

Research on New Energy Vehicle Marketing Strategy on Ningxia Users' Purchase Intention

Weiru Guo

North Bangkok University, Bangkok 10220, Thailand.

Abstract: Internal combustion engine vehicles are an essential source of urban air pollution. To reduce toxic emissions and reliance on fossil fuels, governments and the auto industry have begun promoting the adoption of electric vehicles in the past few years, albeit with limited success in terms of market penetration. This study aims to improve the current understanding of the factors that influence customers' choice intention to adopt electric vehicles. Based on the theory of perceived value and rational action, this study proposes an r-dimensional behavioral model based on EV perceived value, product popularity, and perceived risk to understand their impact on customers' attitudes toward EV choices as purchases. The three research objectives are; to analyze the economic impact of the emergence of new energy vehicles, to explore the influencing factors of perceived value, product preference, and perceived risk to purchase intention and to make suggestions for marketing strategy on vehicle sales in Ningxia.

Keywords: New Energy Vehicle; Marketing Strategy; Users' Purchase Intention

1. Introduction

The automobile industry is important and plays a vital role in the rapid development of my country's economy. With the rapid economic and social growth, the acceleration of the "motorization" wave has made my country's automobile market thrive. By 2009, China surpassed the United States for the first time to become the country with the world's most significant automobile production and sales. In the past ten years, my country's car ownership has increased at an average annual rate of 14.7%, and its production and sales have ranked first in the world for many consecutive years. As of the end of 2020, my country has 270 million vehicles, and by 2030, it is expected that there will be 400-450 million vehicles in China. The increase in the number of automobiles is increasingly dependent on oil, which makes my country's energy pressure continue to increase. In addition, in major cities in China, automobile exhaust is an essential source of urban pollution. The problems of traffic congestion, respiratory diseases, air pollution, and the greenhouse effect caused by the extensive use of automobiles are also becoming more serious.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In terms of theoretical significance, this paper helps to expand and deepen the theoretical research foundation of new energy vehicles and make up for the lack of research on new energy vehicle purchase behavior. First, the model constructed in this paper after synthesizing the technology acceptance model enriches the research framework model of the purchase intention of new energy vehicles, clarifies the mechanism of action between various factors and purchase intention, and provides reference and guidance for related research on purchase behavior. In terms of theoretical value, this paper profoundly analyzes why consumers buy new energy vehicles, making up for the deficiencies and gaps of existing research.

2.2 Practical meaning and value

In terms of practical significance, this paper can intuitively understand the needs and opinions of consumers through questionnaires, and find out the fundamental problems encountered in the promotion of new energy vehicles, to design and develop automobile products suitable for the needs of the public for enterprises, Provide guidance on formulating targeted business and sales strategies, and provide suggestions for government departments to design promotion strategies better and introduce relevant preferential subsidy policies, to promote the sustainable and healthy development of domestic new energy vehicles and guide consumers to develop The awareness of green travel increases their willingness to buy new energy vehicles. In terms of practical value, the research questions proposed in this paper are based on the development status of new energy vehicles and the summary and refinement of new energy vehicle innovation issues. The selected research angle is based on the consumers themselves.

3. Understanding the New Energy Vehicle Marketing Strategy on Ningxia Users' Purchase Intention

3.1 Research on perceived value with word of mouth

Li: et al. (2020)^[1] systematically reviewed the relevant literature on IWOM quality, perceived value, customer trust, and consumer purchase intentions, systematically reviewed the research status of WOM and IWOM, and clearly explained the definition and connotation of WOM, and its use on the Internet. The new features presented in the environment; compare the similarities and differences between traditional word-of-mouth and Internet word-of-mouth in terms of anonymity, dissemination speed, communication methods, and information tangibility. Three conclusions were drawn: (1) IWOM quality has a significant impact on perceived quality and consumers' purchase intention; (2) IWOM quality has a significant impact on customer trust and consumer purchase intention; (3) Customer trust and perceived value act as mediators between IWOM quality and consumer purchase intention.

3.2 Research on the perceived value of innovation

Shi: et al. (2018)^[2] have few studies on the relationship between perceived product innovation and consumer behavior. The only research focuses on examining the direct impact of perceived product innovation on consumer behavior. Few studies focus on its mechanism of action, and There are few studies examining the effect of perceived product innovation from the perspective of brands. The study combined the knowledge and theories of information economics, cognitive psychology, communication, and marketing to construct the effect of perceived product innovation. And the conceptual model of its mechanism research, based on the empirical research conclusions, gives specific management suggestions from two aspects of improving new product development performance and improving brand equity.

3.3 Research on user-product preference

He: et al. (2018)^[3] explored the relationship between store image, perceived value, and cross-purchase intention through empirical research on the retail industry and the critical store image elements that affect customer value and cross-purchase purpose to optimize store image and enhance perceived value. It guides retail enterprises on how to establish customer loyalty.

3.4 Research on sales strategy

Huang; & Ge. (2019)^[4] explored the relationship between store image, perceived value, and cross-purchase intention through empirical research on the retail industry and the critical store image elements that affect customer value and cross-purchase purpose to optimize store image and improve perceived value. The study put forward five marketing suggestions for retail enterprises; one is to build an excellent overall store image to build a competitive advantage, and the other is to attach importance to creating multiple values to meet the multi-level needs of customers,

4. The Conceptual Framework for the Research Study

4.1 New energy vehicle purchase intention

Given that new energy vehicles are durable and sophisticated products, most consumers are likely to buy new energy vehicles, whether for physical or psychological utility. Therefore, perceived usefulness will encompass financial interests and esteem needs.

5. The New Energy Vehicle Marketing Strategy on Ningxia Users' Purchase Intention

There is relatively little research on the consumption behavior of new energy vehicles. The reason for this situation is that the development of the new energy vehicle industry has just started, and it is an emerging industry, so there is still relatively little research on its purchase behavior. Whether the aspect is enough to make people's minds change to buy a hybrid or alternative fuel car to replace the existing regular vehicle. Some respondents expressed concern about environmental pollution and were willing to pay more for the environment—the price of buying new energy vehicles. Most respondents said that in the next ten years, hybrid or alternative fuel vehicles would be the first choice for buying a car because of their low environmental pollution and the overall cost in the long run. It is less expensive than current conventional cars.

6. Conclusion

New energy vehicle manufacturers should continue to strengthen technological innovation in producing new energy vehicles from the consumers' perception of the value and risk of new energy vehicles, and improve their technical capabilities, especially to overcome battery technology difficulties and improve battery life. At the same time, a new energy vehicle research and development system should be established and improved to provide scientific and technological support for new energy vehicle technological innovation. In response to the problem that the sales price of new energy vehicles is higher than that of fuel vehicles of the same level, enterprises should further optimize the new energy vehicle industry chain, promote the transformation, application, and upgrading of core technologies, and reasonably control the production costs of new energy vehicles, to reduce the sales price to a certain extent, to control the sales price of new energy vehicles within a reasonable range acceptable to consumers.

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