

# Research on the Influence Mechanism of Chengdu Consumers' Purchase Intention of New Energy Vehicles Under the International Oil Price Turbulence

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**Abstract:** In 2020, the COVID-19 pandemic ravaged the world, sending the world into a period of turmoil and change. The world economy, trade and investment suffered a major recession, manufacturing and services almost stopped, and unemployment soared. In 2021, the international situation because of the new outbreak continues to spread and international game increased the double influence, the western countries containment, the two countries continue to strengthen, the game between the multilateral governance mechanism is more serious deficit, climate change, energy, commodities, digital security and global issues such as governance difficulty increased dramatically. Among them, oil prices will be rising rapidly in 2021.

**Keywords:** Purchase Intention; New Energy Vehicles; SOR Model; SPSS Data Analysis

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## 1. Background

In 2020, the COVID-19 pandemic ravaged the world, sending the world into a period of turmoil and change. The world economy, trade and investment suffered a major recession, manufacturing and services almost stopped, and unemployment soared. In 2021, the international situation because of the new outbreak continues to spread and international game increased the double influence, the western countries containment, the two countries continue to strengthen, the game between the multilateral governance mechanism is more serious deficit, climate change, energy, commodities, digital security and global issues such as governance difficulty increased dramatically. Among them, oil prices will be rising rapidly in 2021.

## 2. Study objectives

Analyze the impact of consumers' willingness to buy new energy vehicles on the economy under the current situation of rising oil prices.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted sales and promotion strategies, so as to provide great reference opinions for the sales and promotion of new energy vehicles.

## 3. Range of study

### 3.1 Theoretical Significance and Value

In terms of theoretical significance and value, most of the current academic research on the promotion policy of new energy vehicles and the advantages of new energy vehicles is relatively concentrated, and the research scope is relatively narrow. As for the

recent rise in oil prices caused by changes in the international situation, there is relatively little research on the influence mechanism of consumers on the purchase intention of new energy vehicles. In this paper with a new car purchase intention of consumers as a research object, the subjective specification theory, perceived value theory, perception of use theory, in the recent international turmoil led to the sharp rise in oil prices, as far as possible from multiple dimensions to explore consumer factors for new energy vehicles purchase intention.

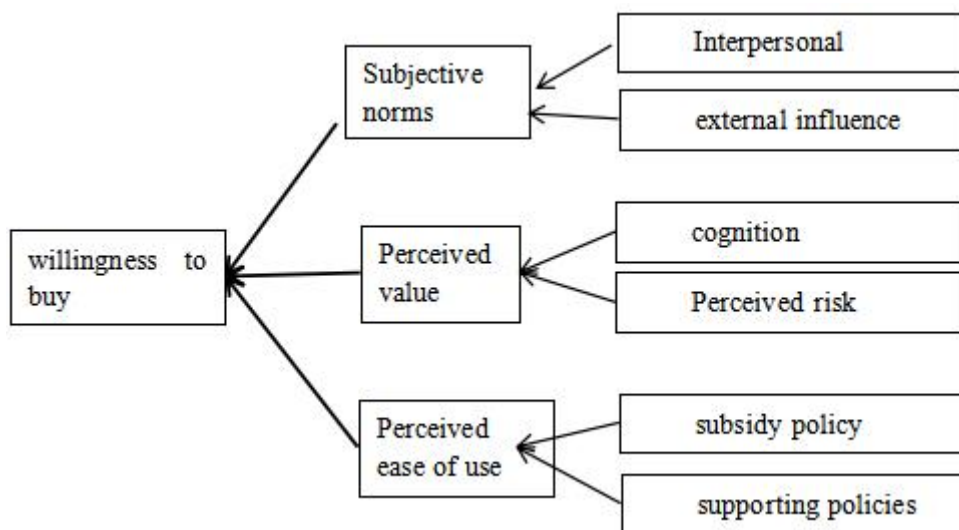
### 3.2 Practical significance and value

In terms of practical significance and value, this paper get in the oil price turmoil environment consumer influence on new energy vehicles purchase intention mechanism can help the government in the new energy vehicle promotion scheme and new energy automobile enterprises in the sales plan, can be in the current outbreak and the international situation of the new market environment, from the consumer subjective norms, perceived value, perception of the three aspects, have more angles to promote and sales of new energy vehicles. Through the analysis from different angles, the government or enterprises can enable more consumers to use new energy vehicles, a more green vehicle.

### 3.3 Regional demographic characteristics of the study

Based on the restricted areas of the study, the researcher has strictly defined the scope of the study, and according to the actual ability of the researcher, the scope of sample collection is limited to each district and county-level city of Chengdu city.

## 4. Concept framework diagram of the study



## 5. Theoretical principle

Zhu Siyu (2021) believes that the more positive a person's attitude towards a certain behavior, the more powerful the subjective norms, and the stronger the ability to control their own behavior, the stronger the willingness to do the behavior. Through the separation and extraction of the theory, the purchase intention is a kind of behavior intention, and the subjective norms affect the behavior intention. Zhou Jingru concluded in the article "Research on the Influencing Factors of Consumers' Cosmetics Purchase intention in the Situation of Online Shopping in 2022", indicating that there is a direct connection between perceived ease of use and purchase intention. Therefore, it can be concluded that in the same influencing factors of the purchase intention of new energy vehicles, the perceived ease of use also has an influence on the purchase intention of new energy vehicles.

## 6. Related studies

According to the analysis of SWOT model by Wang Shuqi (2022), the development prospects of new energy vehicles are

analyzed from four aspects: advantages, disadvantages, opportunities and threats. The following is the analysis from these four aspects respectively:

**Advantages:** Most of the new energy vehicles in the market mainly rely on electricity. In the current development prospect of the society is strongly calling for environmental protection, it is also a project highly respected by the Chinese government.

**Disadvantages:** Due to the immature technology, the capital, time, human resources and other resources needed in the process of research and development are far higher than that of traditional vehicles with relatively mature technology, so the average cost of new energy vehicles is higher than that of traditional vehicles.

**Opportunity:** With the promotion of the country and the improvement of national quality, more and more people pay attention to low-carbon travel, and the emergence of new energy vehicles conforms to the development law of The Times. More and more attention to the national name has laid a good foundation for the development of new energy vehicles. In this context, new energy vehicles will seize more market share and play a more important role in the automobile industry.

**Threat:** Although the development speed of new energy is very fast, the industry is still in the early stage of development, and the development is not stable enough.

## Conclusion

**Subjective specification:** should first improve the level and quality of products, let have bought customers have a good experience, so that the customer spontaneous to recommend their products to others, and at the same time promote some to old with new preferential activities, for example, a new energy vehicles consumers lead a new consumer to buy new energy vehicles, can have some discounts and old customers for car maintenance discounts such activities have the role of interpersonal influence. Secondly, when the sales introduce new energy vehicles to consumers, the data can be listed. For example, in the increasing popularity of new energy vehicles today, as of August 2022, the sales volume of new energy vehicles in Chengdu has exceeded 100,000, an increase of 117% year on year. **Perceived value:** As an environmentally friendly and energy-saving vehicle in the new era, in the environment of rising oil prices, we can focus on the two aspects of new energy vehicles and supplementary energy range. In the survey, it can be found that many consumers who do not want to buy new energy vehicles are mostly dissatisfied with the charging and endurance of new energy vehicles. As for the new energy vehicles on the market, the average range is about 400 kilometers, which can fully meet the commuting situation in the city. However, there are also many consumers who need to make a large number of long-distance trips due to work reasons, and the range of 400 kilometers will be a great shortage for such consumers. **Perceptual ease of use:** From the perspective of perceived ease of use, as a manufacturer of new energy vehicles, it should publicize various subsidies and supporting policies in place, so as to bring higher perceived ease of use to consumers.

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