Research on the Marketing Strategy of Electric Vehicle based on Consumer Behavior

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ABSTRACT

The development of electric vehicle industry not only can promote the upgrading of China's automobile industry, but also to ease the pressure on the environment has a very significant role is to achieve economic and social sustainable development of the wise choice. This paper chooses the consumer perspective as a research point of view, focusing on marketing theory, comprehensive consumer behavior, electric vehicle industry research and consumer purchasing influencing factors of the main results, sort out the theoretical context, based on the existing research to make a summary and Commentary.

KEYWORDS
Consumer behavior, electric vehicle, marketing strategy, Purchase intention.

CONSUMER BEHAVIOR THEORY

Consumer behavior is complex, the existing scholars of the research point of view and methods are not the same. Michael R. Solomon argues that consumer behavior studies from different disciplines show from the perspective of micro (individual) to macro (group environment). J. C. Mo Wen argues that there are three kinds of research into the perspective of consumer behavior: based on consumer decision-making view; based on consumer experience and based on the views of consumer behavior. Li Weixi that consumer behavior can be summarized as three kinds of disciplinary perspective, that is, the psychological background, sociological background and marketing management background, for business management graduate students should focus on the perspective of marketing management. Howard-Sheth model advocates the purchase of consumer behavior from four factors: 1 stimulus or input factors (input variables); 2 external factors; 3 internal factors (internal process); 4 reflect or output factors; he believes that these four factors can guide the behavior of consumers, marketing will be more flexible [1]. On the basis of the theory of rational behavior, Ajzen and Fishbein (1991) have expanded it to introduce the new variable of "self-perceived behavior control", which has developed the "rational behavior theory" into a new "plan Behavior theory", assuming that human behavior is the result of a well thought-out plan, through which the human can better study the behavior of their own behavior and the behavior of the process of change [2].

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MARKETING THEORY

Peter Drucker said: "The only two companies work is marketing and innovation." Thus, the importance of corporate marketing functions can be seen. The American Marketing Institute (1997) argues that marketing is a series of activities, processes and systems that create value for customers, customers, partners, and society as a whole in the creation, communication, dissemination and exchange of products. Philip Kotler's marketing theory argues that the essence of marketing is the flexibility to use the elements that can be exploited within the organization to adapt to the process of environmental change, while responding to external uncontrollable factors, and ultimately achieve organizational goals. According to today's marketing trends, the evolution of marketing and marketing theory is summarized as mass marketing (1900-1950), target marketing (1950-1990), and custom marketing (1990) (Year to date) three times. Chen Jiankun (2015) pointed out that in the challenges of e-commerce and product customization, China's automobile manufacturing should also innovate the network marketing and operation mode, develop networked sales and product customization system infrastructure, combined with the marketing model to discuss.

RESEARCH ON DOMESTIC AND FOREIGN ELECTRIC VEHICLE INDUSTRY

Foreign scholars use data packets to establish the relationship between variables to quantify the necessity of developing electric vehicles and a large number of energy reports to prove the feasibility of electric vehicles. Joyce D. and Dermot G. (1997) analyze the relationship between variables by combining the dynamic distribution function of OECD member countries' car ownership, population and gross national product (GNP) The carbon dioxide emission increases with the increase of car ownership, and with the increase of the number of cars, the discharge of pollutants and the trend of traditional energy consumption will increase exponentially, which shows that the development of low-carbon environmental protection of electric vehicles necessity [3]. On the basis of analyzing consumer demand, Honga J, Koob Y, Jeong G, et al. (2012) studied the relationship between the optimal pricing of electric vehicles and changes in social welfare and the government subsidy policy. The results show that the pre-assessment of the needs of consumers is necessary, the effective performance of the policy to promote the development of electric vehicles, social welfare under the best pricing to stimulate consumers to buy. Domestic scholars are more from a theoretical point of view, that the feasibility study of electric vehicles. Huo Fengli (2010) through the use of SWOT analysis of China's development of electric vehicles in the strategic choice, and from China's auto industry competitiveness, national energy security, environmental protection and sustainable development of human society and other aspects of China's development The necessity of the electric vehicle industry is analyzed, and it is proved that the development of the electric vehicle industry is not only necessary but also feasible. Chen Liuqin (2010) said that as global energy is becoming increasingly tense oil prices are increasingly high, the natural environment and the deteriorating ecosystem, and actively explore the development
and application of electric vehicles will become the focus of countries in the field of automotive development. Yao Yijing (2015) based on the theory of sustainable development and industrial life cycle theory analysis of the necessity and necessity of the development of electric vehicles.

RESEARCH ON THE FACTORS AFFECTING THE PURCHASE OF ELECTRIC VEHICLE INDUSTRY IN CHINA

Consumer psychological factors

American scholar McManus (2005) and so on through the questionnaire survey of the US market users and prospective users of consumer attitudes were investigated, the results show that consumers of electric vehicles continue to enhance the recognition of consumption The focus of attention from the electric car's emerging technology to its green, environmental protection, energy conservation and other external factors, these factors constitute the concept of consumer green consumption, a direct impact on consumer spending motivation [4]. Domestic scholars Wang Ying (2010) on the purchase of electric vehicles willing to study mainly from the customer risk perception and the degree involved in the purchase of two aspects, through the questionnaire survey, found that the greater the degree of awareness of the risk of customers, the more likely to buy electric vehicles The higher the degree of involvement, the stronger the purchase of electric vehicles. Li Jia Lin (2010) through the study found that consumers perceived the higher quality of electric vehicles, the stronger the purchase of electric vehicles, the impact of the process by the consumer green awareness and external administrative policy factors mediation, when consumption The higher the green awareness, the more superior the external administrative policy, can significantly enhance the consumer's willingness to buy electric vehicles, and found that with high education, high-income level of consumers, the more likely to accept electric vehicles.

Electric vehicle product factors

Lieven (2011) pointed out in its study that consumers' consumption for electric vehicle products is mainly focused on the purchase price of the product, one-time travel distance, engine performance, vehicle durability, ease of use of the vehicle, the degree of influence [5]. The world's leading accounting firm, corporate strategy research firm Dre (2011) in its research report on electric vehicles, pointed out that for most consumers, its focus is on the electric car a charge mileage, The convenience of charging and charging the use of cost is the use of electric vehicles more important factors. The survey found that most consumers are potential buyers of electric vehicles, most consumers believe that electric vehicles in the charging time is best less than 2 hours. Domestic scholar Chen Qingquan (2005) and so on in his study that there are two consumer factors can affect the electric vehicle industry, one is the higher price of electric vehicles, the use of higher costs, the other is the charging process is not convenient The Therefore, from the national point of view, it should be from the consumer side to increase support and guide efforts to enhance the desire of consumers to buy, for enterprises, should develop a clear electric...
vehicle development strategy. Xu Lei (2009) and other research in the study pointed out that the limitations of the electric vehicle industry, including the purchase cost of the consumer, the vehicle after a one-time use of the mileage, charging infrastructure is complete, electric vehicles Core technology research and development and battery production. Xin Mingliang (2012) through empirical research, will affect the consumer electric car purchase intention factors summarized as the car quality factor, purchase cost factor, after-sales service factor, the use of the cost factor.

External policy factors

American scholar Gallagher (2011) and other research in the United States in the early 21st century, six years of hybrid vehicle sales, to confirm the US government to take exempt from business tax, tax relief and other new energy vehicles to buy incentives Very effective, through the implementation of these policies, led to the consumption of US consumers for hybrid cars [6]. New Zealand scholar Nijhuis (2009) and other research of its own new energy vehicle subsidy policy on its sales impact and found that the implementation of tax subsidy policy is a good way to enhance the sales of new energy vehicles. Canadian scholar Chandra (2010) and other research found that the government adopted on the new energy vehicles to buy tax relief measures on the domestic sales of new energy vehicles have a direct and obvious role in the study through the data analysis found that when the tax per $1000 reduction, can promote the new energy vehicle sales increased by 3 percent. Domestic scholar Huang Jiaxing (2010) in its study that the development of pure electric vehicles can not be separated from the relevant government policy guidance and support, the Government should be for pure electric vehicles to develop tax relief policy, the use of public media to enhance the Electric car publicity guide, to dispel consumer concerns, to improve consumer awareness of the new energy vehicles. Yang Jie (2012) mainly studied the impact of government on the purchase intention of consumer electric vehicles, the study found that the government on the promotion of electric vehicles to consumers a small impact on the purchase of subsidies, subsidies, tax incentives, infrastructure construction On the purchase of consumers have a greater impact.

SUMMARY

In the industrial research, scholars generally believe that the development of electric vehicles with the inevitability and feasibility, and that China's electric vehicle industry is the development of China's electric vehicle industry is the focus of the development of new energy vehicles. Facing the opportunities and challenges, China's enterprises are still limited to the core production technology, should increase investment in scientific research and innovation; and in the field of electric vehicle consumption factors in the field of research, at this stage mainly from the heart factors, product factors, policy factors, It is not difficult to find that domestic scholars are mainly focused on the product point of view to do the relevant research, and from the consumer's point of view to explore consumer psychology motivation to study the purchase price of electric vehicles is not enough, therefore, this study
selected subjective psychological factors as a starting point to Consumer behavior theory, based on the theory of consumer behavior, to build a consumer electric car purchase intention framework, combined with customer perceived value factors and external situational factors, analysis of the factors for the consumer electric car purchase intention and impact level. Comprehensive analysis of consumers to buy the use of electric vehicles will form the psychological mechanism of the inherent mechanism for further analysis of the electric car consumer market to provide new ideas for enterprises, the government more effective formulation of relevant policies and marketing strategies to provide a reference.

REFERENCES