

Research on the Development Strategy of Automobile Aftermarket and The Extension of Automobile Value Chain

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Abstract: At present, automobiles have become an indispensable part of the society, which not only promotes the further development of the transportation industry, but also makes people's travel more convenient. Nowadays, most of the vehicles are gasoline-based, and the number of people using automobiles is constantly increasing. The industry is also developing, and people's demand for fuel resources is also increasing, which has caused great pressure on petroleum resources. Although the automobile can bring us some convenience, it will also rapidly consume the non-renewable resource of oil. The continuous progress of technology means that the automobile energy should also be optimized and reformed. In order to protect the resources accordingly, enterprises also need to choose the appropriate development direction, gradually research and develop new energy vehicles and put them into the market, so as to ensure the development of automobile related industries in a new direction.

Keywords: Independent brand, New energy, Cars, Post-market development, Strategy, Study.

1. Introduction

At the present stage, people's demand for automobiles is constantly increasing, and people are more rational when buying automobiles. All these have prompted China's automobile industry to increase its pressure in the relevant market competition, and gradually enter the period of brand competition. Especially at this stage, the sales volume of automobiles is constantly increasing, but the corresponding influence of the corresponding independent brand automobiles is still far from enough. Moreover, because the traditional automobile consumes too much fuel and energy, in order to better protect the environment and save energy, the corresponding automobile industry should also develop in this direction, so how can the related independent brands develop better in this period? And promote their own brand influence, which needs to be studied and explored by relevant enterprise personnel.

2. The Significance of Developing Self-owned Brand New Energy Vehicles

With the development of the times and the change of people's purchase demand, the sales mode of related industries in the market competition has changed from price to brand and quality-oriented competition mode. At present, the competition among enterprises is also the core part of the enterprises themselves, and it mainly depends on whether the products and corresponding services launched by enterprises can be loved by consumers [1]. At the same time, with the continuous development and progress of China's overall market, more and more foreign automobile companies with excellent brands and excellent services have entered China's automobile market, and their arrival has not only caused certain market competition pressure to some independent brands in China; At the same time, it also makes China's own domestic competition change correspondingly, thus developing towards international competition and even global competition. At the same time, with the development process

of this industry in China for many years, although great progress has been made, there is still a certain gap in its overall development and corresponding levels as compared with other countries. It is said that although the overall sales situation of automobiles in China is constantly improving, there will be some problems in this process, not only the structural problems of the corresponding products will be found; At the same time, due to excessive production of products, there will be unsalable situations, especially in the whole market, the cars produced by various enterprises are not highly innovative, and most of them belong to products with similar performance and quality, mainly by making corresponding marketing measures on their prices, and related enterprises do not have a high awareness of independent brands. In this case, with the continuous injection of foreign brands, the original price advantage of Chinese enterprises has also been reduced, and at the same time, the related enterprises have no more benefits. Then, under the pressure of increasing competition, China's independent brands must strengthen their creativity and promote their brands, so as to promote the more effective development of related enterprises in China.

In order to better respond to the call of the state to protect the environment and save energy, an era of new energy has been opened in this industry. In all major automobile industries around the world, energy saving and emission reduction are the main forms of product production, and at the same time, in related industries in China, the creation of new energy vehicles is the main form. In the past, compared with other countries, China lags far behind in automobile creation, but in terms of developing new energy vehicles, China's pace of development with other countries is roughly the same. In this case, the related enterprises in China should not only upgrade the traditional technology; At the same time, it is necessary to grasp the opportunity of new energy development, so that the related brands in China have their own characteristics. Therefore, how to change the previous way of focusing on the scale and speed of automobiles into how to make self-owned brands better is also a goal that

relevant enterprises in China must achieve and do well. At present, the design and marketing of the whole vehicle model are constantly strengthened in China. However, there is still a certain gap in the core competitiveness of its most important parts. Therefore, how to further improve and innovate the corresponding technology is a key part of increasing the corresponding competitiveness of our own brands, and it is also the most obvious problem that needs to be improved [2].

3. The Purpose of Studying the Aftermarket Situation of China's Own Brand Cars

At present, there are various types and development routes of new energy vehicles, so when relevant personnel apply their corresponding technologies, first of all, if they don't have a good understanding of the relevant characteristics, it is likely that the resources invested by enterprises will be wasted, and the new energy vehicles created will not have a good effect of energy saving and emission reduction. Secondly, if we don't know the conditions needed for the creation of this kind of car, we can't make good preparations for the corresponding technologies and industrial support when we produce this kind of car, so that this kind of car can't be produced well. Finally, if the relevant personnel do not have a good understanding of the corresponding policy features and effects of this kind of automobile in production, it also makes the corresponding policies fail to produce the corresponding effects in the production process, thus making the development of this kind of automobile go wrong [3]. Therefore, in this case, the relevant personnel should not only understand the technical characteristics and the corresponding production experience of this kind of automobile, but also make clear the overall situation, so as to make a reasonable research on China's corresponding automobile strategies and policies. In addition, the development direction and corresponding policies of some advanced foreign energy sources are reasonably studied and used for reference. At the same time, relevant personnel can also take this as the premise to conduct reasonable inquiry in appropriate ways, so as to create relevant mechanism suggestions suitable for the development of new energy vehicles in China.

4. Actual Situation of New Energy Vehicles in The Aftermarket of the Industry

There are some defects in the production of this kind of car, not only there is no core technology to support it; At the same time, all the technology of the enterprise itself has reached a bottleneck, which needs to be further developed. Nowadays, most of these vehicles in the market are electric vehicles, which is also a development direction of related enterprises. However, compared with the foreign technical level, there is still a certain distance between the hybrid technology used in it and the foreign technical level. The main reason for this is that related enterprises in China have no high ability in corresponding technological innovation, and some key technologies have encountered corresponding bottlenecks, which makes the cost of the batteries used by the corresponding cars under the support of such technologies also higher; At the same time, it has no good reliability. Moreover, some key components that need to be used in this

kind of car also need to invest high cost, which leads to the battery used in this kind of car needing to consume a lot of financial resources, and finally the sales price of this kind of car will be higher.

First of all, on the premise that the overall price is high, the relevant personnel have not done a good job in market development, and at the same time, there is no good technology to support it, which leads to the relatively slow development speed of this kind of automobile. Secondly, the development of this kind of automobile is just beginning, so there is still a large development space for this industry, but due to various restrictions, its development road is a relatively long process [4]. At the same time, the development of this kind of automobile also needs effective cooperation between relevant departments and other industries. However, due to the influence of some interests, even if the state gives corresponding subsidies to the development of this kind of automobile, the relevant government will protect the interests of its enterprises in actual production, which will also restrict the development of this kind of automobile.

5. Actual Marketing Situation of New Energy Vehicles

When carrying out the corresponding marketing strategy for this kind of automobile, the relevant enterprises in China mainly focus on independent research and development. First, when designing their products, they should know about different age groups and industries, and configure different types of automobile models, and make the corresponding sales groups have roughly the same aspects. There are certain differences in details; At the same time, different vehicle features will be configured for different consumer groups, and corresponding designs will be made from these aspects, so that the corresponding product features will be designed in different schemes and marketing strategies according to the needs of relevant consumers. However, even in this case, the products produced are relatively single. Secondly, when designing the corresponding strategy for its price, it mainly takes its cost as the corresponding basis for marketing in the market. In actual operation, it mostly takes the relevant profit as the main strategy. At the same time, the relevant enterprises also seize the situation of low labor cost in our country, carry out corresponding independent research and development work, and make detailed analysis of different markets in our country and adjust them according to the overall actual situation [5], so that the prices they set can be used more rationally and their sales can be effectively guaranteed; At the same time, it can also make enterprises occupy a certain position in the competition of the whole market. However, in this case, the batteries used by such cars still need to be imported, so the corresponding pricing is also limited. Then, when carrying out the corresponding promotion, the relevant enterprises also need to adopt different promotion methods for different markets. Generally, the promotion methods in our country are to discount the corresponding prices reasonably and give away certain maintenance, etc. However, the promotion activities and corresponding publicity made in the actual implementation are not in place, which makes this kind of car not occupy a certain position in the market. Finally, when adopting channel strategy, related enterprises can use some traditional sales channels; At the same time, we can also sell franchised stores and other aspects, and make use of the advantages of the network information age to open the

corresponding channels for online vehicle purchase.

6. Improve the After-market Strategy of New Energy Automobile Products

6.1. Improve the corresponding trademarks and brands

In the past, some traditional power vehicles enterprises have created related trademark brands, so in terms of new energy vehicles, related enterprises also need to create a new brand that belongs to this kind of vehicles, which is also convenient for people to make a reasonable distinction between the two [6]. At the same time, when establishing its corresponding brand, the relevant enterprises also need to reflect the advantages and characteristics of this kind of car. And can show its awareness of energy conservation and environmental protection. Generally, in terms of related brand logos, related enterprises can use the concept of obviously feeling energy saving and environmental protection, and choose the most appropriate color on this premise; At the same time, more beautiful lines can be used to show its features well; On this basis, the guarantee of related products can show a certain vitality, etc., so that all their feelings will be younger, which will also enable young people to have certain purchase ideas.

6.2. Improve the orientation of related products

When positioning the produced vehicles, the relevant enterprises should consider the actual situation of the whole market, and their overall positioning needs to meet the two extreme phenomena of price demand in the market. Therefore, when producing their vehicles, they can conduct reasonable research and development from the corresponding high-end and low-end perspectives. According to the actual situation of the whole market, people who choose low-profile vehicles are mainly used on the way to and from work, and this kind of consumers don't stay in the vehicles for a long time. Therefore, relevant enterprises can reduce some entertainment functions in the vehicles as much as possible, mainly by correcting their appearance, making them younger, more beautiful and suitable for young people's preferences, so that they can become a good short-distance vehicle. At the same time, the corresponding appearance is sometimes a style that young people like. This way can effectively reduce the cost invested by enterprises; At the same time, it can also reduce the price of the vehicle and increase its overall sales. However, in view of the high-configuration vehicle-related enterprises, it is mainly necessary to meet the requirements of people's overall quality, and learn from some excellent enterprises in terms of their corresponding accessories, appearance, quality, etc., so that the products themselves can have higher quality. At the same time, it is also necessary to strengthen the construction of enterprise products, and make better use of their own strengths to learn from excellent enterprises. At the same time, it is necessary to constantly update it accordingly.

6.3. Improve the combination of related products

When designing the corresponding product portfolio of this kind of vehicle, the relevant enterprises can use it in a reasonable way according to the corresponding market demand. By contrast, the way of using dolls can save more costs in the design of the relevant enterprises and improve the economic benefits of the whole enterprise. Then, when this method is applied to the corresponding two markets, the relevant personnel need to make a corresponding distinction between the two markets. When the corresponding combination design is carried out for the low-configuration vehicle, a simpler design can be used, but the vehicle needs to have a higher practical nature; For the establishment of high configuration, it needs to be used in the corresponding design. First of all, its appearance needs to be more beautiful and its performance more advantageous, so that it can be well distinguished from low configuration vehicles. 6 Concluding remarks To sum up, with the increasing demand of the automobile industry in the society, the corresponding energy demand of related industries is also increasing, which eventually leads to an increasing shortage of this kind of energy. Therefore, in recent years, China has also put forward a response call to save energy and protect the environment. Under this impetus, China's self-owned brand new energy vehicles are also developing correspondingly in this direction, which can not only protect the environment; At the same time, energy consumption can be reduced. However, compared with some foreign enterprises, there is still a corresponding gap in the actual market of this kind of automobile. Therefore, relevant enterprises in China need to make a reasonable analysis and discussion of its shortcomings, and make reasonable innovations in its technology, so as to promote the industry to seize the opportunity of new energy vehicles and get further development.

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