

Improvement Measures for Marketing Strategies of New Energy Vehicles under the Concept of Green Consumption

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Abstract: With the concept of green environmental protection deeply rooted in people's hearts, green consumption is gradually recognized by more and more people. Under the trend of green consumption, China's automotive industry has made preliminary progress. This paper analyzes the current situation of the new energy vehicle industry and the marketing issues of new energy vehicles based on green consumption through the basic concept of green consumption. It proposes specific strategies for new energy vehicle marketing under green consumption, such as shaping green brands, reducing consumption costs, disseminating green lifestyles, and creating diversified marketing modes. The aim is to continuously improve China's new energy vehicle marketing capabilities.

Keywords: Green Consumption; New Energy Vehicles; Marketing Strategy.

1. Introduction

In recent years, the development momentum of China's automobile manufacturing industry has been good, especially in achieving the global goal of "dual carbon". The development and widespread application of new energy can effectively respond to the current ecological crisis. The rise of new energy vehicles guided by green economy not only implements the national low-carbon economic concept, but also adheres to the concept of sustainable development. At present, China's new energy vehicle industry has gradually formed a scale, which is equivalent to the traditional automobile industry. From the perspective of marketing, relevant personnel should strengthen the concept of green consumption, take responsibility, improve the sense of responsibility, based on reality, formulate effective marketing strategy, and help new energy vehicles develop better.

2. Overview of the Development of New Energy Vehicle

With the deepening of ecological concept, China has gradually recognized the outstanding contribution of new energy vehicles in alleviating the energy crisis and protecting the ecological environment. Therefore, relevant preferential policies for new energy vehicles have been actively introduced. During the 12th Five Year Plan period, China's new energy vehicle technology and related industry chain have achieved rapid development and have entered a growth period. However, some key core technologies still rely on foreign technical support, and are inferior to other foreign brands in terms of weight, range, battery system, etc. Therefore, there is still overall room for improvement in China's new energy vehicles.

At present, the penetration rate of new energy vehicles in the Chinese passenger car market has rapidly increased from 2.4% in 2017 to 16.0% in 2021, and new energy vehicles are becoming increasingly popular among the mainstream consumer group. In 2022, the annual production and sales of

new energy vehicles in China reached 7.058 million and 6.887 million, respectively, with year-on-year growth of 96.9% and 93.4%, and a market share of 25.6%. It is expected that the annual sales of new energy vehicles in China will reach 9 million in 2023. However, factors such as the power grid, batteries, battery life, vehicle after-sales service, and operation are factors that consumers need to think deeply when weighing car purchases. Combined with market research in 2010, out of an average of 10 consumers who want to purchase a car, only 4 indicated that they would consider purchasing a new energy vehicle, while in regions such as the North, the market for new energy vehicles is relatively smaller. According to the data in the first half of 2023, the penetration rate of new energy vehicles is about 35%, which means that more than 60% of the new sales are fuel vehicles. In addition, compared to the traditional marketing mode of automobiles, new energy vehicles have significant differences in price, performance, and other aspects. Therefore, it is necessary to carry out marketing in a hierarchical manner to ensure the unity of the commercial consumption mode and production and manufacturing process of new energy vehicles.

3. Analysis of Marketing Issues for New Energy Vehicles

(1) There is no differentiation in the marketing of new energy vehicles, and green marketing is missing

At present, many brands' marketing of new energy vehicles is not fundamentally different from traditional car marketing. However, the essence of green marketing is that enterprises actively guide the concept of health and environmental protection. Based on this, green consumption helps products formulate corresponding strategic plans from the perspective of safety, health, and ecological maintenance. Take BYD's "History" series of new energy vehicles as an example, although the heavy history can reflect the brand momentum, it reveals the hidden worry of breaking away from the mainstream marketing route. It not only depends on the binding of regional subsidy policies, but also does not promote green marketing for new energy vehicles, which is

easy to force products to become regional brands.

(2) Consumer costs are relatively high

According to market research, the reason why many new energy vehicle transactions are not smooth and sales are poor is that compared to traditional cars, the price of new energy vehicles is too high. For example, the price of BYD's high-end new energy gasoline is higher than that of traditional cars, and even with similar quality of the three major components, the price of new energy vehicles is also higher than that of traditional cars. Therefore, consumers subconsciously choose traditional cars. Especially for the core of new energy vehicles - batteries, China's battery technology is still in its infancy, with many problems in quality, maintenance, and range. Once the batteries need to be repaired or replaced, it is also a significant cost, so consumers will also carefully consider it when purchasing a car.

(3) Consumer demand is not high

On the one hand, consumers have limited awareness of green consumption. New energy vehicles are still emerging products in China, and many consumers are deeply influenced by traditional cars, distrusting their technology and adopting a wait-and-see attitude. Therefore, when purchasing cars, they tend to prefer traditional cars at the same level. On the other hand, although China has introduced many subsidy policies for new energy vehicles, but most of them are aimed at producers rather than consumers, so consumers enjoy very little welfare. Even with the development of new energy, the prices of traditional cars have plummeted, and many consumers take the opportunity to purchase traditional cars. In addition, sales personnel did not provide proper guidance, resulting in consumers not understanding and paying special attention to new energy vehicles, leading to certain misunderstandings about the prices of new energy vehicles.

4. Improvement of Marketing Strategies for New Energy Vehicles

(1) Shaping green brands and creating diversified marketing modes

To adapt to the times and enhance the marketing competitiveness of enterprises. Green and environmentally-related movements and events have always been a frequent occurrence in public media. In recent years, there have even been a group of environmentalist extremists attempting to attract attention by openly splashing water on museum paintings. It can be seen that environmental issues have always been a global hot topic and the main theme of the gradual development of human society. "Green marketing" is the mainstream marketing mode of new energy vehicles. At present, many new energy vehicle brands of foreign brands have advocated "Green marketing".

At the same time, the diversification and stratification of green consumption require marketing segmentation in order to create a positive marketing environment for green products. By studying consumers' consumption preferences, understand what consumers' green needs are, what their scale is, and measure consumers' willingness to consume after meeting green needs. Therefore, the development and production of different new energy vehicles can be carried out according to the different needs of consumers, forming the unique differentiated marketing strategy of the enterprise, providing each consumer with the desired products and services, and thus forming brand advantages.

With the increasing size of China's new energy vehicle

market, new energy vehicles have gradually become mainstream and demand has gradually increased. Therefore, the marketing strategy of new energy vehicles should be competitive oriented. On the one hand, to compete with traditional cars, highlight the unique advantages of new energy vehicles from the perspective of green environmental protection. On the other hand, differentiated competition should also be emphasized among brands of equivalent new energy vehicles. It is necessary to make full use of online and offline Integrated marketing communications. Internet marketing with certain influence and communication power has been formed online, making full use of microblog, WeChat official account, Little Red Book and other platforms, and actively creating momentum for new energy vehicles through "grass planting", "new energy science popularization" and other forms, so that consumers can know new energy vehicles, understand new energy vehicles, and form a desire to buy. Offline, with sales personnel as the core, various marketing activities are carried out, such as bringing new customers with old ones, regularly distributing benefits to old users, and exchanging old ones for new ones. Finally, green marketing will be carried out through environmental protection lectures, sponsorship of environmental protection activities and other ways to enhance people's awareness of environmental protection, so that the concept of "new energy is the future" will be rooted in people's hearts, establish a healthy and green brand image, and further create momentum for new energy products.

(2) Reduce consumption costs

Strengthen research and development investment, integrate resources from schools, enterprises, and governments, strengthen cooperation between schools and enterprises, and work together to promote the technological development of new energy vehicles. In addition, a company's capabilities are limited, so it should aggregate the power of the entire industry, form industrial clusters, concentrate development, form scale, promote cooperation and communication between upstream and downstream enterprises, and form an industrial chain. Not only can it form a scale, but it can also further reduce costs and reduce consumption costs. In addition, the government should strengthen subsidies for new energy vehicles, take the interests of consumers as the core, and encourage the construction of charging station in residential areas. Increase support and subsidies for new energy vehicles to give consumers confidence and the ability to consume.

(3) Spread green lifestyle

Firstly, strengthen the marketing of green environmental protection concepts. "Clear waters and green mountains are as good as mountains of gold and silver." The concept of sustainable development and green environmental protection has been deeply rooted in the hearts of the people, and ecological protection has a positive role in promoting economic development. Therefore, in the process of marketing, the application of green environmental protection concepts should be strengthened.

Secondly, promote the close connection between environmental protection concepts and people's lives. New energy vehicles have also been widely used in transportation such as taxis and buses, and low-carbon environmental protection is inseparable from people's lives. In sales, on the one hand, through the daily contact with new energy vehicles, consumers can realize that there is not much difference or even better in technology and application between new energy vehicles and traditional cars. On the other hand,

consumers should be encouraged to recognize the concept of green environmental protection, break the impression of new energy as a "new species" in their minds, and promote the concept that new energy vehicles are the future of automobiles, in order to gain recognition and favor from consumers.

5. Conclusion

In summary, green development is the future trend of the world and a consensus among countries around the world. As a low-carbon, environmentally friendly, and green emerging industry, new energy enterprises have great potential for development in the future. So how to promote the development of new energy vehicles through marketing and how to guide consumers towards green consumption have become urgent issues that need to be solved. Therefore, this paper proposes specific marketing strategies for new energy vehicles under green consumption, such as shaping green brands, reducing consumption costs, disseminating green lifestyles, and creating diversified marketing modes, based on the current situation of the new energy vehicle industry.

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