way more personalized and customized manner for profit maximization (Balachandran, 2021).

Application Framework: Targeting the segment to reach the maximum output based on optimum utilization of resources leads to channel identification to bracket the IMC. TATA has targeted a bandwagon technique to reach and solve 360-degree communication architecture of communication matrix. CURVV has identified, visible in all pillars of print, television (slot settlement), radio (spot settlement) and new media (using the SMM, SMO and SNS to cater to the above segments). The pertinent market share and growth of TATA in the last two fiscals and in IPO reflects the story of sound targeting of segments by this conglomerate (Master, 2023).

Theoretical Framework: Positioning: It is a strategic marketing plan to promote and establish your brand in the mindset of consumers with clear distinction, brand identity and image (Marian, 2022).

1. **Positioning Map:** As per the positioning map (X axis: Price range/ Y axis: Luxury, orientation Performance) (D'Aveni, 2007) TATA CURVV clearly comes under the segment of consumer mindset of high performance, utility-oriented luxury car.
2. **Competitive advantage:** This idea promotes to help the brand to promote to gain advantage by offering high benefits with higher price or by having low price. In the case of CURVV the price tag of 15 to 20 Lakh has helped to provide the high benefits (Electric car, automatic transmission, affordable to the above segment etc.) of this car. In case of competitive advantage, the offerings of CURVV have few beneficiary criteria over its competitor to gain the leverage and mileage to create the sustainability over the top of investment option as below mentioned:
 - A. **Important:** The product offers a highly valued benefit to the customer.
 - B. **Distinctive:** The Company is offering something that competitors cannot.
 - C. **Superior:** The difference than competitors cannot match at superiority.
 - D. **Communicable:** The difference is visible to the buyers.
 - E. **Preemptive:** Competitors cannot copy the difference easily.
 - F. **Affordable:** Buyers can pay the difference.
 - G. **Profitable:** The Company can introduce the difference profitably.

Applicable Framework: In continuation to the same the different offering of Tata CURVV can be defined as below mentioned pointers (product offering) to create a unique brand identity and brand image to gain competitive advantage to the segment.

- A. **Important:** First of its kind electric Car with automatic transmission
- B. **Distinctive:** It is a modern technology with super comfort and pollution free long-term investment.
- C. **Superior:** It is a next generation power performer in the history of automobile industry.
- D. **Communicable:** As it is the first of its kind so the privilege and advantage of first-time users in India.
- E. **Preemptive:** As it offers you auto transmission, so the car is best suited to unisex and at the same time the first choice for millennials and generation Z.
- F. **Affordable:** Irrespective of your occupation (working class/ business) the affordable price range SUV, yet next generation (FABV of product) SUV gives you the desired lifestyle over others.
- G. **Profitable:** As electric car is the next generation technology because of the rising petrol, diesel price factor for consumers and usage and regulation by government on natural resources, the segment of electric car will be sold at loud voice and in numbers in future. As per the segmentation in later stage this can be routed to tier two and tier three cities in

India and across borders to keep the idea of introducing the new segment of electric vehicle profitable.

3. **Positioning Strategy:** This is a strategical post where one buyer's simple question is answered. The question is why I should buy your brand. Thus, introducing the value position is very essential. The important features for value proposition and strategy involves either one of the below mentioned criteria.
 - a. **More for More:** It offers the most upscale modern product or service at a higher price to incur the cost.
 - b. **More for the same:** One company charging same while offering more to target the competitors.
 - c. **The same for less:** The Company offering the same at a less price.
 - d. **Less for much Less:** Meeting customer's lower requirement and price at lower price.
 - e. **More for less:** To make the first movers' effect in market offering more than competitor at a very low price.

In case of TATA CURVV the positioning strategy is applicable on More for More, because CURVV is the first introduction to the Indian automobile family in the electric car segment with affordable to easily affordable (based on income segmentation) segment of buyers. On the other hand, the offering of the product is going to be of upscale quality to symbolize status, personality, loftier lifestyle. Though as in long term policy when the EV cars by TATA hits the market with more cars of same segment the positioning of CURVV can be shifted to More for the same to attack the competitors.

4. **Positioning statement: Tata CURVV positioning should sum up in a statement like "ELEGANT FUTURE OF CAR".**

In nutshell it can be understood from the above description and the STP analysis of they mentioned the CV that the pioneer definition and establishment of marketing where the buyers and sellers meet remains the same but the instrumentalization of content through the hands and sectoral field of marketing as integrated marketing communication (IMC) plays the crucial role to change the facet of marketing industry as a new product line through the hands of electronic vehicle in the economy of scope of automobile industry as a whole is going to get established and further expanded with the generic solution of demand and supply. Being one of the automobile giants of India and in global automobile market data corporation rather the data automobile it had thought of creating equity of a brand not only on the copy book style of product identity and product parity. Rather with the extended approach to position and target the right set of audience with the evolved dynamics of automobile with the hands of EV. All the tabletop values of marketing communication through the establishment of identity of a brand, image of the brand, value added proposition of the brand, creating the new narrative of adopting the youngest child of automobile segment through brand culture and brand personas essential before the coherence suggestive brand approach by the consumers becomes inclusive in nature. Creating social narratives through different commercials, content with the bandwagon and rifle approach will be equally important to maintain the auxiliary brand behavior both in ATL and BTL marketing. The fundamental objective of any business derives making profit and profit maximization with expanded positive hyperbola of sales figure. The electronification of automobile marketing with successful automobile jinx and tactics has proven sufficient for TATA as per the recent sales report with a sales figure of 73800 EVs and an uphill growth of 48% from the FY23 (Times, 2024). In India, EV adoption will be a moderate gainer brand, largely due to limited experience with EVs. While the initial purchase price of EVs may be higher, their running and maintenance costs are comparatively lower than those of internal combustion engine vehicles. Perceived economic benefit (PEB) is a key variable influencing adoption, particularly as awareness of electric vehicles grows. Self-image (IM) and social influence (SoC.In) can impact the adoption of

high involvement products, with attitude (ATT) mediating the relationship between these factors and behavioral intention (BI).

Conclusion

As a researcher the above-mentioned pointers is visible and observed that has been practice in the Strada of segmentation and positioning of Tata CURVV. As the proper segmentation and positioning of marketing strategy helps a brand to devise proper brand identity, core competency and long-term benefit for the company while creating value oriented long-term relationship with customers. Though the question limits the product offerings to price quotation and one product offering (electric auto transmission enabled new car), still the suggestion will help CURVV to create a distinctive, actionable, and profit-oriented plan for Tata CURVV. The research also opens the line of more detailed study of TATA motors into further mobility management to stay in the competitors move and as an effective cash cow quadrant under BCG matrix. The advancement of adoption of this new age electronification of the automobile industry demands more target-oriented policies with exponential financial management in the research, development and innovation section. The future of the automobile industry is already facing a challenge of hybrid cars waiting to launch in the mode of concept and commercial purpose in February 2024 by the Predator brand like Toyota. It is also extremely challenging to forecast a marketing strategy organically related to the PESTEL analysis. The chapter investigates the scope of the EV CURVV only based STP, leaving the scope of further research on any of the contender not only for the number one slot in the index of revenue, sales or brand equity but also in the sustainable business practice. The ever-changing consumption pattern also innovates the persuasion technique to survive in the vehicles industry. TATA and other brands like Honda, Mahindra, MG, Maruti, Hyundai is going to enter a new war of bringing most comprehensive technique of decision-making process in the consumer mind set with rope in stance of ample space of future research. Towards a Sustainable Mobility Future ultimately, electric vehicles are the change towards sustainable transport based on environmental awareness, technological innovations and changing consumers. Despite the current challenges, the momentum of electrification is irreversible. As stakeholders across the automotive ecosystem collaborate and innovate, electric vehicles are becoming the most common form of transportation, creating a cleaner and greener mobility future. The development of electric mobility reflects a wider societal shift towards a sustainable lifestyle and responsible use of resources. By introducing electric vehicles, brands can pave the way to a more sustainable and sustainable future, where mobility is synonymous with environmental protection and technology. Development Together, automobile marketing thinktanks are setting a course for a cleaner, healthier planet for future generations. Electric vehicles are not just a vehicle; they represent a collective commitment to form a better world. As apple Internet evidential to any successful brand buildings to be the world of EV is also facing several roadblocks to its brand building model as an entire new segment introduction despite lucrative marketing communication campaigns Chrome challenges like infrastructural cost, cost of manufacturing goods, availability of charging stations, electricity and its body meet charges, engine RPM factor etc. The latest inclusion to the major challenges of the automobile marketing has come recently through the cabinet news as an external threat and uncontrollable variables like considering ethanol as a substitute to electronic vehicle fuel, introduction of hybrid car engines by Toyota and inclusion proposal of petrol and diesel under the GST structure as an attempt for cost efficient transport and collateral inflation control mechanism. The international geopolitical structure, trade and tariff scenario between crude oil enriched Latin American and Saudi Arabian countries, Ongoing war between Russia and Ukraine with its cascading effect on world supply chain management of crude oil also creating substantial amount of blockage on the international price of crude oil per barrel while making the task of OCD countries like India to gain the advantage of primary and byproduct base automobile market segment creation, adoption and expansion simultaneously. Determinants of the automobile industry with all its challenges is going to be one of the prime retail market products while all the players will try to intervene and capture the new scale of automobile economy through various research and innovation along with aggressive marketing strategy to reach the growth stage of product life cycle. With the

changes of fundamental construct of brand building irrespective of byline and assembly line production narration of its consumption by effective marketing communication will also change in the same direction to stay competitive and build sustainable, long term and successful vertical of automobile industry in India and abroad.

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