

Empirical Data Study Based on New Energy Automobile Industry

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Abstract: The emergence of new energy vehicles has a significant impact on the traditional automobile industry, but at the same time, it also brings more new opportunities for the development of the automobile industry. With the advent of the digital era and the new marketing era, the marketing strategy of new energy vehicles also has a new direction of development at present, the automobile sales enterprises can not well apply the new media to help the marketing of new energy vehicles. The emergence and development of new energy vehicles have brought a huge impact on the traditional automobile industry, and also brought more development opportunities for it.

Keywords: Marketing, New energy vehicles.

1. Introduction

Significance of the study: automobile marketing in the new media era is very important, With the continuous development of automotive technology and new media, new energy vehicles have become the future trend of the automotive industry, therefore, to do a good job in the marketing of new energy vehicles is of great significance for promoting the development of enterprises. Academic research on new energy vehicles is becoming more and more concerned, but the industry lacks the guidance of relevant theories, the current main piece of research on new energy vehicle brand marketing strategy, there is a lack of innovation, lack of understanding of the enterprise to the consumer, insufficient mastery of the new media and other shortcomings, the consumer is still a lot of misgivings about the purchase of new energy vehicles, new energy vehicles for the sale of the marketer to eliminate the misconceptions and prejudices about the new energy vehicles. For the sale of new energy vehicles, marketers need to eliminate the misunderstanding and prejudice of new energy vehicles, encourage consumers to choose new energy vehicle products and services, and let consumers have the desire to consume, while utilizing new media. Automobile sales enterprises should take two measures to strengthen the communication and contact with consumers in the utilization of new media. In view of the shortcomings of these studies, this paper proposes the change of new energy automobile brand marketing in the era of new media, as well as the innovative way of new energy automobile marketing, aiming to make up for the shortcomings of the existing theories, and better guide the practice of enterprises. Therefore, this study has important theoretical significance and practical significance.

1.1. The Industry of New Energy Vehicle Marketing

(Thomas Davenport, 1834) was the first to study new energy vehicles, and was the first inventor of pure electric vehicles. On this basis, (Elon Musk, 2003) developed the new energy automobile Tesla has shown strong competitiveness in the new energy market, has laid a solid foundation for the development of new energy vehicles. The field of foreign new

energy vehicles is mainly divided into three major schools: Japan, Europe and the United States. Japan is actively exploring all-solid-state battery and motor technology in the development of new energy vehicles. but Japan's shortcomings in this regard are: the battery pack to the age of the battery pack will have to be replaced after the age of the battery pack, and by the time these aged battery packs but there is no good recycling program. Europe advocates pure battery-driven cars, the most successful model is the electric Peugeot 106, but it has never solved the problem of range. The United States in the development of new energy vehicles, the main focus on energy security, the United States has been researching alternatives to fossil fuels, such as biomass, the benefit is that the engine only needs to make small changes, but the United States of America's new energy vehicle shortcomings in the charging of the slow, low retention, short range problems. In response to the lack of research, in the future, we can study whether new energy vehicles in the new media era can solve the problem of short range.

1.2. Several Perspectives of New Energy Vehicle Marketing

(Sun Fengchun, 1995) was the first to manufacture the first pure electric new energy vehicle in China, (Wang Chuanfu, 2003) based on the development of F3DM new energy vehicle BYD, which became China's first automobile manufacturer to successfully develop new energy vehicles. In China, the marketing of new energy vehicles is divided into two major schools, the first is Tesla, Azure, Xiaopeng, etc. They are mainly researching the piece of science and technology intelligent driving, and the second is the new energy of the traditional veteran automobile enterprises, such as Volkswagen, BMW, Audi, Mercedes-Benz, BYD, etc. to maintain the old technology and research and updating. These two schools of research are insufficient in the safety of the vehicle, as well as the vehicle's range and so on for the lack of research, the future can be carried out in new energy vehicles can realize the safety of unmanned driving, the study of this issue.

1.3. Marketing Comparison of New Energy Vehicles

To summarize, the existing domestic and international literature on the research topic mainly focuses on the brand marketing development of new energy vehicles in the era of new media, however, the development of new energy vehicles in foreign countries has started earlier than that of domestic, and in the comparison of the core technology of new energy vehicles, even though the domestic new energy vehicle market occupies the absolute superiority, but in the core technology and key components, foreign countries have always maintained a leading position. Although the current development prospects of new energy vehicles are promising, they still face challenges such as limited driving range, high cost and imperfect charging facilities in some regions.

2. Internet Marketing of New Energy Vehicles

2.1. The Role of Perceived Value

Perceived value has a very important mediating role between social network marketing and consumer behavior. Social network marketing is a way for companies to interact, promote and market with potential or existing customers by utilizing various social media platforms and tools. And consumer behavior refers to the various actions and decisions displayed by consumers when purchasing products or services.

Perceived value is the trade-off between the benefits and costs that consumers expect to receive from purchasing a particular product or service. It involves the assessment and judgment of the features, quality, price, and service of a product or service. In social network marketing, companies guide consumers to perceive the value these products or services can bring by posting information, ratings and reviews about them on social media platforms, as well as interacting and communicating with them.

The mediating role of perceived value in social network marketing is mainly reflected in the following aspects: a. Providing information and evaluation: Through social media platforms, enterprises can provide consumers with detailed information about their products or services, including features, quality, price, service and other aspects. At the same time, consumers can also learn the real situation of the product or service through the ratings and comments of other users on social media. The transmission and sharing of these information and reviews help consumers better perceive the value of the product or service.

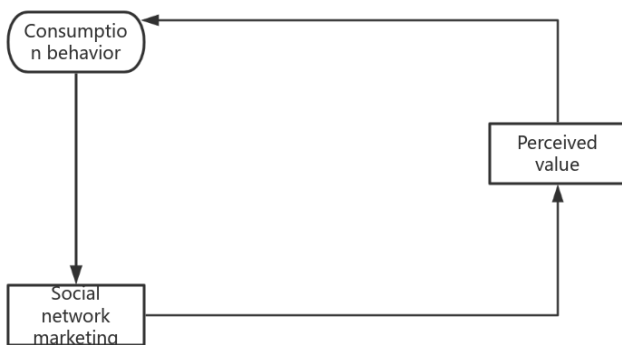


Figure 1. perceived value

2.2. Explore the Key Issues of New Energy Vehicles and Improve Them

Key Issues of New Energy Vehicles, how does social network marketing in the new energy vehicle industry influence consumer behavior? First of all, social network marketing can attract consumers' attention by showcasing the advantages and features of new energy vehicles on social media platforms. It attracts consumers' attention and participation by posting various interesting and creative contents, such as test driving videos of new energy vehicles, user reviews and insights sharing, and discussions on hot topics related to new energy vehicles. This approach can increase consumers' interest in new energy vehicles and prompt them to learn more about and pay attention to the industry.

Social network marketing can also build a good brand image and trust relationship by interacting with consumers. On social media platforms, companies can answer consumers' questions and problems about new energy vehicles and provide professional advice and suggestions. In addition, enterprises can also organize online activities and hold user sharing sessions to interact with consumers in a more in-depth way and increase their sense of participation and belonging. This kind of interaction can increase consumers' trust in the enterprise and improve their willingness to buy new energy vehicles.

3. Comparative Analysis of Marketing Strategies for New Energy Vehicles

3.1. The Significance of Differentiated Marketing of New Energy

reflecting the difference is the most effective way to enter the market, Guo Xiaoli that a product in the use of scenarios, materials, quality, functionality and other aspects of the brand has competitors do not have "differentiation" or "incomplete substitutability" Guo Xiaoli believes that a product's "differentiation" or "incomplete substitutability" in terms of usage scenario, material quality, functional brand, etc. that competitors don't have is an important symbol that reflects the unique status of the market. For the new energy automobile industry, differentiated marketing can be reflected in a more innovative way, Lan Gongpeng believes that in the modern marketing of differentiated competition, it is very necessary to carry out experiential marketing, and lists the differences between experiential marketing and traditional marketing of new energy automobiles, and gives the specific implementation of experiential marketing. Huang He and others found that the reverse marketing method with "reducing consumer demand" as the main feature is more easily accepted by consumers, for example, providing sufficient information and details as much as possible to show the specific contribution made by enterprises in environmental protection, and reviewing and analyzing short videos operators must adhere to the principle of truthfulness, focusing on presenting the content well, embodying the information of the products from multiple angles, and enriching the video content with interest and emotion to enhance consumers' trust in the short video content. Enhance consumers' trust and value judgment of short video content, and enhance the willingness to buy. But also want to pay attention to is, with the increasingly fierce market competition, enterprises in the marketing aspects of the investment in the

high, that naturally need to reduce the cost of other aspects, Jiang Chanmi believes that through the development of large-scale and industrialization, can effectively reduce the production cost of new energy vehicles, and can indirectly reduce the cost of consumers to buy new energy vehicles.

3.2. The Significance of Digital Marketing for New Energy Vehicles

Help to expand the scope of marketing of new energy vehicles, digital marketing can break the limitations of new energy vehicle sales, so that the scope of sales of new energy vehicles is significantly expanded, no longer limited to certain areas, especially remote areas, but in the whole country, the world can be sold. At the same time, digital marketing can also significantly improve the information dissemination speed of new energy vehicles, new energy vehicle enterprises only need to use new media, self media and other digital media, new energy vehicles and ancillary services can be marketed to all parts of the world. In addition, the new energy vehicle enterprises can also use the network broadcasting way, to the consumers around the country to show the new energy vehicle physical, so that consumers more intuitive understanding of the new energy vehicle, understand the advantages of the new energy vehicle, and then eliminate the new energy vehicle consumption concerns.

Helping to enhance marketer-consumer exchanges, digital marketing can make the breadth and depth of marketer-consumer exchanges greatly increased. With the help of online live websites or timely communication platforms, marketers can interact with consumers face-to-face. Marketing personnel can explain in detail the specific features, advantages and operation methods of new energy vehicles; consumers can also consult with marketing personnel on various issues related to the sale of new energy vehicles; automobile maintenance personnel can provide online real-time answers to various issues related to the after-sale and maintenance of new energy vehicles. In addition, with the help of microblogging, public number and other network social platforms, in addition, marketers can better understand the consumption characteristics and needs of consumers, , so as to formulate more scientific marketing programs, so as to enhance consumers' psychological identity of new energy vehicles.

4. Suggestions

Optimize digital marketing communication channels an important advantage of digital marketing is the realization of multi-form communication between people, new energy vehicle enterprises should make full use of this advantage of

digital marketing, in order to achieve deep communication with consumers. Especially for the marketing of new energy vehicles, marketers should actively take advantage of the communication advantages of digital marketing to eliminate consumer prejudices and misunderstandings about new energy vehicles, so that consumers can strengthen their understanding of new energy vehicle services and products, and then generate new energy vehicle consumption desire. When using digital marketing to strengthen communication with consumers, new energy automobile enterprises can mainly adopt the following two ways. One is to use social platforms such as microblogging, QQ, and WeChat to build a solid connection with consumers, identify target consumers from the beginning of new energy vehicle marketing, keep in touch with them at any time, and answer all kinds of consumer problems they raise in a timely manner, so as to form a stable and long-term cooperative relationship with them; the other is to build a consumer data database, so as to analyze the consumer's consumption needs and preferences, and then record them according to the consumer's consumption needs. Records, and then according to consumer demand, consumer preferences, for consumers to promote targeted products and services, so as to better meet the consumer demand for consumer enhancement is extremely favorable.

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