



**ANALYSIS OF MARKETING STRATEGY OF NEW ENERGY
VEHICLES AT LIUZHOU CITY**

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**ANALYSIS OF MARKETING STRATEGY OF NEW ENERGY
VEHICLES AT LIUZHOU CITY**

**Thematic Certificate
To**

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of International Master of Business Administration in International
Business Management

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Abstract

New energy vehicles are a technological revolution in the automotive industry, which has changed the pattern of the original automotive industry to a certain extent. In today's increasingly serious energy consumption and environmental pollution, new energy vehicles are becoming the trend of future industry development.

The research objectives of this study were firstly to analysis the current status of Liuzhou's marketing strategy for new energy vehicle; secondly to determine the marketing strategy which will attract more consumers; and thirdly to analysis the future development of new energy vehicle marketing strategy.

This paper adopted documentary research methods to analyze the marketing strategy of new energy vehicles in Liuzhou City, mainly discusses the marketing strategy of new energy vehicles and the between product strategy, distribution strategy, pricing strategy, promotion strategy and the future development trend of new energy vehicles.

The conclusion of this study found that: 1) new energy vehicle manufacturers have insufficient production capacity, unstable prices, single channels, and low enthusiasm for promotion. 2) through the theoretical analysis of 4P, the new energy vehicle market in Liuzhou needs to increase the diversification of new energy vehicle products; new energy vehicle manufacturers expand production scale and stabilize prices; maintain the healthy development of the car marketing model APP + O2O car marketing model, adopting market differences; the promotion of new energy vehicles requires the joint efforts of the government, manufacturers, and distributor to increase the promotion of new energy vehicles, pass on the value of new energy vehicles to potential consumers, and enhance consumers' awareness of new energy vehicles; and 3) the recognition of energy vehicles makes it easier for consumers to accept when switching products. It improves the shortcomings of the current marketing strategy and promotes the sustainable development of Liuzhou's new energy vehicle industry.

Keywords: new energy vehicles, product strategy, pricing strategy, promotion strategy, digital marketing strategy.

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Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

The seal of Siam University is a large, circular emblem in the background. It features a central shield with a crown on top, surrounded by a wreath. The shield is set against a background of a sunburst. The entire emblem is encircled by a border containing the university's name in Thai script at the top and 'SIAM UNIVERSITY' in English at the bottom. There are two stars on either side of the shield.

LIANG YINGREN
JUN 22, 2023

Declaration

I, LIANG YINGREN, hereby certify that the work embodied in this independent study entitled“ANALYSIS OF MARKETING STRATEGY OF NEW ENERGY VEHICLES AT LIUZHOU CITY” is result of original research and has not been submitted for a higher degree to any other university or institution.

..LIANG YINGREN...
(LIANG YINGREN)

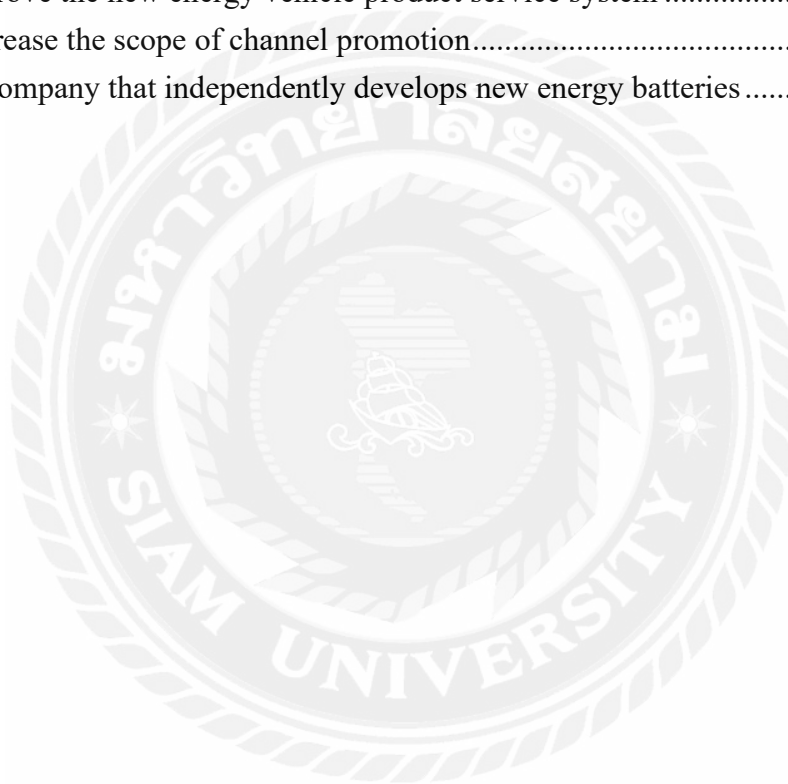
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1. Introduction

In the modern era, the automobile population is increasing rapidly and much faster than the human population. In the early 1950s, there were about 50 millions vehicles worldwide. In 1994 the total number of vehicles increased to 600 million and continued to increase and is expected to reach 3 billion by 2050. The vehicles provide comfort, convenience for the user by impose a great threat to the environment, and the customer in the 21st century is aware of this threat to the environment. The customer desire to reduce this impact, as the green consumption concept is increasing, the automobile user desire to reduce the harm caused to the environment. Therefore, electric vehicles provide the solution. The market of Electric vehicles has a lot of potential and demand (Sperling, 1996).

In China, the demand and sales of the electric vehicle are increasing, and figure 1 presents the Chinese sale in the market. Furthermore, since 2016 the sales of electric vehicle cars have increased and are expected to grow more. Therefore, this research intends to explore the marketing strategies for electric vehicle dealers.

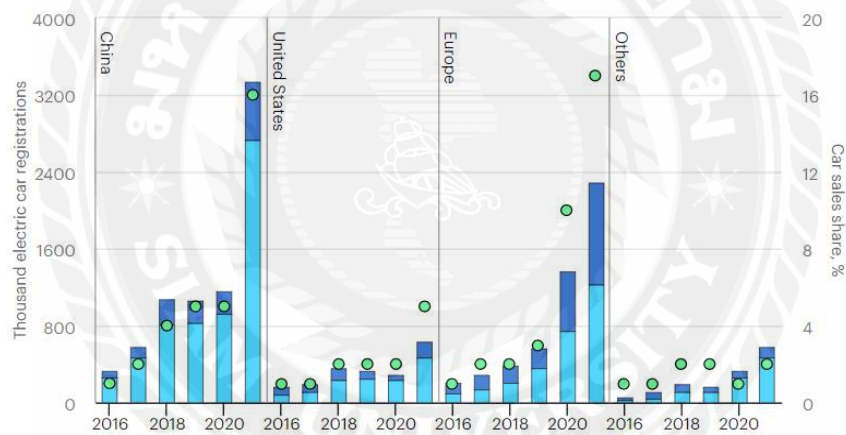


Figure 1. Present the Sales for electric vehicle from 2016-2021

This study analyzed the marketing strategy of new energy vehicles in Liuzhou city in China. Although the prospects of new energy vehicles are broad, the research on new energy vehicle companies' marketing strategies and models is minimal. The Transportation Research Institute of Waseda University found that Japanese consumers are increasingly willing to use new energy vehicles (Egbue and Long, 2012).

According to a survey of global car consumers, Rowe Group found that Indian consumers are most willing to buy new energy vehicles, followed by Chinese consumers (Jansson, Nordlund & Westin, 2017). Chinese scholars have recently researched new energy vehicles. Xu (2010) pointed out that urban residents are more willing to buy new energy vehicles. Still, the actual buy conduct is more relaxed about

issues like well-being, after-deals administration, parking garage, and energy supplement.

Jin (2012) called attention to that contrasted and China, Japan's new energy vehicle market has continuously evolved. Xie (2013) proposed that new energy vehicle companies should focus on public transportation systems and leasing services and use effective market strategies to expand the market for new energy vehicles in the public transportation field.

Sang & Zhang pointed out that although the government supports the new energy vehicle market, the market response could be better. So far, few studies have made practical marketing suggestions for actual companies. Therefore, main discusses the status quo, market status, and future development trends of new energy vehicles in Liuzhou city in China, analyzes the internal and external environment and competitive advantages and disadvantages of new energy vehicles at Liuzhou, and then looks for potential problems in new energy vehicles at Liuzhou city marketing strategies (Sang & Zhang, 2014).

1.1 Research Background

Liuzhou is located in the Guangxi Zhuang Autonomous Region in southwest China. The penetration rate of electric vehicles is second only to Oslo, Norway. Due to the popularity of electric vehicles, Liuzhou has excellent air and water quality. Due to the municipal government's efforts to make Liuzhou an electric vehicle manufacturing center and to work together to overcome concerns about range, reliability, and battery safety, local automaker SAIC-GM-Wuling's electric vehicles have been used for most of the past few months. It has always been the best-selling car in China, beating the American company Tesla Inc (Ma, Fan, & Feng, 2017).

A Bloomberg report on June 27 stated that Liuzhou City's successful method of expanding the production and use of electric vehicles might provide a blueprint for other cities to help them achieve their ambitious emission targets. According to the report data from Guangzhou-based consulting company WAYS Information Technology, nearly 30% of the cars sold in Liuzhou last year were electric vehicles, making this city, with a population of 4 million, sufficient capital for the world's largest electric vehicle market. (Bloomberg, 2021).

Since cars can be charged through ordinary household sockets, Wuling can install charging points throughout Liuzhou at a fraction of the typical electric vehicle infrastructure cost. There are currently about 30,000 charging points in the city. According to the report, another temptation for buyers is that electric vehicles can drive on dedicated bus lanes, which is a privilege to save time during peak hours or traffic jams. The report added that the city has also introduced a series of incentives, from

extensive test drives to free parking and tens of thousands of charging points to encourage people to buy electric cars (Wang, 2013).

According to Zhang and Wang (2019), Liuzhou's strategy may also have guided significance for automakers such as General Motors and Volkswagen, which inject tens of billions of dollars in high-risk bets on the future of electric vehicles. According to Bloomberg News, new energy vehicles accounted for slightly less than 4.5% of global passenger car sales last year. The environmental benefits are also there. In 2021, the water quality of the Liujiang River in Liuzhou ranked first among China's inland rivers. In addition, the report stated that in 2021, the city's daily air quality would be rated as excellent about 97% of the time.

It also stated that Liuzhou plans to provide more support to the industry by encouraging localization of the supply chain and supporting technological innovation and exports. Environmental and energy issues are the main problems faced by countries in the process of economic development. However, the high pollution and high energy consumption of traditional fuel vehicles have an increasingly negative impact on people's survival and development, and the energy transition of the automotive industry is imminent. In this context, global car companies have launched new energy vehicles, mainly hybrid and pure electric vehicles. This automobile has less pollution, low energy consumption, intelligence, and humanization, which meets the needs of automobile transformation. Governments of various countries have also introduced policies to encourage the development and production of new energy vehicles, laying the foundation for the rapid development of new vehicles (Wang, 2013).

1.2 Research Problems

Despite the bright future of Electric vehicles, the literature (research) on marketing strategies and models of new electric vehicle companies is minimal. The Institute of Transport Research at Waseda University has found that Japanese consumers are improving to use of Electric vehicles (Egbue & Long, 2012). As per the survey of worldwide automobile consumers, the Rowe group found that Indian consumers were most willing to purchase the electric vehicle, followed by Chinese consumers (Kimble & Wang, 2013). Chinese researchers have researched Electric vehicles lately and pointed out that urban residents are more willing to purchase Electric vehicles. However, their actual buying behavior is less due to concerned about problems of safety, after-sales services, parking lots, and energy supplements (Zhang & Wang, 2019). Similarly, the gap between the development of Liuzhou's new energy vehicles and the advanced international level. The supporting parts, charging stations, repair shops, etc., have yet to form a particular scale. This situation restricts the development of Liuzhou's new energy vehicles. In addition, compared with the world's advanced level, Liuzhou's new energy vehicle core technology is still relatively backward.

Compared with traditional energy vehicles, the core components of new energy vehicles are mainly batteries, motors, and control systems. Liuzhou's new energy vehicle still needs to catch up in these core technologies (Kimble, 2013).

Moreover, the vehicle registration quota policy provides privileges for electric vehicles. It uses electrification plans focusing on local fleets (such as taxi fleets and car-sharing vehicles) to stand out in the electric vehicle race. However, Liuzhou does not have a vehicle registration quota policy. In addition, most of the electric cars sold in Liuzhou are purchased by individuals, not fleets. Given this, what has Liuzhou done to achieve such impressive results? Therefore, this research's problem is attracting consumers from the beginning and using policy tools to serve the consumer's new energy vehicles in Liuzhou city (Wang, 2013).

The research questions are as following:

1. What is the current status of Liuzhou's sales marketing for new energy vehicles?
2. What kind of marketing strategy will attract more consumers?
3. What kind of marketing strategy should new energy vehicles adopt to adapt to the future?

1.3 Objective of the study

The purpose of this study is to analyze and evaluate the marketing strategy of electric vehicles in Liuzhou City, China. As well as analyze how the market strategy can attract electric vehicle consumers in Liuzhou.

1. To analysis the current status of Liuzhou's marketing strategy for new energy vehicle.
2. To determine the marketing strategy which will attract more consumers .
3. To analysis the future development of new energy vehicle marketing strategy.

1.4 Scope of the study

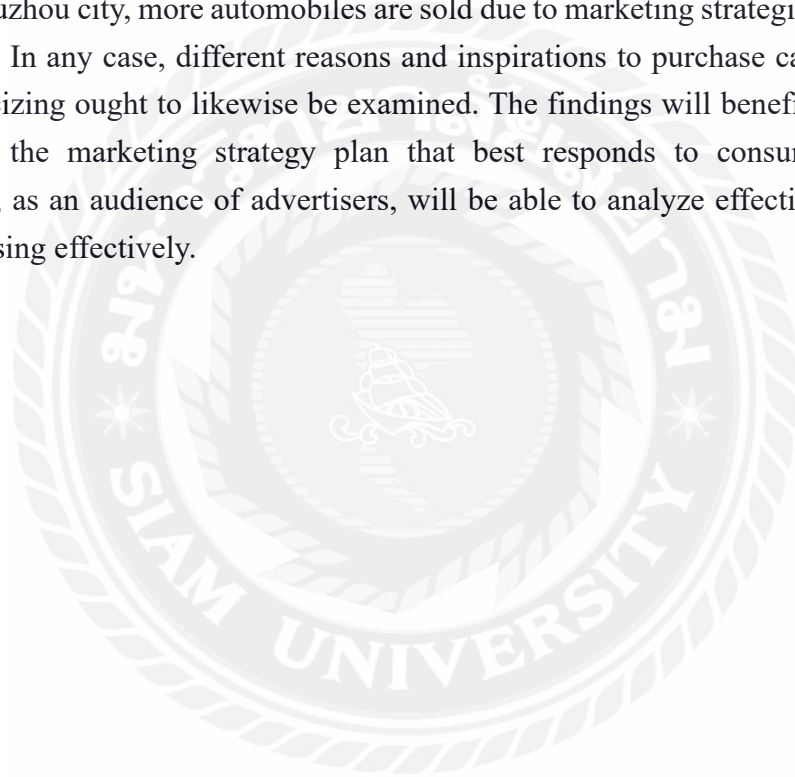
This study has analyzed the marketing strategy of new energy vehicles in Liuzhou city in China. Researchers contribute ideas on the main scope of an effective strategy for new energy vehicles, such as product strategy, pricing strategy, placing strategy, and promotion strategy for the automotive industry and new energy vehicle users. New energy vehicle users would learn about knowledge and experiences of automobile production strategy, pricing strategy, placing strategy, and promotion strategy of new energy vehicles at Liuzhou city.

1.5 Research Significance

As the concept of marketing strategy takes root in people's hearts, developing new energy vehicles has become an inevitable trend. All sectors of society are paying

attention to new energy. The Liuzhou city government also strongly supports the development of the industry. However, as an emerging industry, the development of the market has also brought many problems. Therefore, this article analyzes and recommends a new energy vehicle marketing strategy (Xu,2010). On the one hand, it implements the marketing theory and promotes the marketing strategy of new energy vehicles.

Moreover, it can provide a reference for other domestic new energy automobile brand marketing strategies and promote the sustainable development of the new energy automobile industry in Liuzhou City. The car industry is a significant industry that affects the nation's economy. The automobile market is fiercely competitive. Deals advancement procedures assume a huge part in advertising and assist with expanding deals. In Liuzhou city, more automobiles are sold due to marketing strategies, including advertising. In any case, different reasons and inspirations to purchase cars separated from publicizing ought to likewise be examined. The findings will benefit advertisers in crafting the marketing strategy plan that best responds to consumers' needs. Consumers, as an audience of advertisers, will be able to analyze effective strategies and advertising effectively.



2. Literature Review

In this chapter, the researcher explores an Overview of marketing strategy, International traditional automobile marketing, Chinese traditional automobile marketing, Traditional vehicle marketing, marketing mix strategy, and Digital Marketing Strategy.

2.1 Introduction

Now a day vehicle is like a breathing person. No one can meet their daily needs without taking a vehicle. According to the marketing strategy of the automotive industry, it aims to reach more customers, sell more cars and parts, stay ahead of the competition, and eventually develop the business. Moreover, the concept of green consumption has taken place, and green companies are growing in every industry. Similarly, impact exists in the automobile industry.

2.1.1 Green Companies

The green companies segment consists of private companies with the aim/goal of having a high environmental profile (value combability). There is no correct estimate of the share of companies that perceive themselves as 'green.' Moreover, there is much documentation about the increase in several companies using the green term for promotion and marketing strategies, as green increases sales and improves the companies' images (Pattie, 1995). The companies like to improve the green corporate image; a non-polluting electric vehicle has- at least potentially- a substantially higher value than it has for the average person/company (relative advantage). Another reason the consumer who owns a car use Electric vehicles is cheap driving. On the other hand, the cars owned by the public sector, corporate cars which are used for short or daily traveling to work, have no issues of change in the fuel price (the sector pays fuel), and this segment is less sensitive than the privately owned user of the car.

Of course, not all green companies use the term green as promotional or value creation, electric vehicle to be high enough to compensate for their functional deficits and premium price. The proportion of such companies finding the deal attractive depends on the electric vehicle manufacturers' price policies and government support in subsidies or tax relief. However, the infrastructure for electronic chargers needed to be constructed around the nations, and the government needed support for the operation (Garling & Thogersen, 2001).

Several members of the international automobile industry, including Japan and South Korea, also believe that there is a high potential market for electric vehicle technology in Liuzhou city. As a result, local companies are working on them introducing Electric vehicles technologies. An *electric vehicle* is an automobile powered by one or more electric motors, using the electric energy stored in the batteries.

Electric vehicles create less pollution than petrol vehicles, so they are an environmentally friendly alternative to petrol vehicles (Sierzchula, Bakker, Maat & Van Wee, 2014).

Jeffrey K. Liker, who studies automotive marketing strategy at the University of Michigan, said: "To maximize overall profits, companies must minimize costs and increase sales. Therefore, developing a successful automotive marketing strategy is a key to business success." Today, people have become major customers, so they must provide the best cars. Companies must understand this demand because this is a simple vehicle marketing strategy (Jin, 2012).

2.2 Overview of Marketing Strategy

2.2.1 Marketing Strategy

Marketing strategy refers to the strategy of selecting and occupying the target market determined by the enterprise according to its own internal conditions and external competition conditions. It is an important part of formulating an enterprise's strategic marketing plan, and its essence is the overall design of an enterprise's marketing activities. The purpose of enterprises formulating marketing strategies is to give full play to their advantages, enhance their competitiveness, better adapt to changes in the marketing environment, and obtain maximum economic effects with less marketing investment (Xiao, 2012).

2.2.2 Overview of Marketing Strategy

According to Xie (2013), the way to improve vehicles' marketing strategy analyzes the product, price, place, and promotion strategies.

Product Strategy defines as improving product quality and designing new products based on user experience. As an indispensable means of transportation, any unreasonable parts and design may cause product quality problems and even endanger the personal safety of passengers and drivers. It will also have a fatal impact on the reputation of the new energy vehicles.

Placing strategy means actively using e-commerce to broaden online sales channels. According to the latest data from the China Internet Network Information Center, the scale of Internet users has exceeded 800 million, the penetration rate has reached 57.7%, and the scale of mobile phone Internet users has reached 788 million. As a result, the Internet has become an important channel for people to search and purchase (Zhang 2019). At the same time, it cooperates with mainstream automotive vertical e-commerce platforms and integrated e-commerce platforms to fully use network technology for precise advertising.

Pricing strategy means implementing a differentiated penetration pricing strategy. Penetration pricing is the use of lower prices to rapidly increase sales and market share to quickly seize the market. Judging from the new energy vehicle's current situation, its

goal should be to seize market share and take profit growth as a secondary goal. At the same time, penetration pricing does not mean that companies must always pay attention to low prices. A simple low price will cause consumers to doubt the quality of the product. Therefore, differential pricing should be implemented for the target group.

A promotion strategy can spread brand information by integrating various channels to enhance consumer brand awareness. In addition, new vehicles can also hold exhibitions to allow consumers to fully experience new energy vehicles and better promote Liuzhou City and its products. Furthermore, enterprises must actively assume social responsibilities. For example, by sponsoring and supporting public welfare activities, Liuzhou can establish a responsible corporate image, win the recognition of consumers, especially young consumers, and enhance its brand image (Xie, 2013).

Automotive online marketing strategies: Digital marketing such as video marketing strategy, online review management strategy, creating a user-friendly web experience strategy, and SMS marketing strategy provide a handful of unique opportunities to showcase the products and convert leads to have never previously reached. The shift to web-based interaction has affected almost every industry, but potential car buyers will use the Internet to make the best purchasing decisions. The automotive industry is one of the six industries where most offline purchases always precede online research, including viewing reviews. By focusing on online car marketing, shoppers in your area can find and choose them, whether they are looking for a new car or a used car. Only 8% of second-hand car buyers rely strictly on dealer sales staff to make decisions. The other 92% are largely affected by the information they find online (Theuer,2021).

2.3 Marketing

2.3.1 Traditional vehicle marketing

Conventional vehicle normal showcasing implies you include: markdown, value, gift, publicizing advancement, and star underwriting. But, in the undeniably furious rivalry in the auto market, more makers and wholesalers desire to accomplish prompt outcomes and fast deals; then, at that point, we, by and large, depend on limits and costs as the auto items watch out for homogenization, limits and different method for value decrease is to seek a piece of the pie of the executioner (Krupa,2014).

In vehicle deals, the utilization of gift-giving strategies to do showcasing, as a rule in the occasion or festivities, just as vehicle producers send off another vehicle, vehicle makers and wholesalers by giving an assortment of presents to cause purchasers to feel represented the modest, get the advantages, and afterward increment shoppers want to purchase vehicles.

Advertising is the car manufacturers to the vast number of consumers to promote their product use, product quality and display brand image of the commercial means.

The operation of this business implies automakers and purchasers will benefit, makers depend on publicizing limited-time items, and buyers depend on promoting to direct their vehicle conduct, regardless of whether conventional media or organization transmission, Advertising information brought to people provides a very convenient guide to the car(Jansson,2017).

Suppose a vehicle vendor has an excellent expectation for another vehicle, by and large. In that case, they will search for star underwriting, with the assistance of the star impact has been the primary showcasing instrument, regardless of whether it is the car exhibition stage or TV advertisements, a vehicle close to consistently have a star to coordinate, to invigorate the spread of openness. For example, Brad Pitt for the Cadillac Limousine XTS endorsement, Wentworth Miller for the Chevrolet Druze endorsement, George Clooney for the Mercedes-Benz E-Class endorsement, and tennis king Roger Federer for the Mercedes-Benz M-Class.

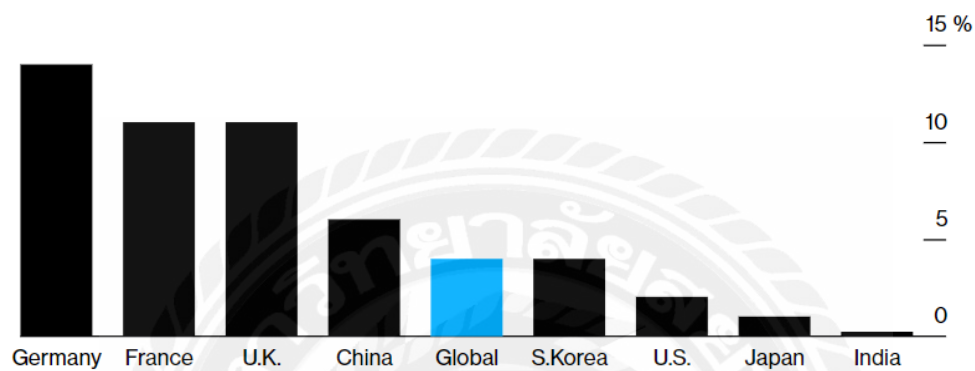
The international mainstream car sales model combines production and marketing, which determines the leading distribution channel model: franchised stores, the general implementation of a single brand of specific item deals, for the most part, 3s deals, 4s deals, and 5s deals strategies. Car chain stores or car supermarkets are the general use of agents or distribution methods for the operation and sale of automotive products, car supermarkets are generally in single area dissemination of numerous brands of vehicles, and vehicle chain is in a few districts' conveyances of different brands of vehicles.

In a large car market or car Avenue, the mode of sale is to select specific areas to establish a few brand stores, such as roadsides or closed large markets. Direct advertising, network direct and phone direct deals, and network showcasing, not restricted by geological time, can be instinctive for vehicle purchasers to give pictures of vehicles, execution, arrangement, cost, conveyance and transport strategies, etc., or even through the organization for vehicle shading acknowledgment, the presence of the expense of recreation installments, and straightforwardly offer types of assistance to clients; The phone showcasing principally utilizes the information mining, carries on the phone correspondence to the dormant client, presents the item, along these lines draws in the client to purchase(Liu,2018).

2.3.2 Franchise store sales marketing

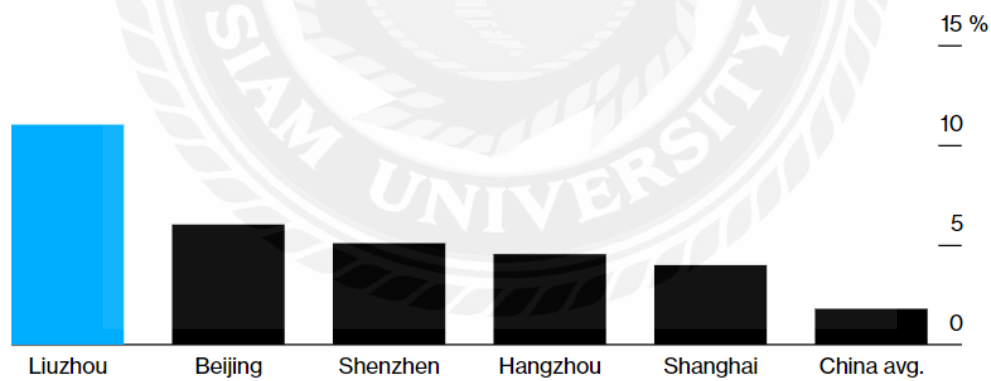
The productive methodology in growing electric vehicle creation and use found in China's Liuzhou city might give a plan to different urban areas all over the planet as they attempt to meet aggressive outflows targets, according to a Bloomberg report on June 27. Approximately 30% of the vehicles sold in Liuzhou last year were electric, as per WAYS Information Technology, a Guangzhou-based counseling firm - making the city of 4 million the thriving capital of the most excellent electric vehicle market on the planet(Lu,2013).

China's major car manufacturers have established brand franchise Channel mode, the current domestic brand franchise mode, almost universally by the International Automotive Distribution Standard mode of construction, the utilization of Trinity (3S) or four (4S) design: The auto assembling Enterprises in the promoting division as the middle, Take the territorial Management Center as the establishment, take the concession or the particular dealer as the base point, set the new car sale, spare parts supply, maintenance service, information feedback, and processing as one, controlled by the manufacturer's distribution channel mode



Source: BNEF, Marklines
 Note: Passenger EV sales in selected markets

Figure2.1 Electric Vehicles sales around the world



Source: WAYS Information Technology

Figure2. 2 Liuzhou electric vehicle sales in China

Car supermarket sales, less investment, low operating costs, brand concentration for consumers to buy the marketing model, has enormous development potential and space, in addition to its car sales and maintenance services in one professional service shop, can provide users with multiple brands, one-stop choice of comfortable and convenient shopping models and maintenance environment, these are brand franchise stores cannot match (Schimmelpfennig,2020).

Auto Park, a car Industrial Park is a model of vehicle industry bunch advancement;

vehicle park can draw in countless car shopper gatherings because the vehicle leaves are full-highlighted in the vehicle deals, maintenance, accessories, and so on; the car park can show the car culture technology exchange, tourism and entertainment functions, for customers is very convenient.

Vehicle chain deals, that is, the foundation of various stores in an area or various districts to set up stores, working at least one brand of the vehicle plan of action, and to provide these agents brand car sales and services, this multi-brand agent chain form, so that its orders more than other forms of channels, and huge orders, forcing makers to offer them lower costs or more positive models (Yang,2018).

Vehicle exchanging market shoppers in the vehicle exchanging market has a more liberated climate; there are more choices, and they simultaneously can partake in the one-stop administration; vehicle exchanging market likewise brings scale impact, bringing together upkeep and embellishments supply, making the activity cost of vendors lower, and customers can purchase a lower cost of the vehicle.

electric vehicle Market Opportunity: Government Initiatives pertaining Electric vehicles

Nations around the world have set the aim to reduce cars emission by 2030-2050. The nations are promoting the development and sales of the electric vehicle market and related charging infrastructure. For example, the US government invested \$ five billion in 2017 in the electric vehicle industry to promote electric vehicle infrastructure, such as charging stations. Many governments around the globe are giving various incentives, such as low or zero registration fees, taxes exemptions, and lower or no sales taxes, to promote Electric vehicles. Nations like Germany and Norway are investing heavily to provide electric vehicle sales; due to this approach, electric vehicle demand and sales are high for Electric vehicles. This has led to the growth in the demand for the components and equipment associated with electric vehicle charging, such as charging cables, connectors, adapters, and portable chargers. As a part of a partnership with the US energy and transportation department (Kimble,2018).

Similarly, measurements taken by the Chinese government have set up regulations for Electric vehicles and provided incentives and subsidies to promote the Electric vehicles consumer. Moreover, most nations mentioned have announced plans to stop ICE vehicle sales in the coming decades, along with China and Japan's plan to stop ICE car sales by 2035. Therefore, it predicts the electric vehicle market will grow in the future, and marketing and promoting the car in coming years give first-mover advantages over it.

2.3.3Development status of new energy vehicles in Liuzhou

Liuzhou is an important automobile production base in the country. The automobile industry is the largest local pillar industry. New energy vehicles are one of the key directions for transformation and upgrading, and they are also strategic

emerging industries that Liuzhou will focus on during the 13th Five-Year Plan. "Implementation Opinions of the General Office of the People's Government of Guangxi Zhuang Autonomous Region on Accelerating the Promotion and Application of New Energy Vehicles", "Guangxi New Energy Vehicle Development Action Plan (2016-2020)" and a series of policies to guide and encourage the development of new energy vehicles, vigorously promote the development of new energy vehicles Development of the automobile industry. The Liuzhou Municipal Government has also issued "Several Opinions on Promoting the Development of the New Energy Automobile Industry in Liuzhou City", which clarifies the general idea as a green and low-carbon development direction, and strives to build Liuzhou into an important R&D and manufacturing base for the national new energy automobile industry.

According to statistics, since the launch of Liuzhou New Energy Vehicles in 2017, sales of new energy vehicles such as the E100, E200, and Jingyi S50 EV produced by SAIC-GM-Wuling and Dongfeng Liuqi have exceeded 40,300. Among them, 37,000 were Baojun E100 and E200, and the rest were split by Dongfeng Liuqi Jingyi S50EV and other new energy vehicles. As of October 2018, Liuzhou City has designated more than 7,000 special parking spaces for new energy, and installed a total of 9,208 charging sockets (Wang, 2018).

2.3.4 The current marketing strategy of Liuzhou new energy vehicles

Liuzhou, a third-tier city in the country, is not affected by the purchase restriction policy of fuel vehicles. Consumers are much more sensitive to the terminal price of new energy vehicles and the completeness of supporting facilities than first-tier cities. Consumers in Liuzhou are more keen to compare the price, mileage, convenience of charging, and the cost of battery replacement of electric vehicles with traditional fuel vehicles. Therefore, it is difficult for high-priced electric vehicles to become the first choice of Liuzhou citizens, while cheap electric vehicles are quite popular there (Crossman, 2019).

At present, Liuzhou's new energy vehicle sales policy is basically based on "national subsidy + land subsidy + manufacturer subsidy". Since new energy vehicles have no displacement, they are all exempt from purchase tax. Some stores also have a small amount of profit sharing policy, but the amount is relatively small, generally 2,000 yuan. In addition to cash discounts, some new energy vehicle dealerships offer preferential loan policies, such as 10% down payment, 3-year interest-free, 5-year low-interest preferential policies to stimulate consumers to buy. Some brands, such as JAC, also provide preferential packages, exempting from compulsory insurance and licensing fees. In Liuzhou, the local brands of electric vehicles Baojun and Fengxing have a large sales volume, while the local sales of other foreign electric vehicle brands are mediocre (Morse, 2017).

The Baojun electric car produced locally in Liuzhou is priced at 40,000 to 50,000 yuan. Due to the low price, many families consider buying a second car. The brand has

received strong support from the local government, and its sales volume ranks first in Liuzhou. Liuzhou uses the government to provide policy and public resource support, and enterprises to provide product and technical support to jointly create an automobile sales model for the ecological environment of new energy vehicles. This model is called the "Liuzhou Model" and has achieved great success in Liuzhou. Consumers who purchase Baojun electric vehicles can enjoy nearly 1,000 public charging piles to support charging, free door-to-door installation of charging sockets, and enjoy special marked parking spaces for Baojun new energy vehicles. New energy vehicle parking reduction and exemption policies are implemented (free within 2 hours, more than Some discounts are available). In addition, Baojun new energy vehicles enjoy a driving subsidy of 0.1 yuan per kilometer, with a maximum annual subsidy of 1,000 yuan (equivalent to 10,000 kilometers).

2.3.5 Problems with current marketing strategies

First, the production capacity of new energy vehicle manufacturers is insufficient and the price is unstable. Since there are not many new energy vehicle manufacturers at this stage, the output is small, and large-scale production has not yet formed, so the price volatility of new energy vehicles may be relatively large, and price fluctuations have a greater impact on consumers' purchasing behavior. In addition, due to limited production capacity, there are fewer varieties of new energy vehicles, consumers have little room for choice, and consumers have weak bargaining power, which often leads to consumers' reluctance to switch to alternatives, which affects the market promotion of new energy vehicles (Samuel, 2021). For example, the new energy model BYD E6 being promoted in Liuzhou is priced at 330,000 yuan, which is 1.-1.5 times higher than the price of the same type of traditional energy models. Consumers' purchase decisions for new energy models are more dependent on the government How much benefits can be brought after the subsidy, but the government's subsidy policy for new energy vehicles is highly volatile. In 2013, the government subsidized 60,000 yuan for electric cars, but in 2014 the subsidy was reduced by 10% to only 54,000 yuan. Similarly, government subsidies for hybrid new energy vehicles were also reduced by 10% in 2014. Moreover, due to different actual conditions, local governments in China have different local government subsidy policies. Some are the same as the national government subsidies, and some are only half of the national government subsidies. The chaotic government subsidy policies have seriously affected consumers. Purchase decisions (Theuer, 2019).

Second, the quality of current new energy vehicle products is unstable. For new energy vehicles to be successfully promoted in the market, product quality and safety performance are the most important issues that consumers care about. However, since the production time of new energy vehicles is not long, consumers will face certain risks in the process of using new energy vehicles, and the higher the cost of this risk,

the more difficult it will be to promote the market. In the marketing promotion of a new alternative product, the expected failure risk cost is an important aspect considered by consumers, and the level of this risk cost has an important impact on marketing promotion. As a result, consumers have many concerns about the use of new energy vehicles, a traditional car substitute, and dare not try, which affects the effect of market promotion.

The development history of traditional energy vehicles exceeds 120 years, and both technology and product quality have become more perfect and stable. However, new energy vehicles have only been on the market for a few years, and there is still a lot of room for improvement in technology and product quality. unstable. The simplest example, the working life of traditional energy vehicle engines is generally 15 to 20 years, while the power of BYD pure electric cars comes from batteries and electric motors. In theory, the battery of E6 can be charged and discharged 20,000 times, and each charge can last for 310 kilometers. kilometers, that is, the battery of E6 can travel 3.2 million kilometers in the whole life cycle. Calculated by driving 20,000 kilometers per year on average, the battery of E6 can be used for 310 years. However, this data is only theoretical data and lacks actual operating data to support it, because the E6 entered the market three years ago, lacking more actual operating data, and theoretical data lacks persuasiveness to consumers.

The third is that new energy vehicle manufacturers are not very active in market promotion, and their marketing activities are not strong enough. Years of development have made the marketing activities of China's traditional fuel vehicles, especially the private car market, more mature. Manufacturers compete for the consumer market in various links. However, in the current marketing of new energy vehicles, manufacturers are still trying to develop new energy vehicles. In a wait-and-see state, the enthusiasm for marketing is not high, and there is a lack of vigorous marketing activities, which also affect the process of new energy vehicle product substitution (Lieven, 2013).

2.4 Theoretical Framework

The 4Ps theory is a classic theory in the field of marketing management. On the basis of numerous marketing activities, McCarthy summed up four combination tools, which are the 4Ps in marketing theory: the Product Strategy, which refers to the strategy produced by the enterprise. The products or services can meet the certain needs of consumers; the price strategy refers to the price related to the value of the product formulated by integrating factors such as product cost and competitor's pricing, which determines the company's Profit level; Place Strategy refers to the process that products go through a series of links from a manufacturing enterprise to finally reach consumers; Promotion Strategy refers to the promotion of products through publicity, advertising and other forms to make consumers more Tend to choose the company's products. With

the rapid development of business models, the complexity and breadth of marketing theory are constantly expanding (Samuel, 2021).

2.4.1 4Ps Marketing strategy

Product strategy

The advancement of auto advertising mode Set up "Customer-driven" showcasing idea because of the fast improvement of the market economy and the developing change of monetary framework in the homegrown car market rivalry is progressively wild. Given the current situation, automakers must change marketing ideas. From the point of long-term development, our country, China, automobile marketing should continuously innovate and establish a "Consumer-centric" marketing idea; only in this way can it adapt to the needs of the development of the modern automobile industry.

When purchasers purchase a vehicle, vehicle deals business faces shoppers, and corporate benefits from vehicle go to individuals; this is the prerequisite of The Times and another development point. All the data on the buyer's contact point should be investigated, buried, and gauges the subsequent stage prerequisite to keep and build customer unwaveringness. This determines that it must take the interests of consumers as the center and bring more value to consumers the domestic automobile production enterprises no matter what kind of marketing mode. Just in this manner would they be able to win clients, the market, and the turn of events (Sierzchula,2014).

Consumer-centric is the first premise; the establishment of the innovation of marketing mode also should start from the whole situation, give full consideration to the social resources and related policy, considering interests of car manufacturers, distributors and consumers, achieve mutual benefit and win-win results and maintain the healthy development of the automobile marketing mode Develop the APP + O2O automobile marketing mode.

As of late, Internet thinking has turned into a hot word, and the amount of hotness of portable Internet improves constantly. Albeit the Internet thought in the customary business is a noisy, however a whine. Automakers had just put the product from the 4S shop online, then named themselves network marketing.

Most vehicle organizations attempt to use the Internet as a trick to draw in buyers' consideration. However, the genuine importance of the organization's advertising belief is a long way from so basic. Furnishing clients with better travel insight and utilizing the Internet thinking into an experiential promotion that is the imaginative utilization of the Internet showcasing thinking. Regarding the utilization of versatile Internet, clients are over half in different climates and a lot of cell phone clients utilize their relaxation time the Internet at home; a little over half of the Internet cell phone clients are in utilization of PDAs while in transport when users spend a lot of time and energy on mobile Internet, the value of channel marketing will increasingly highlight, the advantage of APP marketing is more obvious(hu,2019).

Moreover, light-duty electric vehicle sales in key markets from 2010 through 2018 in China, as the less price micro electric cars have contributed the most to the Chinese electric vehicle market, and demand for micro-electric vehicle has increased in the past ten years. However, the sales have decreased from 72% in 2013 to 33% in 2018. This presents the historical evolution of China's electric vehicle industry from one angle. Before 2015, "the technical requirements for Electric vehicles to qualify for the central subsidy were not stringent enough to drive production of mainstream models by major automakers" (Jin, & He,2021). The firm's model has turned to benefit niche vehicle manufacturers who produce neighborhood or off-road microcars. These businesses could rapidly convert their production lines to create miniature electric automobiles. The technical requirements for the subsidy policy, and more recently, the new energy car mandate policy, have changed since 2015. These businesses had no trouble converting their production line to create miniature Electric vehicles. The technical requirement for the subsidy policy, and more recently, policy. They requested a higher battery and a more extended electric range. This has boosted sales of large, popular vehicle models. In line with the general trend of traditional fuel light-duty vehicles, the market demand for electric SUVs and multipurpose vehicles (MPVs) was also increasing (Yang, 2018). Electric SUVs and MPVs now account for 35% of China's light-duty electric vehicle sales, up from 21% in 2016 and 6% in 2014.

Microcars were first popular not just in the United States and Europe but also in Europe and Japan. However, full-size automobiles and SUVs swiftly gained popularity in these regions. The microcar market is contracting in various markets for a variety of reasons. One significant factor is that, in the early 2000s, sales of microcars were relatively small overall, ranging from a few hundred to a few thousand, even if they made up a significant portion of the market in several nations. Consumers had more choices as technology improved and more vehicles entered the market, which caused demand to migrate to other market categories. Another factor is that city automobiles in Japan, and Europe are compared to microcars in this context. However, they have always been a thing for regular cars and are a type of electric vehicle sales decline. In China, the microcar is not a conventional vehicle category and mainly exists for Electric vehicles nowadays. Therefore, the vehicles segment and changes in the demand for the car and direct and indirect competition have created the product to change to meet the consumer demand in the market.

Placing and distribution Strategy

The appropriation model for the car business has been one of the slowest to change - because countless parts and actual showrooms are involved. In any case, as we've insinuated, this customary channel frequently leaves clients troubled. In addition, because of the high client obtaining costs, vendors regularly utilize forceful deal strategies that can leave clients feeling abused. However, quick forward to now, and

there's a more grounded push for web-based administrations where purchasers can investigate and obtain the data they need for their relaxation. Gone are the days when clients could visit an in-person salesperson; they currently have full oversight over their examination.

Most auto producers currently embrace a blend of computerized and actual channels for their deals and correspondence. The prediction is that more manufacturers use an overarching structure to integrate these channels. Distributors focus on questions like the ones below as setting up the omnichannel sales strategies:

1. Which customer group should each channel target?
2. How might the experience be tweaked inside each channel?
3. Which channels make sense for sales?
4. Which channels can improve communication?

By investigating and understanding the job every business diverts plays in the client venture, auto advertisers will open more special deals potential. This will include recognizing clients at individual touchpoints so sellers can give the best data, offers, and client care.

The fate of car advertising and dispersion will probably proceed not too far off omnichannel selling. Along these lines, upgrading each touchpoint throughout the business excursion will stay the essential concentration for most auto producers and merchants.

Therefore, the electric vehicle place strategy in China does not follow the traditional 4S shops of the Chinese automotive industry but instead directly managed experience vendors operated directly by the electric vehicle companies. Hui mentioned in *Automotive Daily* that by 2020 there would be 100 plus physical stores and showrooms across China, located in many cities in the nation that will be operating with Electric vehicles. The main problem is the commercial area (Hui, 2020), the available showroom of another automobile store, and the high cost of maintaining a showroom is high in the major cities. To be cost-effective, the electric vehicle companies have selected a direct selling option, As the consumer selects the car and pays online for the product and electric vehicle to be delivered to the consumer's doorstep. This help the companies as the unnecessary car and commission are reduced, and the electric vehicle to delivered. Secondly, shopping online is widespread in China; online car shopping also brings consumers a different experience and convenience. Zhenya's electric vehicle car marketing strategy suggests that the first car company opened network marketing (Zheny, 2016). As per this placing strategy, the 4s store is not required, and the online place is a major place strategy employed by Electric vehicles in China.

Pricing Strategy

Valuing is characterized as how much cash to charge for the items, yet understanding it requires significantly more than that straightforward definition. Baked

into the pricing are indicators to the potential customers about how much to value the product and customers. One of the principal things that can push a client towards, or away from, purchasing the item. Like this, it ought to be determined with sureness.

Viable evaluating techniques will assist an organization in offering its items in a cutthroat market to observe a benefit. All in all, what are value procedures? Indeed, it is a way or, in a real sense, a way to deal with tracking down the cutthroat cost of administration or an item in that specific market (Shih,2007). This methodology is one of the other promoting techniques continued in the arrangement of each administration. It is to be sure a well-established reality that an organization's definitive objective is to boost its turnover. Therefore, one needs to pick the right methodology for value setting to expand the benefit.

Business head honcho may utilize various mixes of cost procedures to build deals; however, observing the right methodology is an urgent advance in progress. Frequently, the confounded idea of value setting dealing with volume is straightforwardly relative to benefit. A development in bargains volume is depended upon to grow an association's advantage (Egbue,2012). One can rely upon various methodologies during the time spent value setting. A couple of huge elements are given underneath.

Penetration & psychological pricing strategies: In order to gain a great market share, many companies embrace the penetration pricing strategy. The organization expects to set up a client-based cost on the lookout. This is fundamentally accomplished by giving an allowed low cost for their items or administrations to a restricted timeframe. With a changed variant, this later comes into the market as an exceptional item with a little rise in cost. This technique is suggested to measure up to the assumption that shoppers will jump on to new brands when they're estimated low. On the other hand, a psychological pricing strategy is a method that embraces a consumer's emotional response rather than considering their rational one. Here shopper disregards the nature of an assistance/item but adheres to the costing cost (Sierzchula,2014).

Product offering and economy evaluating systems: The product offering estimating methodology is only offering support with a choice to overhaul after picking higher-worth packs. Buyers are pushed to look at the bundles and pick a savvy in addition to practical items or administration. The other reason for the product offering system is to carry an item or administration to the spotlight with low permeability or acknowledgment. While the economy estimating technique embraces no the low showcasing cost of an item or administration advancement(wang,2017). It's more like the financial plan estimating an item or administration. An incredible model would advance a specific scope of items or administrations that will acquire explicit and fast consideration among individuals.

Customer value-based pricing strategy is the most effective method that many successful companies follow. Esteem-based estimating is a great deal of, value setting

system that only spotlights on shoppers saw the worth of assistance or item. This is founded on how shoppers esteem the item or administration and how they think it merits purchasing. Many organizations that offer extraordinary and high-esteem items pick this methodology in setting the cost. The value-based pricing embraces the customer's ability to buy a product by considering the unparalleled experience upon buying a particular service or a product. Numerous extravagance automakers find client esteem-based estimating methodology a compelling strategy for approach. A worth-based procedure will empower fabricating organizations to broaden the life pattern of existing items and will assist with building up an extraordinary bond with esteem-added providers.

Pricing analytics

Makers and specialist co-ops anticipate the future all-around ok to complete a value-streamlining framework. They approach the Autobei Consulting Group for a point-by-point investigation of car estimating systems. We assess the previous exhibition with a particular arrangement of economic situations and propose conditions for the likelihood of benefit for your item or administration on the lookout. This will assist the auto business in understanding the estimating system(xie,2010). Estimating examination incorporates the method involved with tracking down the underperformers of a specific industry. It's exceptionally critical to examine why certain product offerings become your reason for the down economy. We foster reports only in the wake of investigating the probabilities and will allow you to comprehend the client esteem definition with statistical data points.

Customer satisfaction: When a pricing system includes detailed pricing analytics, it will boost customer satisfaction. After counseling the business specialists, the procedure for accomplishing the most extreme benefit with the least squandered exertion will just be gotten. ACG shall help to find the best pricing strategy for the company and identify the substitute product or service that might better fit a customer's budget. This will help the sales team create a budget-based service or product that shall come with a package deal to the customers, which in turn allows for enhancing customers' ability to purchase.

Nearly everything in business focuses on defense for the worth of a particular cost. Clients don't buy an item or administration simply by seeing the sticker price; they carefully research before getting it. With many examinations, they observe the ideal decision to fit into their financial plan and way of life (Liu,&Z, 2018). Our business consulting services shall help to understand how customers understand the value of a service or product. Considering a lot of factors, impacts on buying decisions with that of other parameters before concluding.

Moreover, as the electric vehicle car is new in the market and targets High-end consumers, the market positioning of Electric vehicles is for high-end consumers, as

the electric vehicle-leading manufactures of Tesla produce the car for the high-end consumer or economically friendly consumers. For instance, the Model S of Tesla has three vehicles, including 60, 85, and P85 series of vehicles. The selling price in America ranges from USD 624,000 to USD 87,400. When converted to a rate of USD to Yuan, a car will cost 405600 to 568100 yuan. Including the tariff, transportation, and other taxes, as the electric vehicle car is introduced in China, the average price of the car is close to one million yuan (Zhang, 2015). Therefore, under the precondition of no depreciation, the sales objects will target high end-consumers.

The implementation of the price strategy for electric vehicle cars in Liuzhou city in China

Implement of differentiated infiltration price strategy. Infiltration pricing is an enterprise that uses a lower price (penetration pricing and psychological pricing strategy) to quickly increase sales and market share and seize the market (Jihua & Wang, 2019). As the electric vehicle market is growing and demand is increasing, competition is increasing; however, the traditional vehicle started to produce a car that is eco-friendly, consumes less fuel, and is cheap to maintain. As a result, this direct competitor has a greater market share. Therefore, for the electric vehicle to grow rapidly, the electric vehicle needs a good promotion mix strategy; alone, the price strategy defines this section.

Promotion Strategy

Advancement has been characterized as the dexterity of all vender started endeavors to set up channels of data and influence to sell labor and products or advance a thought (Belch & Belch, 2001). As we know, advancement is vital in a new item to send off because it assists with standing out for the client the new item in a market jumbled with comparable items, and by implication, it will impact the shopper in the buy choice. (Mittal, 1989) A *purchase decision* is "the extent of interest and concern that a consumer brings to a purchase decision task." As advancement techniques assume a part in making the view of the item on the lookout, the advancement system utilized by the trailblazer would affect the situating of development in the "customer mind space" (Lee,2003). This is because, per Hoyer and MacInnis, 2004, a shopper's worth and convictions should be viewed while inspecting the impacts that influence buying choices.

Also, there are various sorts of limited-time techniques done by different organizations. As per Shih and Huddleston, 2007, there was a positive and critical connection between the appeal and dependability of the game's big names and clients' buy aim for fair-exchange espresso. Nevertheless, a "get one get one free cup coupon" vivified a higher purchase point than sports celebrities, flyers, and packaging. Then again, in exploring youngsters' food variety advertisements, Page and Brewster, 2007, observed that the most often utilized limited-time methodologies were jingles/mottos,

showing kids with the food, and utilizing item distinguishing proof characters. The utilization of movement, "genuine kids," and creature characters are the most involved consideration components in the plugs (Lu&M,2013). Accordingly, various kinds of limited-time methodologies, for example, promoting, web advertising, public connection, and individual selling, will impact the pace of expansion in market interest and is item classification subordinate which adds to customers by choice.

Advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch, 2001). While Kotler and Armstrong, 2004, contrived a fascinating idea of promoting by which publicizing can arrive at masses of the topographically scattered purchaser for a minimal price for every openness, it empowers the merchants to rehash a message commonly. Besides that, as indicated by Lee et al., 2003, publicizing consumption decidedly affects the market passage studies.

Subsequently, the force for zeroing in on the technique for sending off or the "how" aspect, particularly concerning showcasing interchanges, becomes significant. From this discussion, the primary objective of advertising is to reach prospective customers and influence their awareness, attitudes, and buying behavior. When the customers know about the promotion of certain items from the business association, and they are drawn in by the publicizing idea they have seen, it will lead them to find out about the item. Finally, it will persuade them to buy a choice. As one of the limited-time methodologies, promoting gives a significant device in making item mindfulness and controls the psyche of an expected customer to make the last buy choice (Ma,2017).

The Promotion Mix

The advancement blend alludes to how advertisers join a scope of promoting specialized techniques to execute their showcasing exercises. Various techniques for promoting correspondence enjoy unmistakable benefits and intricacies, requiring ability and experience to convey them successfully. Of course, advertising specialized strategies advance over the long haul as new specialized apparatuses and abilities become accessible to advertisers and individuals they target.

Seven normal techniques for promoting correspondence are depicted underneath:

Advertising: Any paid type of introducing thoughts, products, or administrations by distinguished support. By and large, promoting messages have been custom-fitted to a gathering and utilize broad communications like radio, TV, paper, and magazines. Promoting may likewise target people as per their profile qualities or conduct; models are the week-by-week advertisements sent by stores to nearby occupants or online flag advertisements designated to people because of the destinations they visit or their Internet search terms (Theuer 2021).

Public Relations (PR): The justification for publicizing is to make liberality between an affiliation (or the things it advances) and "individuals overall" or target

segments it is endeavoring to reach. This happens through dismissed or obtained restricted time possible entryways: articles, press, and media incorporation, winning distinctions, giving presentations at gatherings and events, and regardless standing apart to the point of being seen through vehicles not paid for by the help (Yang,2018). Even though associations procure instead of giving for the PR consideration they get, they might spend critical assets on the exercises, occasions, and individuals who produce this consideration.

Individual selling: Personal selling utilizes individuals to foster associations with interest groups to sell items and administrations. Individual selling accentuates an up close and personal connection, understanding the client's requirements and showing how the item or administration offers some incentive.

Deals advancement: Sales advancements are promoting exercises that intend to briefly help deals of an item or administration by adding to the fundamental worth offered, for example, "get one get one free" offers to purchasers or "purchase twelve cases and get a 10 percent markdown" to wholesalers, retailers, or merchants.

Direct showcasing: This technique means selling items or administrations straightforwardly to shoppers rather than going through a retailer. Lists, selling, sent pamphlets, or special materials and TV home shopping channels are, for the most part, conventional direct promoting apparatuses. However, email and versatile promoting are two cutting-edge direct showcasing channels.

Computerized showcasing: Digital advertising makes a ton of progress, from Web locales to internet searching, content, and online media promoting. Computerized promoting instruments and strategies advance quickly with innovative advances; however, this umbrella term covers every one of the manners by which computerized advances are utilized to market and sell associations, items, administrations, thoughts, and encounters (Wang,2017).

Guerrilla showcasing: This current classification of promoting correspondence includes unpredictable, imaginative, and normally minimal expense advertising strategies to draw in buyers in the advertising movement, create consideration, and accomplish the most outrageous receptiveness for an affiliation, its things, and its benefits. For the most part, guerrilla showcasing is experiential: it causes what is happening, or essential experience buyers interface with an item or brand (Zhen,2016).

2.5 Digital Marketing Strategy

Consumers of today are shifting online. Advertisers, particularly the promoting and media spend, follow them. Buyers have become computerized, and thus do the gadgets be it TV, Phones, Smart telephones, outside, and so forth. This advanced unrest has broken the showcasing's current legends and belief systems. What's adding to the transformation is the acknowledgment of computerized advancements by everyday

people and the diminishing costs of computerized gadgets (Long,2012). Computerized showcasing has been there in promoting writing for a long, but still, individuals mistake it for web advertising. Be that as it may, computerized promoting has a wide allure and extension than web showcasing.

Advanced advertising not just incorporates a lot of the strategies and practices of web promoting but also broadens itself past this by incorporating different channels with which to contact individuals that don't need the utilization of the web. Advanced showcasing is related to the expression "computerized or remote association" as digitalism incorporates remote activities, for example, are Internet, email, and cell phones (Salmenkivi 2007). The vast majority of the advanced showcasing is done on the Internet as it is now the most well-known practice to look through data and associate with individuals (web 1.0) and produce content for others (web 2.0). Most of the clients are on the Internet, and it is rapidly turning into the main mechanism for showcasing.

This data stream engages customers and permits promoting offices to be important for the discussion shoppers have as they effectively find out about item classes and assess decisions. Presently, customers need advertisers to assist them with settling on shrewd choices. They simply don't want to feel exposed to the hard offer, yet they anticipate that advertisers should draw in them, not direct them. The impact of the customary advertising instruments has recently lessened as clients have become acquainted with intelligent and virtual associations with the advertiser (Wertime & Fenwick, 2008).

Advanced advances make promotion more compelling because they consider individual consideration, the better mission of the executives, and better items, showcasing plans, and execution (Glen Urban, 2003). It is coordinated around a straightforward stream outline for showcasing techniques: comprehend client needs, form a procedure, execute the methodology, and construct entrust with clients.

Generally, clients had practically no inclusion in the organization's advertising program (Will Rowan). They were restricted to either getting or watching the limited-time messages sent in their direction. Their first reaction has been to disregard them or to change their assessment of the item. Yet, presently interest of the clients has fundamentally expanded. Albeit the conventional "inactive framework" model that channels data to a client without reaction, for example, bulletins are simple. However, it probably won't give sufficient worth to the client (Peltomäki 2006 and Merisavo et al. 2006). Besides, it doesn't give sufficient worth to the business, as the advertiser isn't picking up anything about the client. They were restricted to either getting or watching the limited-time messages sent in their direction. Their first reaction has been to disregard them or to change their assessment of the item.

Because of these significant changes, the field of promotion is going through a significant alteration that has never been seen. This change propels us to re-compose

the essential advertising models and re-think the different media and channels' decisions. What is more significant is to comprehend the new models of client conduct - what makes the new advanced channels, administrations, and organizations significant, and how to utilize and focus on these amazing open doors. Advertisers can gauge CB more sensibly as they get hard information about the customers they serve and their channels. In addition, advertisers can use computerized channels to pay attention to what purchasers say and react properly.

2.5.1 Online strategy

Advanced Consumer Behavior in Automobile Sector: People are becoming computerized purchasers, and impacts are apparent in vehicle fragments too. Potential vehicle purchasers are making choices online. Online exercises of the clients produce advanced impression and basic data that drives brand discernment and impact buy choices in the computerized age. Ongoing investigations show that the auto area is the biggest maker of online discussions.

In recent market research, Millennial Media (2011) found that more than 30 percent of consumers who receive automobile content view it weekly, and an additional 21 percent do so daily. Inventive and connecting with content-promoting efforts offer a straightforward way for organizations to drive changes. A leading online research company survey shows that 62% of people shortly will use the Internet as a primary source of information shortly while purchasing a car. Individuals are likewise succumbing to Smartphone/portable vehicle applications.

People are becoming active and proud members of the internet forums of respective car companies, where they share their experiences with like-minded people. They vent their dissatisfaction also on social platforms. Individuals are additionally the dynamic beneficiary of the multitude of computerized techniques from the organization's end, like flag publicizing, online booking of the vehicle just as the test drive, customized showcasing, and so forth. So it tends to be securely reasoned that computerized advances and advanced advertising is changing purchaser conduct in-vehicle market. Organizations have additionally understood the monstrous capability of computerized showcasing and keeping up with the advanced advertising portfolio alongside giving an advanced edge to their items and administrations.

McKinsey (2012) led an investigation of around 24 touch points of clients while buying a vehicle on the north of 9000 clients, and it was observed that advanced experience was put at the second point simply behind the live insight. It was additionally found in the review that computerized channels rule the buying "venture." The buying venture for vehicles includes various stages, from attention to thought to short inclining to buy to support and repurchase. While going through their excursion, clients progressively depend on computerized channels, e.g., checking brands' Web destinations, understanding surveys, and visiting informal organizations and local area

gatherings in the thought stage. Ongoing bits of knowledge have uncovered that more than 50% of clients settle on their choice web-based, underlining the significance of dealing with the web-based channel for vehicle creators.

This digital revolution is altering consumer behavior toward traditional buying channels. For example, the average number of showroom visits before the purchase has dropped from about four in the past to one today. This situation illustrates that role of dealers has significantly reduced as far as information is concerned as now people focus on direct product experience and price negotiations.

2.5.2 Development trend of domestic new energy vehicles

The Chinese government has attached great importance to developing new energy vehicles in recent years. In 2009, China first proposed the development goal of new energy vehicles. In 2010, new energy vehicles were identified as a strategic emerging industry. The development planning goal of new energy vehicles was further strengthened and clarified in the development plan for energy conservation, and new energy vehicles (2012-2020) released in 2012 (from now on referred to as the development plan). From 2014 to 2015, several incentive policies were introduced intensively. Made in China 2025 also sets higher requirements for the goal of new energy vehicles in 2025 and needs to step up efforts to develop self-owned brands.

In terms of policy incentives, in addition to financial subsidies from the central government, local governments at all levels also have corresponding subsidy policies to make the market price of new energy vehicles acceptable. For automobile enterprises: relevant government agencies in China have published the concurrent management measures for average fuel consumption of passenger vehicle enterprises and new energy vehicle credit (referred to as double credit policy). The double credit policy uses the reward and punishment mechanism to restrict the development of the fuel vehicle industry and promote the development of the new energy vehicle industry. Therefore, automobile enterprises will prioritize the development of pure electric vehicles, which is a clear guide for the future industrial development direction of the new energy integration algorithm.

For automobile consumers: on December 26, 2017, the ministry of finance, the state administration of taxation, the ministry of industry and information technology, and the ministry of science and technology jointly issued the notice on the exemption of the purchase tax on new energy vehicles, which gives the exemption to consumers who purchase new energy vehicles. The notice is valid from January 1, 2018, to December 31, 2020. Under the policy incentives of Chinese governments at all levels, the new energy vehicle industry has achieved substantial development, and relevant technologies have been constantly improved and have gradually realized systematization.

Regarding technology research and development, domestic automobile enterprises

with self-owned brands are mature in developing hybrid electric vehicles. Compared with pure and fuel cell vehicles, hybrid electric vehicles do not need to build supporting infrastructure, and the technical complexity is relatively low. Currently, hybrid electric vehicles are the main development direction of new energy vehicles in China.

In addition, with the support of national policies and the development of the new energy vehicle market, the demand for new energy vehicles has increased greatly, and the input in enterprise scientific research has increased sharply. Typically, Great Wall motor company raised 5.08 billion yuan of special funds for the research and development of new energy vehicles through multiple channels in 2015 and invested in the establishment of new energy product research and development centers in the United States, Japan, Germany, India, and other countries, aiming to collect advanced foreign experience and excellent scientific research achievements.

In recent years, in addition to independently developing pure electric products such as electric king kong, electric panda, and electric GX2, Geely automobile also cooperated with enterprises such as Kandi electric vehicle and xindayang know beans to carry out technical research and practice in the field of micro-bus and micro-electric vehicle respectively. In addition, Greely plans to establish a joint electric-drive system development institution and manufacturing company with Volvo cars. By mainly focusing on public transport electric vehicles, and officially signed a contract with Bulgarian energy company Bulmineral on December 11, 2012, establishing Auto Group Motors electric bus company as a joint venture.

In conclusion, at present, China's automobile industry takes pure electric technology as the main strategic direction of technology transformation, with a focus on breaking through the battery, motor, and electric control technology, and promoting the industrialization of pure electric, fuel cell, plug-in hybrid, gas-electric hybrid, and other technologies, to realize the leapfrog development of the automobile industry. Through independent research and development, China has developed all kinds of new energy vehicle products. However, there is still a big gap between the overall technical level and that of foreign countries, especially the product engineering capability that needs to be strengthened.

In addition, there is a big gap between the technical level of China's new energy vehicles and the advanced level of foreign countries in terms of vehicle common technologies such as vehicle design and development process, chassis development, engine and matching technology of transmission.

Therefore, the researcher combining 4Ps marketing theory to analyze the relationship between marketing strategy and future development trends of new energy vehicle.

3. Research Methodology

3.1 Research Method

This paper adopts a qualitative research method, based on the 4p theory and information collected from previous studies. The nature of the research supports and assists in detailed exploration. Obtain data to answer research questions. The data collected in this paper adopt secondary data analysis (Akbar, 2015).

In modern times, the data is easily accessible to researchers worldwide, and the practicality of utilizing secondary data for research is becoming more prevalent, same as its questionable authenticity when compared with primary. Researchers consider two sorts of data when collecting the data, and both can be equally important in doing a research project, and it can mar it. Hence, the primary and secondary data both have their disadvantages and advantages. When carrying out research, it is left for the researcher to weigh these factors and choose the better one. However, for this research, the research selection the secondary research to collect the data to find the answer for the research question made in the first chapter.

3.2 Secondary Data

More specifically, secondary data is any dataset not developed by the research or "the analysis of data obtained by someone else" (Martins, Cunha, and Serra, 2018, p 11). The secondary data is the dataset previously gathered and used by the other researcher to develop questions for their study (Vartanian, 2010). Furthermore, secondary research is classed as a desk research strategy that involves using pre-existing data.

For example, "a researcher wishes to comprehend football match attendance and how to better communicate with stadium attendees and formulates a theoretical query" (Martins, Cunha, and Serra, 2018). This secondary research data supports the investigation of the research and the development of more understanding. Furthermore, secondary research data frequently relies on data from previous studies. Therefore, secondary research has a benefit over primary research because it is faster, less expensive, and readily available data.

3.3 Conduct Secondary Analysis

For sociologists, secondary data is a large resource. It is simple to find and frequently free to use. Information about large populations that would otherwise be costly and challenging to collect may be included. Furthermore, secondary data from eras other than the present is accessible. Conducting primary research on things that don't exist in the modern world, such as attitudes, styles, or norms, is practically impossible. The disadvantage linked to the secondary data, in some situations, the data

obtained is old and improperly obtained. However, a trained sociologist should be able to identify and work around or correct such issues (Crossman, 2019). The secondary data is obtained from the following sources, and the option is a discussion that the researcher has to collect the data.

3.3.1 Secondary Data Analysis

Utilizing secondary data in research is known as secondary analysis. This is because it prevents needless duplication of study effort and saves time and money as a research method. The primary analysis, which is the analysis of primary data independently gathered by a researcher, is typically contrasted with the secondary analysis (Crossman, 2019).

3.3.2 Secondary Data Analysis When Using Qualitative Data

The major concerns about secondary data analysis with qualitative data surround ethics and rigor from several stakeholder perspectives, consisting of the research participants, funders, and researchers. According to Heaton (2004), the strength of the secondary analysis of qualitative data is that it relieves the burden of participation from research participants and community partners who collaborate with researchers to analyze, access, and recruit research participants. Moreover, the researcher considers how secondary data analysis matches with a guideline for duplicate publishing of qualitative research in quantity-driven publishing as one mark of scholarliness (Morse, 2007).

Discussions on the rigor of qualitative secondary data analysis. Sharing qualitative data for SDA has not been as generally supported and has even received significant criticism in the literature, despite the benefits of its use in quantitative studies.

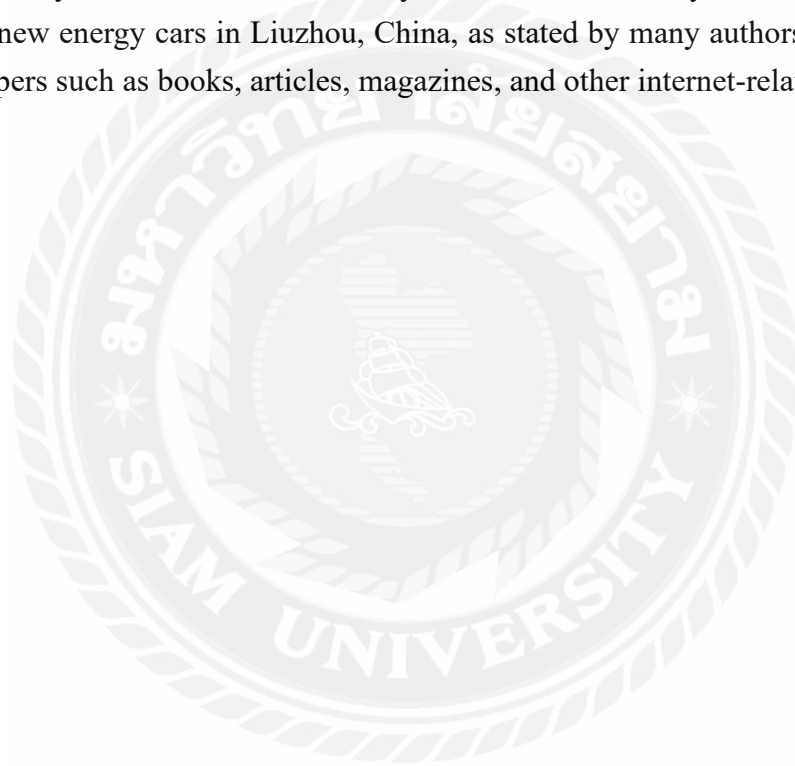
The socio-cultural-political environment in which qualitative investigations are used is subject to criticism. According to Walter (2009), qualitative research includes collecting and interpreting subjective data that is often shaped by the social, cultural, and political realities that are evident at the time of data collection. When such data are re-analyzed or re-interpreted in a different period, the shifts in social, cultural, and/or political norms may lead researchers to consider unsuitable study questions, employ unsuitable analysis techniques, or misread the original data. Mauthner et al. (1998) assert that the process of re-analyzing data can be different even for researchers who are revisiting their data collected earlier. Additionally, they mention that this method might be advantageous to some researchers. For instance, some researchers might discover that this emotional distance makes them less emotionally invested in the data and, thus, more objective.

In contrast, other researchers might discover that this emotional distance causes them to become less immersed in the data. Thorne (1994) has given several approaches to increasing rigor in secondary data analysis, for example, audit trails and critical and reflective constant companions. Uncertainty exists on how such procedures truly

address problems that weaken qualitative secondary data analysis, such as improper data coding and interpretation and/or a researcher's lack of first-hand experience with the data (Thorne, 1994).

3.4 The Research Approach for this Study

The research question's structure is susceptible to openness, and the literature in the early chapter implies that this research utilizes qualitative techniques; the research feels that the qualitative method is the best to apply for this study. Therefore, this study investigates the documentary research method (DSM) in social research to provide a broad grasp of the DSM and particular instruments for its successful application. This study will run from the 15th of October to the 15th of November. As a result, in a short period, this study is based on a documentary research-related analysis of the marketing strategy of new energy cars in Liuzhou, China, as stated by many authors in previous research papers such as books, articles, magazines, and other internet-related sources.



4. Finding and Conclusion

4.1 Finding

Through literature review, new energy vehicle brands and manufacturers in Liuzhou are developing rapidly, and Wuling, Liute, Dongfeng Liuqi and other brands have successively launched new energy series vehicles. Liuzhou's self-owned auto brands represented by Wuling have occupied a huge market share no matter whether they are sold domestically or exported abroad. Liuzhou has become the top of the list of production and sales of self-owned brands in the country, and has become a veritable "City of Automobiles". Combined with the analysis of 4p theory, the current situation of marketing strategy of new energy vehicles in Liuzhou City; the marketing strategy to attract more consumers and the future development of new energy vehicles are found.

4.1.1 To analysis the current status of Liuzhou's marketing strategy for new energy vehicle (4Ps)

Products of due to the limited production capacity, there are fewer varieties of new energy vehicles. The new energy vehicles in Liuzhou City are mainly Wuling Baojun E100, E200, and E300. Due to the fact that there are not many new energy vehicle manufacturers at this stage, the output is small, and large-scale production has not yet been formed. Since the new energy vehicle has not been put into production for a long time, consumers face certain risks in the use of new energy vehicles. If the cost of this risk is higher, it will be more difficult to promote the market in Liuzhou. In the marketing promotion of a new alternative product, the expected failure risk cost is an important aspect considered by consumers, and the level of this risk cost has an important impact on marketing promotion. As a result, consumers have many concerns about the use of new energy vehicles, a traditional car substitute, and dare not try, which affects the effect of market promotion.

Price of Liuzhou, a third-tier city in the country, is not affected by the fuel vehicle purchase restriction policy. Consumers are much more sensitive to the terminal price of new energy vehicles and the completeness of supporting facilities than first-tier cities. Consumers in Liuzhou are more keen to compare the price, mileage, convenience of charging, and the cost of battery replacement of electric vehicles with traditional fuel vehicles. Therefore, high-priced electric vehicles are difficult to become the first choice of Liuzhou citizens, while cheap electric vehicles are quite popular in the local area. Liuzhou's new energy vehicle sales policy is basically based on "national subsidies + local subsidies + manufacturer subsidies". Since new energy vehicles have no displacement, they are all exempt from purchase tax. Some stores also have a small amount of profit sharing policy, but the amount is relatively small. Therefore, the price

volatility of new energy vehicles may be relatively large, and price fluctuations have a great impact on consumers' purchasing behavior.

New energy vehicles in Liuzhou are mainly sold offline. Automakers have established a brand franchise channel model, almost universally adopting the international automobile distribution standard construction model, adopting three-one (3S) or four (4S) design: car assembly in the promotion area. The enterprise is the center, the regional management center is the establishment, the franchise or specific dealers are the base point, and the sales of new cars, spare parts supply, maintenance services, information feedback, and processing are integrated, and are controlled by the manufacturer's distribution channel model. Single sales channel.

Promotion Manufacturers are not active in marketing, and marketing activities are not strong enough. Years of development have made the marketing activities of China's traditional fuel vehicles, especially the private car market, more mature. Manufacturers compete for the consumer market in various links. However, in the current marketing of new energy vehicles, manufacturers are still trying to develop new energy vehicles. In a wait-and-see state, the enthusiasm for marketing is not high, and the lack of vigorous marketing activities has also affected the process of replacing new energy vehicle products. Coupled with the regional advantages of local brands, Baojun new energy vehicles have entered the public eye before their launch. SAIC-GM-Wuling is not in a hurry to go public nationwide, and Liuzhou, Guangxi is one of the pilot sites for promotion. However, it has almost formed a monopoly position in Liuzhou's new energy vehicle market, and the market share of other brands of new energy vehicles is negligible.

4.1.2 To marketing strategy which will attract more consumers.

First of all, consumers must have a clear and complete understanding and cognition of substitutes, and establish an image of substitutes in consumers' minds, so that when consumers choose substitutes, they can compare them with the original products and find that substitutes can Different values and benefits to consumers. Although new energy vehicles have huge advantages over traditional energy vehicles in terms of energy saving, environmental protection, and cost of use, these advantages are not understood by consumers, and it is difficult for consumers to make decisions when purchasing new energy vehicles. Baojun, a new energy vehicle in Liuzhou City, should take advantage of the local industry. Its shape resembles a panda, and its appearance in different colors is very popular among citizens. The free special parking spaces for new energy vehicles provided by the government are only suitable for small two-seater cars. Residents can save the cost of buying or renting parking spaces by using the special parking spaces for new energy vehicles. Only Baojun models meet this feature. The Baojun electric car produced locally in Liuzhou is priced at 40,000 to 50,000 yuan, which is cheap and allows more families to consider buying a second car.

The brand has received strong support from the local government, and its sales volume ranks first in Liuzhou. In Liuzhou, the government can provide policy and public resource support, and enterprises can provide product and technical support.

4.1.3 To future development of new energy vehicle marketing strategy.

Through the strategic analysis of the marketing status and marketing strategy of new energy vehicles in Liuzhou, if the limited production capacity is not solved in the future, there will be fewer varieties of new energy vehicles; the price volatility is large, and excessive reliance on public resource support and policy price subsidies provided by policies ; The domestic brand new energy vehicle market has almost formed a monopoly position, and the market share of other brand new energy vehicles is very small; the sales form is too single. Then the future will appear:

1. Due to limited production capacity, there are few new energy vehicles in Liuzhou, consumers have little choice, and consumers have weak bargaining power. They cannot meet consumers' expectations, causing consumers to worry about using new energy vehicles to replace traditional vehicles Many, dare not try, affect market share.

2. The price volatility of new energy vehicles in Liuzhou may be relatively large, and price fluctuations have a great impact on consumers' purchasing behavior. Consumers' purchase decisions for new energy vehicles depend more on how much benefits can be brought by government subsidies. However, the government's subsidy policy for new energy vehicles is highly volatile. If the subsidy policy is cancelled, the price will rise sharply. Will consumers accept it? Seriously affect the purchase decision of consumers.

3. Local brands have almost formed a monopoly position in the Liuzhou new energy vehicle market, and the market share of other brand new energy vehicles is negligible. The development of the Liuzhou market is not competitive, which affects the continuous updating and improvement of market products and the sustainability of Liuzhou's new energy vehicles. develop.

4.2 Conclusion

It is necessary to increase the diversification of products. new energy vehicle manufacturers expand their production scale, actively research and develop more new energy vehicle varieties, and form a complete product chain. different needs. Stabilize market prices. the establishment of the marketing model should also proceed from the overall situation, fully consider social resources and related policies, consider the interests of automakers, dealers and consumers, achieve mutual benefit and win-win, and maintain the healthy development of the car marketing model. Develop the APP + O2O car marketing model. for new energy vehicles with different characteristics, different marketing strategies should be formulated according to the characteristics of

different market segments, so that enterprises can be targeted and avoid repeated investment and waste of enterprise resources.

Baojun, a new energy vehicle in Liuzhou City, should take advantage of the local industry to increase consumers awareness of new energy vehicles. for new energy vehicles with different characteristics, they should formulate different marketing strategies according to the characteristics of different market segments, so that enterprises can be targeted, to avoid repeated investment and waste of enterprise resources. therefore, the promotion of new energy vehicles requires the joint efforts of the government, manufacturers, and dealers to pass on the relevant knowledge and value of new energy vehicles to potential consumers, establish the image of new energy vehicles in consumers minds, and let consumers be in the market. faster when switching products.

To sum up, it is necessary to improve the shortcomings of the current marketing strategy and promote the sustainable development of the energy vehicle industry in Liuzhou. the market promotion of new energy vehicles not only involves the practical application of micro-marketing theory by enterprises, but also the theoretical innovation and application in the field of social marketing. only the government, manufacturers, dealers and customers form a unified whole and continuously improve the basic supporting facilities facilities construction, sustainability and effectiveness of government support policies, improvement of product technology and R&D capabilities, provision of diversified new energy vehicle products, dealers provide customers with convenient and fast services, and quickly deliver products and services to customers , so that consumers can experience the value brought by new energy vehicles as soon as possible, and create more wealth and value for the society.

5. Recommendation

5.1 Recommendation

Through analysis, this paper puts forward some suggestions for the future marketing development of new vehicles in Liuzhou City:

5.1.1 Improve the new energy vehicle product service system

In order to increase the value preservation rate of new energy vehicles, it is necessary for the new energy vehicle industry to increase its greatly strengthen construction efforts in vehicle maintenance and replacement. In the initial stage, the battery performance and sustainable use will be continuously enhanced, and value-added services such as free power-up and maintenance will be provided. At the same time, establish a standardized second-hand car inspection, evaluation and pricing system, and improve consumers' car experience through the release of certified second-hand car projects and value-preserved repurchase services, and gradually reduce consumers' concerns about residual value. Finally, in the recycling link, the recycling path of vehicle batteries should be opened up, and a step-by-step utilization treatment plan should be formulated for the recycled batteries to form a complete service system and realize the closed-loop value management of new energy vehicles

5.1.2 Increase the scope of channel promotion

In addition to conventional promotion strategies, it is also possible to cooperate with the government to use miniature pure electric vehicles as vehicles for police patrol and law enforcement. The purpose is to improve the visibility of this car. The level of the car allows consumers to recognize such a small car. The purpose of influencing the purchase of ordinary citizens has been achieved. At the beginning of its launch, a large number of test drive vehicles were launched in the market for consumers to test drive for free. Consumers can apply for free trial qualifications through the WeChat public account. can be quickly paid attention to by consumers.

5.1.3 A company that independently develops new energy batteries

Encourage the establishment of companies specializing in the research and development of new energy batteries, and promote the establishment of one or more new energy battery swap groups, responsible for the construction and launch of swap stations and the development of swap business.it can reduce the manufacturing cost of car companies and improve the quality of the whole car.

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