

# Research on Influencing Factors of New Energy Vehicle User Satisfaction under the Background of Green Economy-Taking Ningxia as an Example

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**Abstract:** Under the background of green economy, with the enhancement of public awareness of environmental protection, more and more consumers choose to buy new energy vehicles. This paper analyzes the customer satisfaction of new energy vehicles from the consumer's point of view, and studies the customer satisfaction by combining the experience of using new energy vehicles with those around us, such as attitude, policy factors and product factors.

**Keywords:** New Energy Vehicles; Green Economy; User Satisfaction

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## 1. Introduction

With the rapid development of automobile industry, automobile users are facing the situation of energy shortage, and cities are facing more severe environmental pollution. Therefore, in order to reduce the pressure brought by energy and environment, the government has issued guidelines through policies, and the new energy vehicles in the urban logistics vehicle market have a broader development prospect. However, with the rapid development of new energy vehicles, it also brings more new problems to logistics and transportation enterprises, such as the difficulty of charging new energy vehicles, the safety of use, the scheduling of new energy vehicles and so on.

## 2. Research value and significance

### 2.1 Theoretical significance and value

Influential factors are the important basic theory of new energy vehicle customer satisfaction research and the basis and premise of all related research. Facing the Balkanization phenomenon of research results in this field, it is of great significance to determine a rigorous, complete and systematic influencing factor system for new energy vehicle groups.

### 2.2 Practical significance and value

We can determine the specific measurement variables of each influencing factor, form the index system of influencing factors of new energy vehicle user satisfaction, create the evaluation questionnaire of new energy vehicle user satisfaction, and quantitatively evaluate the user satisfaction of new energy vehicles.

## 3. Theoretical basis

### 3.1 Need hierarchy theory

In 1943, Maslow first put forward the hierarchy of needs theory. Once this theory was put forward, it has caused widespread influence in the world, even to this day. Later, in 1954, the connotation concept of this theory was explained in detail. According to Maslow's point of view, the most significant impact on individual growth is the needs of individuals at different levels, of which the most basic needs are physiological needs and the highest level is self-realization needs.<sup>[1]</sup>

### 3.2 Two-factor theory

In 1959, Herzberg put forward this classic theory. Through research and investigation, Herzberg found that health care factors and incentive factors are the main factors that urge people to have enthusiasm and willingness to work. Among them, incentive factors have a great

influence on satisfaction.<sup>[2]</sup>

### **3.3 Expectation Theory**

Frum integrated the above two theories, and put forward the expectation theory in his book *Work and Motivation* in 1964. The so-called expectation theory refers to how much effort subordinates are willing to spend on their work, which depends on whether individuals think that their efforts can successfully complete their work or achieve their goals, whether they can get the rewards they want (such as high salary and promotion) and the probability of evading punishment (such as demotion and salary reduction).<sup>[3]</sup>

## **4. Research and conceptual framework of research**

### **4.1 User satisfaction**

Satisfaction is the feedback of customer satisfaction, which is the evaluation of product or service performance and product or service itself; It is a psychological experience to give (or is giving) a level of happiness related to the satisfaction of consumption, including the level below or above the satisfaction.

### **4.2 Attitude of use**

Attitude is an individual's stable psychological tendency towards a specific object (person, idea, emotion or event, etc.). This psychological tendency contains individual subjective evaluation and the resulting behavioral tendency. Use attitude refers to the user's positive or negative evaluation of the purchased products or services. Specific to new energy vehicle products refers to the overall evaluation of the whole process of using new energy vehicles.

### **4.3 Service perception**

Mainly refers to the user's evaluation of the whole purchase process before and after buying a car, mainly from the experience perception of product promotion to the experience of the whole process of pre-sales related services and after-sales services.

### **4.4 Experience perception**

It mainly refers to the evaluation of users' related value feelings after using new energy vehicles, mainly from the performance of products, driving experience and the sense of self-worth brought by new energy vehicles to users.

## **5. Influencing factors of young teachers' job satisfaction**

### **5.1 Accurate provision of products required by users**

New energy vehicles should make full use of big data technology to dig out users' preferences and needs, clearly and accurately grasp users' consumption needs and habits, and make corresponding portraits of new energy vehicle users.

### **5.2 Policies to improve infrastructure construction**

The construction of new energy vehicle charging facilities needs government policy support and capital investment, and enterprises need to undertake the construction and operation of charging infrastructure. Without government regulation, with the rapid development of new energy vehicles, the market of charging pile construction will inevitably be chaotic due to profit-seeking.

### **5.3 Enhance the brand effect**

Effective advertising can actually enhance users' understanding of the performance and design of new energy vehicles, improve users' awareness of their use value, and thus change their inherent prejudice against brands.

## **6. Conclusion**

On the basis of traditional marketing such as hard advertisements and soft texts, we will combine new energy vehicle products and services with rich offline theme activities, and influence users in a subtle way, so that users can feel the advantages of new energy vehicle products and services and establish a good impression on the brand's new energy vehicles, thus enhancing brand awareness and reputation.

For the promotion and use of new energy vehicles, one of the primary tasks of the government is to strengthen ideological education, vigorously publicize the concept of environmental protection, and highlight the necessity of air pollution control and energy shortage. Emphasize the importance of new energy vehicles in solving environmental problems and developing economy, the economic convenience of users, change people's prejudice against new energy vehicles, and highlight the positive changes that new energy vehicles bring to people's lives.

Provide different product combinations according to different needs of users. Different product mix types should be set up for private car purchase, official car purchase and car purchase by operating companies, so that different consumers can choose the relevant products of new energy vehicles according to their own actual conditions. Different product mix can make new energy vehicle users maximize the product cost performance ratio and reduce the car purchase cost of new energy vehicle users.

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