

Research on the Used Car Marketing Strategy After the Breaking of the Relocation Restriction Policy

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Abstract: Based on the automobile sales data of China in the last ten years, this paper analyzes the current situation of the used car market from the development process and existing problems of the used car market, and gives development suggestions. Firstly, it introduces the development of new car sales market and used car market in China. Secondly, it analyzes the characteristics of the market segment and its consumption structure, and points out the changes after the Chinese government issued the relocation restriction order; It also puts forward the future development trend of the automobile market, and points out that electric vehicles will be steadily improved, intelligent Internet technology will lead the leap of automobile technology, and the used car market will accelerate the healthy development.

Keywords: Used car market, Current market situation, Development Suggestions.

1. Introduction

With the economic and social development of our country, especially after joining the world trade organization, our automobile manufacturing industry has made great progress and has a firm foothold in many markets in the world. Automobile is a comprehensive product. Residents' consumption level of cars is also increasing with the development of economy. By 2018, the number of cars owned in China has exceeded 200million. With the development of the automotive industry, the used car market is also growing, and the high-quality and low-cost used cars are becoming more and more popular. With the increase of new car varieties, the improvement of transportation infrastructure construction, the change of people's consumption concept, the change of market demand structure and the adjustment of the national policy on the service life of cars, the demand of the used car market has increased significantly. However, due to the late start and rapid development of the used car market in China, the problems existing in the used car market are becoming increasingly obvious, which greatly restrict the development of the used car market. This paper analyzes the impact of China's existing policies on the used car market and the current situation of China's used car market, and looks forward to the development of China's used car trading model in the future.

2. Development History and Current Situation of used Car Market in China

2.1. Development History of Used Car Market in China

2.1.1. Budding and Emerging Stage

China has been a planned economy for a long time since the founding of the people's Republic of China, and material life has been in short supply for a long time. This situation has not been improved until the reform and opening up in the 1980s. From the late 1980s to the early 1990s, China's economy is still in a seller's economy period of material

shortage. Individuals need to use relationships to get plans and approval notes when purchasing vehicles. At that time, there were no regular used car dealers, the so-called used car trading market and officially certified after-sales service stations. The main way of used car trading was the backing of merchants. The trading places were all near the transfer place of the vehicle management office, and existed in the form of private spontaneity, roadside stalls and free market, resulting in the chaos of used car trading and poor integrity and other characteristics of the times, As a result, used cars purchased by consumers are often out of stock, and consumers are highly dissatisfied.

2.1.2. Initial Stage of Standardization

In 1998, the Ministry of trade of the Chinese government issued the "measures for the administration of used motor vehicle transactions", which standardized the trading behavior of used motor vehicles and protected the legitimate rights and interests of both sides of used motor vehicle transactions. In 2005, the Ministry of Commerce, the Ministry of public security, the State Administration for Industry and commerce, and the State Administration of Taxation jointly issued the "measures for the administration of used car circulation", which aims to strengthen the management of used car circulation, standardize the business behavior of used cars, and promote the healthy development of used car circulation. In 2006, the Ministry of Commerce of the people's Republic of China issued the used car trading norms, which aims to regulate the service and business behavior of the operators of the used car trading market and the used car business entities, as well as the trading behavior of both parties of the used car direct transaction, clarify the trading procedures and increase the transparency of the transaction. In 2009, in order to further standardize the business order of the used car market and promote the healthy development of the used car market, the Ministry of Commerce and other departments jointly issued the opinions on further standardizing the order of the used car market and promoting the healthy development of the used car market. With the economic development, in 2008, the global economic crisis caused by the U.S. subprime mortgage crisis, our country has issued the policy of "automobile to the countryside" twice,

which has greatly stimulated China's automobile consumption. With the soaring world oil prices in recent years, new energy vehicles are becoming an emerging force that cannot be ignored and playing an important role in the world automobile market. In recent years, with the continuous development of the automotive industry, China's automotive industry has formed a complete industrial chain, including traditional fuel vehicles and new energy vehicles.

According to the development law of the western developed automobile market, when the sales volume of new cars is less than the sales volume of used cars, it indicates that the automobile consumption market in this country is relatively mature, and the proportion of the sales volume of new cars and used cars in China's automobile market is basically the same as that in 2021. In a sense, China is about to enter a mature automobile consumption market. In the traditional mature Western automobile consumption market, used car consumption has always been a very important market. However, since China successfully applied for the Olympic Games in 2008, various provinces and cities across the country have introduced various policies to restrict the migration of used cars in order to prevent and control air

pollution. This is a sword of Damocles that restricts the development of China's used car market and makes it bigger and stronger. With the economic growth, the continuous expansion of the automobile market, the progress of science and technology and the wide promotion and application of new energy vehicles, the used car's price become more and more cheaper. The automobile consumption market, especially the traditional fuel vehicle market, is gradually declining and entering the stock market. The Chinese government has also begun to pay attention to the positive effects of the consumption of new energy vehicles and the circulation of used cars on the economy. The Chinese government proposed to completely abolish the restrictions on the relocation of used cars from the 2018 government work report to issue the notice of the Ministry of Commerce and other 17 departments on several measures to invigorate the circulation of cars and expand automobile consumption in 2022, allowing the free circulation of passenger cars that meet the national five emission standards, which greatly promoted the development of the used car industry. See Table 1 for the main policies in recent ten years.

Table 1. Details of policies issued by the Chinese government on used cars from 2012 to 2022

Year	Policies
2014	Technical specification for used car appraisal and evaluation (gb/t30323-2013)
2016	"Government work report" proposed: enhance consumption to drive economic growth - "activate the used car market"
2016	Several opinions on promoting the convenient trading of used cars, namely "national eight articles"
2016	The state promulgated the asset appraisal law of the people's Republic of China (Order No. 46 of the president)
2016	Second hand car industry standard "Specification for operation and management of second hand car circulation enterprises" (sb/t11144-2015)
2017	The Ministry of Commerce issued the measures for the administration of automobile sales (Ministry of Commerce order 2017 No. 1)
2018	The government work report proposed that the policy of restricting the relocation of used cars should be completely abolished
2019	The development and Reform Commission and other 10 ministries and commissions issued and implemented the implementation plan for further optimizing supply, promoting steady growth of consumption, and promoting the formation of a strong domestic market (2019 version)
2019	The General Administration of Customs issued the notice on matters related to accelerating the export of used cars
2020	The Ministry of Finance and the State Administration of Taxation jointly issued the announcement on value added tax policies related to used car distribution
2022	Notice of the Ministry of Commerce and other 17 departments on several measures to invigorate automobile circulation and expand automobile consumption

2.1.3. Turning Point and Resurgence Stage

Since joining the WTO, China has experienced two auto sales peaks. One is after the 2008 Olympic Games, the Chinese government implemented the "policy of benefiting the people by going to the countryside" to stimulate auto consumption for the first time, which achieved the first peak of China's auto sales since the reform and opening up. The second peak came from the Chinese government's efforts to achieve the goals of "carbon peak" and "carbon neutrality" proposed at the Copenhagen climate and environment conference. Since 2012, the Chinese government has increased subsidies for new energy vehicles, making new energy vehicles appear on the historical stage in the consumer market with a lightning speed. With the continuous introduction of the Chinese government to encourage residents to consume cars, China's automobile production and sales soon surpassed that of the United States, which has

ranked first for half a century, and jumped to the first place in the world. China's automobile consumption market is different from that of other western developed capitalist countries in the following aspects: Rapid development, fast renewal, huge market stock, strong social attributes of cars, lack of mature car culture. China has a large population, a vast territory and an amazing total number of cars, which has laid a market foundation for used car sales. The majority of used car transactions are based on the used car trading market. However, with the annual growth of used car trading volume and the gradual expansion of dealer scale; Private capital has gradually set foot in the used car trading market, the functional demand for trading services has been continuously strengthened, and various service institutions have entered the market arbitrarily and vigorously; However, the implementation of the government's policies on the relocation and purchase of vehicles has objectively hindered the circulation of used cars, especially the Internet e-commerce

under the control of financial capital has impacted the last position of the used car market. Therefore, under the impact of Internet finance, most used car dealers have suffered losses. Since 2013, many major events related to the development of the industry have occurred in China's used car market, marking that the development of the used car market has entered a new stage of order reconstruction. The introduction of a series of policies and regulations has made the operation and management of the used car market more standardized and perfect, promoted the integrated development of the market and industry, stimulated market consumption, and stimulated economic growth. At the same time, under the continuous influence and impact of the e-commerce wave, the domestic used car trading market began to look for new opportunities and breakthroughs, and chose to cooperate with domestic honest Internet used car sales or intermediary platforms, such as Renren car, Melon seeds, Youxin, Auto home and other enterprises.

2.2. Development Status of Used Car Market in China

With the rapid increase in the number of domestic car

ownership and the number of people who exchange cars, the scale of the used car market continues to expand. According to statistics, from 2010 to 2021, the trading volume of used cars in China increased from 3million to 17million, an increase of nearly six times. In 2011, the first year of China's used car market, the cumulative trading volume of used cars reached 4.33 million, an increase of 12.47% year-on-year. In 2021, used car transactions increased by 12.3% to 17.5851 million. In recent years, with the growth of living standards and consumer demand, the sales of new cars in China have increased year by year. The consumption of new cars has also driven the development of the used car market. According to the data of China passenger car market information joint conference, the cumulative trading volume of used cars nationwide in 2021 was 17.5851 million, with a year-on-year increase of 12.3%, and the sales volume and trading volume of used cars nationwide have increased year by year in the past five years. See Table 2 for the trading data. In terms of the age of used cars sold, the used cars with a service life of 4-6 years have the largest trading volume, followed by the used cars with a service life of 3 years, and the used cars with a service life of 10 years account for the least proportion. The distribution of the age of used cars is shown in Table 3.

Table 2. Transaction details of used cars over the years source: China Automobile Circulation Association

Year	Quantity (ten thousand)	Turnover (one hundred million)	Average price of single car (ten thousand)
2017	1240.09	8092.72	6.53
2018	1382.19	8603.57	6.22
2019	1492.28	9356.86	6.27
2020	1434.14	8888.37	6.19
2021	1758.51	11025.86	6.27

Table 3. Distribution data of used cars sold in recent five years source: China Automobile Circulation Association

Year	1-3year (%)	4-6year (%)	7-10year (%)	More than 11year (%)
2017	22.45	24.79	23.87	24.79
2018	23.87	42.67	23.59	10.87
2019	24.79	41.48	22.41	11.63
2020	23.91	37.77	24.23	14.10
2021	23.61	36.15	24.13	16.21

With the new deal for used cars about to be implemented in the second half of 2022 and the epidemic in Shanghai under control, the national industrial index has rebounded steadily, and the sales of used cars will rebound significantly [1]. The author predicts that assuming that the COVID-19 can be stable in China, according to the level of economic growth in 2021, the sales of used cars may be about equal to or exceed the sales of new cars in 2022. The used car market has been developing very rapidly in the past three years. According to the data disclosed by the passenger Association, the trading volume of used cars in 2021 was 17.5851 million, an increase of 22.62% year-on-year. The sales ratio of new cars to used cars was 0.87:1, the highest in the three years from 2018 to 2020. Although the rebound of the epidemic this year has affected both new and used cars, the sales ratio of used cars to new cars still reached 0.84, temporarily lower than that in 2021, but still increased by more than 10 percentage points compared with the trading volume in 2019 and 2020.

In 2022, the State Council announced that it would completely cancel the regional relocation restrictions of used cars, which is undoubtedly an unprecedented benefit for the used car industry, which marks that China's used cars will

break through the regional restrictions and can circulate freely throughout the country [2]. This has played a positive role in promoting the sales of used cars. In addition, the national standing committee also proposed that "from October 1, transfer registration will be implemented with separate endorsement and temporary number plates", which clarifies the commodity attributes of used cars, so that used cars in the future can be bought and sold like new cars. For a long time, China's used car trading mode is still based on brokerage mode rather than distribution mode due to policy reasons. The so-called "brokerage mode" is due to the property right attribute of used cars, which leads to the transfer of assets in the way of used car trading, as well as housing trading, which seriously hinders the efficiency of trading and consumers' willingness to buy. This obvious drawback is caused by two policies. The first policy is that the provisions on motor vehicle registration requires that the ownership of vehicles must be transferred. Therefore, the used car business entity needs to transfer the acquired used car to its own name first, and then register the transfer of the used car to the buyer's name when selling. For this reason, many small and medium-sized used car dealers in China can only be used car brokers

in a strict sense. Another policy is tax. Used car distribution enterprises should pay value-added tax at 2% of the full price of used cars, but transactions between individuals are exempt from value-added tax. Obviously, from the perspective of tax policy, it does not support the B2C mode of distribution, but the C2C mode of transactions between individuals [3]. This leads to a series of disadvantages: the exemption of value-added tax on personal transactions of used cars leads to the reduction of national taxes in the field of used car distribution; At the same time, under the brokerage mode, the used car business entity is small, and it cannot guarantee the after-sales service and the legitimate rights and interests of consumers. There are also many chaos in the used car industry.

The used car business entities in China are still in a "scattered, small and weak" state. In this regard, Shen Jinjun, President of the China Automobile Circulation Association, said: "at present, all the blocking points that restrict the development of the used car market have been broken through, and the used car market is bound to usher in a big explosion in the future. There will certainly be some details in the implementation and implementation of all regions.". However, Shen Jinjun said, "once the policy is implemented and implemented well, as early as this year and as late as next year, the sales of used cars will be equal to or exceed the sales of new cars." The internationally recognized standard is that the ratio of new car sales to used car sales is 1:1.5, while the current domestic ratio is far lower than this value. Therefore, it is not surprising that domestic used car sales catch up with and exceed new car sales. Once used cars usher in a blowout, in addition to the days of used car dealers will soon be nourished, and the majority of car users will also get more benefits. Especially for young people who love used cars, there will be more car sources to choose from. However, the competition in the new car market may become more intense.

3. Problems in the Development and Circulation of Used Cars in China

3.1. The Consumers' Acceptance of Used Cars Is Not High

Unlike the western developed countries, where cars originated, the automobile industry in these countries started early. People know more about cars and have formed a very mature automobile culture. They also recognize used cars, consume rationally, and use cars in a more segmented environment. Used cars are the primary choice for most of its citizens, especially young people. Compared with the Chinese people, due to the economic take-off brought about by the reform and opening up, cars are still a relatively new and expensive durable consumer goods for many consumers. They also act as a social card on some specific occasions, so comparison consumption is more popular. This also affects the trading volume of the used car market to a certain extent. The knowledge that consumers have is not enough to distinguish between good and bad vehicles. At the same time, it is difficult for consumers to make a correct judgment on the authenticity and quality of used car information. For the majority of consumers, China's used car market has been an asymmetric market for a long time. In his paper "Lemon Market: quality uncertainty and market mechanism", published in 1970, Aklav took the used car market as an example to explain the theory of adverse selection in the asymmetric information market [4]. The article mentioned that in the used car market, the seller has more information

about used cars than the buyer, and the information about the quality of used cars between the two is asymmetric. In order to reduce losses, buyers can only reduce the price to avoid the risks caused by information asymmetry. The low quotation of buyers makes sellers unwilling to provide high-quality products, so that low-quality defective products fill the market, high-quality products are expelled from the market, and finally lead to the overall shrinkage of the used car market. In many markets with similar situations, buyers use the data of some non-governmental or non-profit institutions in the market (such as JD. power quality index, IHS collision score, etc.) to judge the quality of the goods they are going to buy. In this case, sellers are motivated to provide low-quality goods, resulting in a decline in the average quality of products and a shrinking market size [5]. In addition, the authenticity of data such as vehicle accidents, performance and mileage in China's used car market has also affected consumers' acceptance of used cars to a certain extent due to imperfect policies in earlier years.

3.2. The Third-party Certification System Is Not Perfect

In the United States, Japan and other western developed capitalist countries, people usually use the reference price provided by the third-party information service agencies. The reference price is derived from the public price information of Auction Stores, so it has a clear and transparent price reference system (such as the KBB Kelly Blue Book of the United States). In the past ten years, China's used car market has been engaged in by small used car brokerage companies, and the corresponding transaction records have not been retained. At the same time, due to the lack of credibility of the brand certification launched by dealers, the number of third-party evaluation institutions is not only small, but also there are doubts about their professionalism, while consumers' personal awareness is weak, and very few vehicles are sent to the inspection institutions for evaluation, resulting in the lack of a price reference system, which hinders the standardization and scale of the used car market [6]. Before the introduction of the 2014 "technical specifications for used car appraisal and evaluation" (GB/T30323-2013), due to the lack of standard procedures for used car access, it was difficult for consumers to judge whether the information marked by the seller of used cars was true, thus affecting the purchase intention. Many unscrupulous car dealers change the mileage, maintenance records, appearance and interior of the accident car by renovating, refinishing, concealing the accident report, etc., which makes it difficult for consumers to identify their original accident traces from the appearance and interior, making it difficult for consumers to identify and estimate the value of the real car condition by themselves, and at the same time, hindering consumers' desire to buy.

3.3. The Professional Level of Used Car Practitioners Is Low

In China, when a market has formed a certain scale, the human resources and Social Security Bureau will set up a certain professional qualification certificate according to the industry development and relevant policies and regulations, so as to quantify professional and technical talents scientifically. At present, the skill certificates related to used cars in China include used car appraisers, car damage appraisers, power battery recyclers and other emerging professional skill certificates [7]. For a long time, the level of

employees in the used car industry has been uneven, and most of them rely on experience without systematic learning. Therefore, when evaluating used cars, the prices given do not have credibility. In the used car evaluation, testing and other related links, due to the lack of institutional norms, some bad used car businesses are not uncommon to fabricate false information and substitute inferior for good while pursuing interests. Especially for the evaluation of some accident cars and bubble cars, some car dealers lack experience, resulting in insufficient identification ability, resulting in the receipt of used cars that do not meet the circulation standards. At present, there is no third-party used car evaluation organization that consumers trust in the used car industry. Many institutions often make estimates based on experience when valuing and evaluating used cars. Car owners who want to buy cars sell them below the market price in some unscientific and accurate ways, which has seriously affected the self-interest of used car owners and formed a bad industrial cycle in the industry. It is urgent for a large number of professional used car practitioners to improve the market environment.

4. The used Car Marketing Strategy After the Liberalization of Relocation Restrictions in China

4.1. Using Digital Economy to Improve Product Transparency

In the Internet era, commodity information tends to be open and transparent, with clear prices, because consumers have enough time to obtain relevant information through the network, and can compare commodities in different regions. As a special non-standard commodity (one car, one condition, one price), used cars are displayed through online channels as offline drainage, which needs to solve the problem of trust. At the same time, the key to the development of the used car industry is to establish integrity, establish consumers' trust in the purchase of used cars, standardize non-standard used car products, and promote the development of the used car industry through a series of standardized services such as professional evaluation system, price system, security system, service system and so on. Make statistics on vehicle information through digital means, place free or very low-cost vehicle inspection reports on used vehicles published on the website, provide two-dimensional codes of inspection reports, and scan the codes to read vehicle related information. The information to be disclosed includes basic vehicle information, vehicle identification and evaluation report, vehicle maintenance records, vehicle insurance claim records, vehicle sales price, etc. The basic information of the vehicle refers to the basic information of the vehicle recorded in the vehicle registration certificate and driving license, vehicle nameplate, model number, date of manufacture, manufacturing country information, registration date, displacement, transfer times, annual inspection expiration time, etc. The vehicle evaluation report can entrust a third-party vehicle evaluation organization with high reliability to evaluate the vehicle condition, test the braking system, steering system, driving system, body and other parts of the vehicle, issue the vehicle evaluation report, publicize the vehicle inspection report, and be responsible for the test results. Vehicle maintenance and accident records can be queried by linking to third-party apps, such as Dr. Cha, car 300, etc.

4.2. Vigorously Promote the Online Used Car Market

Establish an online used car trading market to provide a digital trading platform for used car dealers, fully digitize used car information, and help transform the traditional offline marketing mode to online digital marketing. By integrating offline resources and online promotion, we can provide efficient services for customers who buy and sell cars, so as to expand the influence of the used car market and the influence of used cars in the hearts of consumers, promote the healthy development and sustainable prosperity of the used car market, and make online channels more transparent. The used car market in China has long been a lemon market, and the information is not enough.

Transparency, bad money drives out good money from time to time. Online channels help strengthen consumers' understanding of used cars and help build brand image. China's used car online market can learn from the trading mode of the used car market in the United States and Japan, display all the market car sources online, publicize the prices and test reports, provide various functions such as buying, selling, repairing, auctioning, business consulting, and access third-party service providers to provide used car insurance, logistics and other related services.

Make full use of modern information technology, such as virtual reality VR and augmented reality AR technology, to enhance consumers' experience of watching cars in the online used car market. Consumers can watch the internal structure of the car in an all-round way without leaving home, and experience the fun of virtual driving [8]. For consumers, it effectively saves the cost of watching the car, and helps them make the decision of buying enough as soon as possible. For businesses, it reduces operating costs and improves the efficiency of capital circulation. VR technology can also be used in various marketing activities in the used car marketing market, so that more potential consumers can "visit" the scene and "personally" experience the performance of various cars, and turn potential consumption desires into real purchase behaviors. In addition, VR technology can also be used in various marketing activities to allow more potential consumers to "visit" the scene and "personally" experience the performance of various cars, and turn potential consumption desires into real purchase behaviors.

4.3. Use Online Celebrity and We Media to Combine Offline Entities for Live Broadcast Sales

Tiktok is the largest short video platform in China, with more than 400million daily active users, and used car distribution enterprises connect. It has become normal to promote and recommend products through the Tiktok enterprise account. Some online celebrities sell used cars through software such as Kwai and Xiaohongshu, and the sales volume even exceeds that of used car distribution enterprises of a certain scale [9]. It can be seen that these software have the influence and importance as a new media. The used car market should register the enterprise account of social networking and short video software, arrange special personnel to manage it, and regularly publish the content related to used cars. At the same time, we should cultivate market specialists, who should have professional vehicle identification and evaluation ability, good expression ability and sense of lens. Maintain interaction with target customers

through live broadcast methods such as introduction of vehicles and brand business publicity by the Commissioner, establish users' cognitive and emotional connection to the brand, and cultivate loyal fans in the market.

4.4. Use Online Celebrity and We Media to Combine Offline Entities for Live Broadcast Sales

The core of the online and offline used car market is the used car trading market for buyers and sellers. With the expansion of online used e-commerce and the strengthening of offline policies and supervision, the trading of used goods has been greatly promoted. In addition, the frequency of new car listing, product upgrading and technical improvement in China's automobile market is significantly accelerating [10]. Therefore, under the pressure of coordinated development of the online and offline used car market, new car manufacturers can only seek development in the increasingly competitive market by constantly innovating their products. In the industry environment of overcapacity, all kinds of manufacturers can carry out horizontal and vertical innovation to deeply tap the market segment. Vertical innovation refers to the process that enterprises use existing advantageous products to further in-depth research and development, with the purpose of enterprises using advantageous products to continuously deepen innovation in the market; Horizontal innovation, on the contrary, is a large-scale exploration of new products by enterprises in order to launch products different from those in the existing market [11].

5. Conclusions and Suggestions

This paper analyzes the development process of the domestic used car market, combs the relevant literature of marketing and business models in various countries, uses the relevant analysis tools of marketing, takes the used car market after China's relocation restriction policy as a case, carries out in-depth research, and analyzes the problems existing in the marketing of the used car market. According to the enterprise development goals, based on the digital marketing theory, the suggestions are as follows:

First, as China's economic development has entered the fast lane era and the number of cars has increased year by year, the used car market has ushered in a huge development opportunity. At the same time, the number of used car market is increasing, and the industry competition is intensifying. The used car market needs to constantly learn and improve in the competition, enhance the core competitive advantage of enterprises, and carry out differentiated competition.

Second, a full understanding of the development of China's used car market must be a gradual process. By studying the development process of the developed used car market in the west, the transaction scale, changing cycle and per capita ownership of used cars in the United States and Japan are much higher than those in China; The used car trading chain is perfect, with professional services such as testing,

certification, finance, information inquiry and so on; Having perfect laws and regulations on used car trading helps to protect the trading order and increase the illegal cost. Promote the benign development of the industry

Finally, the development of offline physical used car market should not be limited to stores, but through online and offline financing. Cooperate with development and give play to the network effect of sharing economy. New technologies such as AR, VR, Blockchain and big data are used in the process of used car trading to promote the sales of used cars and solve the trust problem between buyers and sellers. Take integrity as the foothold of the used car market, publicize it as the market brand image, and establish consumers' trust in the market. The small and medium-sized used car market uses short video platforms such as Kwai Tiktok as the main way of promotion, which has both economic and promotional effects.

In a word, with the rapid development of technology, marketing methods will continue to innovate, but marketing. The essence is invariable. Enterprises always stand on the perspective of customer needs, provide differentiated products and services to meet customer needs, and lay the foundation for the sustainable development of enterprises.

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