THE INFLUENCE OF THE 4Ps MARKETING STRATEGY ON NEW ENERGY VEHICLES: A CASE STUDY OF TESLA

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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

Due to the rapid increase in the number of vehicles worldwide, the shortage of energy and the effects of environmental pollution have become more obvious, making the new energy vehicle industry a field of great strategic significance. This study took Tesla, a new energy vehicle company, as a case study to analyze the current situation of Tesla's new energy vehicles in the Chinese market, and the impact of the four key factors (product, price, promotion and place) in the 4Ps marketing theory on Tesla's marketing and to formulate marketing strategy recommendations with strong feasibility.

This study adopted a quantitative research method and used a questionnaire to collect data from Tesla owners. The sample was selected through stratified random sampling, and the Likert scale was used to measure the views on Tesla's products, prices, promotions and places. The data analysis involved descriptive statistics and multiple regression analysis to test the hypothesis. Finally, based on the 4Ps marketing theory, targeted marketing strategy recommendations are proposed for Tesla.

The results of this study show that the four factors of product, price, promotion and place have a significant impact on Tesla's marketing development, making Tesla always in the most competitive position, but also facing huge challenges. The conclusion emphasizes that Tesla needs to further improve product, price, promotion and place, so as to improve market competitiveness and enable the new energy vehicle industry to further development in China in the future.

Keywords: new energy vehicles, 4Ps Theory, marketing development

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WANG YANG

DECLARATION

I, WANG YANG , hereby declare that this Independent Study entitled “THE INFLUENCE OF THE 4Ps MARKETING STRATEGY ON NEW ENERGY VEHICLES: A CASE STUDY OF TESLA” is an original work and has never been submitted to any academic institution for a degree.

(WANG YANG)
Jun 30, 2025

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Chapter 1 Introduction

1.1 Background of the Study

With the increasingly severe environmental pollution issues and global warming, new energy vehicles have attracted great attention from many countries due to their advantages in energy conservation and emission reduction. China attaches great importance to the development of new energy and has become one of the first countries in the world to position new energy vehicles as a strategically developing industry. It is also at the forefront of the global development trend of new energy vehicles.

On May 30, 2022, the National Development and Reform Commission and the National Energy Administration of China issued the Implementation Plan for Promoting the High-quality Development of New Energy in the New Era, which was forwarded by the General Office of the State Council. The document pointed out that it is necessary to give full play to the good effect of new energy in ensuring and increasing energy supply, and lay a solid foundation for the work of carbon peaking and carbon neutrality. On July 7, 2022, the Ministry of Industry and Information Technology and two other ministries issued the Implementation Plan for Carbon Peaking in the Industrial Field. The plan stated that it is necessary to increase the supply of green and low-carbon products in the transportation field, fully promote energy-saving and new energy-driven vehicles, intensify innovation in vehicle integration technology, and enhance the agglomeration effect of the new energy vehicle industry. Michaela (2018) discussed the future research path, favoring China's independent development of new energy batteries and vehicles, and emphasized the importance of new energy vehicles in China and their positive impact on the environment, which is an important industry for the further rapid development of China's economy.

Driven by the continuously rising market demand, the new energy vehicle industry has entered a stage of rapid development, and the competition among enterprises has become increasingly fierce. In order to reduce the pressure of oil imports and alleviate the energy problems in the process of economic development, the Chinese government has introduced a series of policies to fully support the development of the new energy vehicle industry, accelerate the improvement of new energy vehicle technology, and promote the modernization process of the industry. On January 16, 2024, according to the data of the General Administration of Customs, in 2023, China's automobile export volume reached 5.221 million units, an increase of 57.4% compared with the previous year. Among them, the export value of electric passenger vehicles exceeded 1 trillion

yuan for the first time. This data shows the continuous technological innovation of China's automobile industry and its wide recognition in the global market. Researchers explored in depth the far-reaching impact of new energy vehicles on society, especially in reducing dependence on traditional fossil energy and improving environmental quality. They particularly emphasized the necessity of formulating reasonable standards, promoting effective training and certification mechanisms, and improving charging infrastructure in the field of new energy vehicles. Researchers pointed out that new energy vehicle sharing has a significant impact on life cycle energy when applied on a large scale, and its energy-saving potential is huge (Zhang et al., 2020).

Tesla Inc., a manufacturer of electric vehicles and clean energy products headquartered in Palo Alto, California, the United States, is committed to promoting the global transition to zero-emission energy. It has achieved the leap from an electric vehicle startup to a global leader within 15 years. The continuous progress of core technologies and technical exchanges in all aspects of the industrial chain have constructed a low-cost industrial development model, providing a service platform for cost control and component improvement for its partners, and thus enhancing the core competitiveness of its enterprise alliance.

This study took takes Tesla, a new energy vehicle company as a case study to analyze the current status of Tesla's new energy vehicles in the Chinese market, and examine the impact of the four key factors (product, price, promotion and place) in the 4Ps theory on Tesla's marketing strategy, and provides a theoretical basis for the marketing of new energy vehicle companies in China, while promoting the sustainable development of China's new energy vehicle industry.

1.2 Questions of the Study

Tesla, as the leader in the mid-to-high-end new energy vehicle sector, is facing increasingly fierce competition with various new energy vehicle brands and multiple challenges that may impede its development process.

Firstly, compared with other automobile manufacturing enterprises, Tesla far surpasses its competitors with its advanced manufacturing capabilities. Its product quality is widely recognized by consumers. Tesla adopts a unique integrated die-casting technology, which casts all parts into shape in one go, while shortening the manufacturing time. Before delivery, Tesla conducts strict quality control inspections and arranges professional personnel to follow up meticulously. However, in some regions, consumers are concerned about its durability and adaptability to the local area,

which in turn affects user satisfaction and loyalty. Solving these problems is crucial for maintaining a good brand influence.

Secondly, in the price-sensitive marketing market, Tesla's products are positioned as mid-to-high-end products, and this positioning may pose some obstacles to its development. In regions with different economic conditions, flexible pricing can be more attractive to customer groups, and a rational pricing strategy is needed to enhance its competitiveness.

Thirdly in terms of promotion, Tesla cannot effectively localize to resonate with the culture and market of different regions. Although Tesla adopts direct sales in its marketing model, it has established an image in the minds of consumers in all aspects through online and offline layout. Adapting to local consumer preferences and formulating culturally relevant promotional plans can improve user loyalty and user satisfaction.

Finally, in terms of place strategy, Tesla has made certain efforts in after-sales service, such as providing 24-hour online customer service support, but there is still a certain gap compared with other international brands, which limits its development. Tesla needs to work closely with partners to establish a stable sales place and increase the market coverage of its products. At the same time, establish a wide sales place network and improve after-sales service, including online and offline places, to facilitate purchases by users in various regions.

The 4Ps marketing theory includes marketing concepts in four dimensions: product, price, promotion, and place. Based on this theory, Tesla can optimize its own marketing strategy and conduct in-depth analysis of product quality, pricing strategy, promotion activity, and place strategy to meet the market's updates and iterations, thereby promoting Tesla's marketing development.

Based on the 4Ps theory, this study proposes the following three research questions:

1. What is the impact of product quality on Tesla's marketing development?

2. What is the impact of pricing strategy on Tesla's marketing development?

3. What is the impact of promotion activity on Tesla's marketing development?

4. What is the impact of place strategy on Tesla’s marketing development?

1.3 Objectives of the Study

1. To explore the impact of product quality on Tesla's marketing development.

2. To explore the impact of pricing strategy on Tesla's marketing development.

3.To explore the impact of promotion activity on Tesla's marketing development.

4. To explore the impact of place strategy on Tesla's marketing development.

1.4 Scope of the Study

This study used the 4Ps marketing theory as a theoretical framework to study the impact of four marketing factors, namely product, price, promotion and place, on the marketing development of Tesla. The study was limited to four independent variables: product quality, pricing strategy, promotion activity and place strategy.

This study adopted a quantitative research method based on information from 2019 to 2024, which was obtained by summarizing and analyzing 30 academic materials. Data information was collected from 300 Tesla owners using a questionnaire survey. The sample was selected by stratified random sampling, and the Likert scale was used to measure the views on product, price, promotion and place. The data analysis involved descriptive statistics and multiple regression analysis to test the hypothesis. Finally, based on the 4Ps marketing theory, targeted marketing strategy recommendations were made for Tesla.

1.5 Significance of the Study

The significance of this study is twofold, encompassing both theoretical and practical aspects.

Theoretically, from the perspectives of ensuring energy supply security and protecting the ecological environment, the new energy vehicle industry has played a positive role in alleviating environmental pollution problems, promoting the development of innovative technologies, and reducing dependence on traditional fossil fuels. This study provides in-depth market segmentation cases for new energy vehicle enterprises, and also offer a new theoretical basis for understanding the innovation of marketing management strategies under different market conditions. By analyzing the marketing strategies in terms of products, prices, and promotions, it helps to better understand the uniqueness and challenges of brand management and marketing communication in the new energy vehicle industry. This research contributes a unique perspective to the theory of cross-cultural marketing and provides an important theoretical reference for marketing strategies in China's new energy market.

From a practical perspective, taking the 4Ps marketing theory as the main theoretical basis, a large number of literature were reviewed for research and analysis,

and an in-depth analysis of the current situation of Tesla's marketing strategy was carried out to identify existing problems and propose solutions simultaneously. The research results can effectively solve the current problems, find marketing strategies suitable for the Chinese market, and promote the comprehensive development of Tesla. Through a comprehensive analysis of the marketing strategies of the new energy vehicle industry, it is conducive to promoting the healthy development of the industry, enabling a better understanding of consumer needs, and guiding Chinese new energy vehicle enterprises to more effectively meet market demands.

1.6 Definition of Key Terms

New energy vehicles: refers to vehicles that use new energy such as electricity and hydrogen to replace traditional fuel, or improve the use of traditional fuels through innovative power devices .This type of vehicle integrates advanced power control and drive technology, achieves breakthroughs in power electronics systems and vehicle structure, and has independent core technologies. Through multidisciplinary technology integration, it significantly reduces exhaust emissions and energy consumption, promotes the transformation of the automotive industry towards environmental sustainability, and represents the green development trend of future transportation.

4Ps Marketing Theory: A framework based on the company's own management decision-making perspective, which aims to influence consumer behavior and market performance through a controllable combination of marketing elements (product, price, promotion, place).

Product: The company provides tangible goods or intangible services to the target market, covering elements such as brand, quality, packaging and after-sales service; when formulating strategies, it is necessary to base on consumer demand analysis, market positioning and brand planning to enhance product attractiveness and market competitiveness.

Price: The company sets prices based on production costs, market competition and consumer value perception, including basic pricing, discounts and payment terms. Prices not only reflect product value, but also include the added value brought by value-added services and after-sales guarantees.

Promotion: Companies spread product information through advertising, public relations, business promotion and online push, stimulate consumers' desire to buy and promote sales. These activities not only shape the product image, but also deepen consumers' understanding of the functions and characteristics of the goods.

Place: The distribution path designed by the company to make products flow from producers to consumers, involving distributors, stores, warehousing and logistics. The ownership of goods is constantly transferred during circulation, but only when consumers complete the purchase can it be considered a real sale.

Marketing Development: This refers to a company selling existing products into new markets in order to expand its market reach and increase sales. It's a development strategy adopted when an existing product can no longer penetrate its original market. It's generally applicable to products in their late maturity and decline stages.

Chapter 2 Literature Review

2.1 Overview of New Energy Vehicle Development

The development of China's new energy vehicle industry does not have an advantage compared with that of other countries. Other countries started developing new energy vehicles earlier than China. Under the call of national policies, many enterprises have begun to conduct research and development in the new energy field. At the same time, they are practicing the concepts of green and sustainable development, and the types of clean energy products are becoming more and more diverse, with the development in full swing.

In the academic research of the new energy vehicle field, the core focuses on aspects such as battery technology, charging infrastructure, consumer preferences, competition strategies, and policy impacts. The research covers multiple key elements in the new energy vehicle field and conducts in-depth analyses of the industry's development.

Michaela (2018) discussed the research path of new energy vehicles for the future. He was inclined to China's independent research and development of new energy vehicles and electric vehicles, and emphasized the importance of the development of new energy vehicles in China and its impact on the environment. Jelenković (2020) explored the impact of new energy vehicles on society, especially in terms of reducing dependence on traditional energy and improving the environment, and particularly emphasized the need for new energy vehicle certification mechanisms, the establishment of reasonable standards, standardized training, and improved charging infrastructure. Through a marketing case study of other car brands in the US market, Jelenković (2020) explored the psychological distance built by new energy vehicle brands and its impact on consumer brand perception. Gautam(2019) discussed the marketers in developing countries can improve market opportunities by building brands that attract consumers. In addition, Lin (2020) was more inclined to the performance of new energy vehicles, believing that the performance of new energy vehicles depends on many factors, such as external temperature, hardware facilities, and quality control of on-board software facilities, which will affect the energy consumption of the battery and the actual mileage. Zhang (2021) provided important insights into the bottlenecks and technological breakthroughs faced by the industry. Guo (2022)'s research shows that the development of the new energy vehicle industry is not only a product of

technological progress, but also the result of the combined effect of multiple factors such as policy environment, marketing strategy, and consumer behavior.

In the research of the new energy vehicle industry, researchers conducted an in-depth analysis of the current status of China's new energy vehicle industry, including important links such as infrastructure and key components. By comparing the technological development of pure electric vehicles, plug-in hybrid vehicles, and fuel cell vehicles in the world, Liu and Chen (2018) found that the industrialization process of fuel cell vehicles will take some time, and suggested that the focus in the future will be on the development of high-energy-to-power electric vehicles. At the same time, the recycling of automotive batteries was discussed, which are key issues of concern to consumers. In their research, scholars have outlined the current status of the industry in the world's major new energy vehicle producing countries, and found that the US new energy vehicle market is showing a good trend, focusing on the development of pure electric and plug-in hybrid vehicles. Germany is committed to converting fuel vehicles into pure electric vehicles. Japan mainly develops plug-in hybrid vehicles in the high-end market, and pure electric vehicles and fuel cell vehicles are also the future development direction. The Chinese market mainly develops pure electric vehicles, and consumers prefer SUVs and sedans. The demand for new energy vehicles will also increase over time. Gu (2020) provided a full-dimensional perspective on the development of new energy vehicles and provided a basis for future industrial strategies and policy formulation. From a macro perspective, Jin and Ding (2024) explored the era background of the new energy vehicle industry, conducts in-depth research on the requirements and impacts of its development on the ecological environment, and then uses case analysis and data information to understand the existing market environment, combined with foreign marketing characteristics, to put forward more scientific opinions.

2.2 Analysis of the Current Status of New Energy Vehicle Marketing Strategy

Researchers have attached importance to the connection between marketing and demand, and emphasized that automobile manufacturers should design and produce new energy vehicles based on the current market conditions and actual consumer needs. Gary (2016) designed a model and conducted research on competing companies through case studies and data information. The purpose was to study the impact of market share on marketing. It was necessary to think about the competitor's marketing strategy from the perspective of the competitor in order to reduce the company's losses.

Yu (2020) suggested that when formulating marketing strategies for new energy vehicles, automobile manufacturers should not only pay attention to the real needs of consumers, but also design different marketing strategies for different consumer groups, combining online and offline marketing to maximize their advantages. Bo (2018) shed light on problems in the auto market, pointing out that information asymmetry in auto insurance has a direct impact on the marketing of cars. The researcher mainly studies the development status and future trends of new energy vehicles. In the global environment, Zhi (2022)emphasized the need to make full use of the advantages of the Internet to promote the development of new energy vehicles. In the global context, emphasizes making full use of the advantages of the Internet to promote the development of new energy vehicles. Overall, these studies provide valuable suggestions and inspirations for Chinese new energy vehicle enterprises, enabling them to take the essence and discard the dross in research and development from various perspectives.

China has conducted comprehensive and detailed research on the definition of new energy vehicles covering various fields. Cheng (2018) analyzed the technical characteristics of new energy vehicles and introduced how to classify new energy vehicles. By comparing the characteristics and problems of new energy vehicles in various countries, Cheng (2018) discussed the current problems in the industry from a macro perspective, and combined with the concept of carbon neutrality to explore the innovation of new energy vehicles. Reppel (2019) analyzed structure of new energy vehicles was studied, relevant drawings were drawn, their operating principles were analyzed, pure electric vehicles and hybrid vehicles were compared, and their respective characteristics were explained. Cui (2019) mainly emphasized the popular science issues of new energy vehicles, gave a detailed explanation of the overall structure of new energy vehicles, studied their development history, and popularized the basic knowledge of new energy vehicles to consumers.

There are also numerous studies in the marketing field of new energy vehicles. Qiao (2019) studied the business operation model of new energy vehicles. He believed that R&D and innovation played an important role in the future development of new energy vehicles. He also pointed out that the business model of new forces in automobile manufacturing has certain risks, and potential problems should not be ignored. Liu (2023) took the charging mode as the main research direction, fully considered the safety and stability of the power grid, economy, environmental factors, etc., and made a detailed explanation of the charging methods of new energy vehicles, comprehensively considering public charging stations and private charging piles. The

research results provide a foundation for the future development of new energy vehicles and have practical significance.

There are also many studies on the brand strategy of new energy vehicles. Li (2012) believes that new energy vehicles need to improve marketing through media exposure, use the media to expand brand awareness, drive consumers' awareness of new energy vehicle brands, create brand premiums, and thus increase sales. Zhao (2017) believes that service plays a key role in improving brand image. The quality of service must be improved in all aspects of each marketing venue. Not only should customer questions be answered carefully before sales, but also the level of after-sales service should be improved. Zhang (2022) believes that offline and online marketing complement each other. Offline marketing plays an important role in the sales of new energy vehicles. Physical stores will bring a unique experience, allowing customers to personally experience the advantages of the product. Qian's (2022) research found that digital marketing also plays a vital role in the development of automobiles, expanding information coverage through the Internet platform, formulating personalized customer needs, and thus increasing sales. Su (2022) believes that marketers are the key to increasing sales. Good products require the promotion of marketers, and talent training should be strengthened.

2.3 Tesla Company Profile

2.3.1 Introduction

Tesla, Inc. was founded on July 1, 2003, in memory of the inventor of alternating current and physicist Nikola Tesla. It has now become a leading player in the field of modern technology. With its good brand image and innovative marketing strategies, Tesla has achieved remarkable success in the traditional automotive and energy industries. The brand is committed to the development, manufacturing, and sales of electric vehicles and other renewable energy technologies, contributing to the development of society in a green, low-carbon, and sustainable direction.

Tesla's product range includes various electric vehicle models, such as Model Q, Model 3, and Semi, as well as products like solar panels and energy storage systems. As of February 25, 2025, Tesla's market capitalization reached $974 billion, making it a leading global electric vehicle manufacturer and energy enterprise. Electric vehicles and energy storage devices are among Tesla's main products. Led by a creative team from Silicon Valley, the company makes full use of IT technology in automobile manufacturing. Different from the traditional model, Tesla is ahead of the industry in terms of battery technology, cost-effectiveness, and charging facilities. Elon Musk, the

founder, has clearly stated that Tesla's primary goal is to accelerate the world's sustainable transition to electric vehicles and clean energy. Tesla has established numerous factories worldwide, and the high production capacity of these factories helps reduce costs, further strengthening its leading position in the global electric vehicle market.

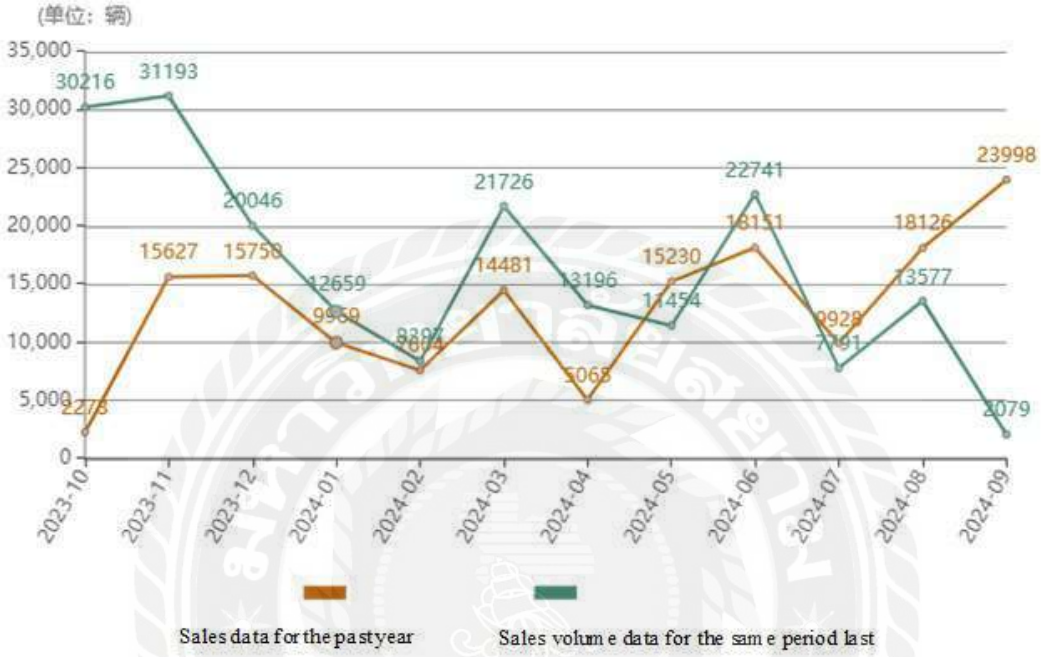
On January 2, 2024, Tesla released its 2023 global production and delivery report, which showed that in 2023, a total of 1.81 million vehicles were produced and delivered globally, representing a year-on-year increase of approximately 38%. The revenue from carbon emission credits has facilitated the expansion of electric vehicle production capacity, thereby replacing fuel-powered vehicles. After 17 years of driving (the average lifespan of vehicles in the United States is 17 years), a Tesla electric vehicle will reduce greenhouse gas emissions by nearly 55 tons of carbon dioxide. Tesla's rapid growth in the global market and its continuous introduction of new energy solutions herald a bright future for its development. Tesla has adopted an aggressive marketing strategy and successfully established a strong brand image. Instead of relying on traditional promotional advertisements, Tesla communicates and interacts with consumers more through social media, integrating its products closely into consumers' lifestyles. At the same time, Tesla continuously pursues development in product design, technological innovation, and marketing strategies.

2.3.2 Marketing Status of Tesla in the Chinese Market

The 2023 - model Tesla Model 3 was officially launched on September 1, 2023. This model is available in two configurations: the Rear - Wheel - Drive Refresh Edition and the Long - Range All - Wheel - Drive Refresh Edition. The new model has an upgraded design, with a closed - style front face and a new set of slim - shaped front headlights. In terms of parameter configuration, the CLTC - rated range of the rear - drive model has been increased to 606 kilometers, and the maximum CLTC - rated range of the long - range all - wheel - drive model is expected to reach 713 km. The previous spartan - like interior has been transformed into a high - tech - filled one. The addition of multi - color ambient lighting, new fabric interior materials, an 8 - inch rear - seat touchscreen, and a Dolby Atmos sound system throughout the vehicle adds warmth and style to the cockpit. In terms of safety and comfort, passive airbags are equipped, and the addition of a heat pump air - conditioning system with lower energy consumption enhances the vehicle's safety. The suspension system has also been comprehensively upgraded, with a new shock absorber, a newly - tuned suspension system, and a new - generation vehicle stability system, enabling the vehicle to retain

its sporty characteristics while also having excellent shock - absorption capabilities. As shown in Table 2.1, in September 2024, the sales volume of Model 3 was 23,998 units, accounting for 33.24% of Tesla's sales in China and ranking third in the sales of mid - sized cars.

Figure 2.1 Tesla Model 3 Sales Trend Chart (unit: vehicle)



In September 2024, the sales volume of Model 3 increased by 1054.3% year-on-year and 32.4% month-on-month. In the past 12 months, the sales volume of Model 3 reached its peak of 23,998 units in September 2024.

Table 2.1 Tesla Model 3 Sales Trend Chart (unit: vehicle)

Month	Sales	Tesla's share in China	Share of mid-size cars
2024-09	23998	33.24%	7.3%
2024-08	18126	28.56%	5.52%
2024-07	9928	21.48%	3.02%
2024-06	18151	30.63%	5.53%
2024-05	15230	27.58%	4.64%
2024-04	5065	16.12%	1.54%
2024-03	14481	23.21%	4.41%
2024-02	7604	24.23%	2.31%
2024-01	9969	25.00%	3.03%
2023-12	15750	20.78%	4.79%

2023-11	15627	23.86%	4.76%
2023-10	2273	7.94%	0.69%

In the mid - size car market, the market share of Model 3 increased by 6.38% year - on - year in September 2024. From January to September 2024, the cumulative sales of Model 3 reached 122,552 units, and the sales volume maintained a steady growth. After the delivery of Model Y, Tesla's sales in China increased significantly. Within a week after its delivery, the new insurance registration volume of Tesla in the Chinese market was 12,400 units, and in the following week it was 13,800 units. According to the data statistics, Model Y ranked first in the sales of new energy vehicles in China in 2024.

Table 2.2 Sales Comparison of Model 3 and Competing Models (September 2024)

Model	**Sales**	**Level**	**Rank in level**	**Manufacturer**	**The manufacturer's share**
Model 3	23998	Mid-size car	3	Tesla China	33.24%
Audi Q3	3390	SUV	84	FAW Audi	6.89%
Xpeng P7	1241	Mid-size car	37	Xpeng Motors	6.70%
Model Y	48202	SUV	1	Tesla China	66.76%

Tesla has released its global production and delivery data for the fourth quarter of 2024. In this quarter, it produced 459,445 vehicles and delivered 495,570 vehicles. For the whole year of 2024, it produced about 1.773 million vehicles and delivered about 1.789 million vehicles. According to the data of China's electric vehicles, the sales volume of Tesla Model Y in 2024 was 480,309 units, an increase of 5.24% compared with 456,394 units in 2023.

Table 2.3 Tesla's Delivery Status in 2024

2024 full year	**Production**	**Deliveries**
Model3/Y	1679338	1704093
Other Models	94105	85133
Total	**1773443**	**1789226**

Observing the sales distribution in various provinces and cities, Tesla's consumers were still concentrated in economically developed areas last year, especially in the Yangtze River Delta region. However, the remarkable change is that the city with the highest sales volume in China has shifted from Shanghai to Hangzhou.

2.4 4Ps Marketing Theory

The 4Ps elements and word-of-mouth have been regarded as important factors in marketing strategies and are widely applied in various industries. In today's era of rapid data and information updates, the 4Ps marketing theory has also been given new definitions and understandings. The 4Ps marketing theory is a marketing theory summarized as a combination of four elements, namely Product, Price, Place, and Promotion. Since the initial letters of their English names are all "P", it is briefly referred to as the 4Ps marketing theory. When adding "Strategy", it is also briefly called "4Ps". Zhao's (2021) research shows that the marketing strategy of new energy vehicles and large user markets needs to be considered based on the 4Ps marketing theory.

Product: Goods and services that meet consumers' needs, and are traded and have value. It has a three-level concept. Firstly, there is the core product, which can meet customers' basic needs and is also the purpose for customers to buy the product, representing the use value. Secondly, there is the product form, such as functions, quality, etc. The last level is the additional benefits of the product, that is, the extra benefits obtained by consumers during the transaction. After-sales service and brand image are typical elements among them. Marketers formulate corresponding marketing strategies according to the characteristics of the product. Wang (2022) found that companies that manage product quality and develop advanced manufacturing technologies perform better in the market, and each link in the technological innovation value chain of the new energy vehicle industry is closely linked and complementary.

Price: The fee paid by customers for purchasing products. The price is not only determined by value. The product research and development costs and market competition situations all have an impact on the price. Sometimes, national policies and regulations are also important factors affecting the price. Song (2021) found that purchasing power and user preferences vary across regions, requiring personalized pricing strategies.

Place: A key strategy for achieving marketing objectives, which focuses on the selection of sales places, the optimization of the product distribution process, the contributions of intermediary institutions, and the best combination of manageable elements such as warehousing and logistics.

Promotion: Aims to publicize products, services, and corporate capabilities by using various information dissemination tools, so as to increase brand awareness and promote sales. Qian (2022) has found that the use of digital marketing is crucial in the

development of automobiles, emphasizing meeting the personalized needs of customers, marketing through Internet platforms, and increasing the area of communication to increase sales .

The 4Ps marketing theory provides a powerful foundation for the development of Tesla Inc. to formulate effective marketing strategies. Through product quality, pricing strategies, and promotion methods, Tesla can enhance its competitiveness and achieve sustainable development in the new energy market.

2.5 Product Quality

Quality is the lifeline of products and enterprises, and product quality is the cornerstone of an enterprise's success. At the theoretical level, this view provides clear guidance for the development of enterprises. The level of product quality not only concerns the survival and development of an enterprise but also serves as a crucial criterion for measuring whether the enterprise can gain a foothold in the fierce market competition. The product quality of an enterprise directly reflects its technical level, management level, and corporate culture, demonstrating the comprehensive strength of the enterprise. For Tesla, maintaining high-quality products is of vital importance for its future development.

Research shows that high-quality products are important factors in forming customer satisfaction and corporate reputation, and they can help enterprises gain more market recognition. Based on the macro-environmental analysis of a certain brand of new energy vehicles, it is believed that new energy vehicle companies should optimize technology and cost, and increase efforts to improve product quality. In the new energy vehicle market, due to different consumer preferences, companies need to produce products that meet customer expectations based on product planning. At the same time, Chen (2019) believes that companies must provide good after-sales services to ensure the sustainable development of the industry.

Studies have found that companies that manage product quality and develop advanced manufacturing technologies perform better in the market. Each link in the value chain of technological innovation in the new energy vehicle industry is closely linked and complementary. Enterprises should also attach importance to the research and development of technological innovation capabilities, have a deep understanding of the innovation process of the industry, and provide strong support for commercialization. For Tesla, Wang (2022) found that using technological advantages to improve product quality in different markets is an important task.

Product quality is an important factor influencing Tesla's success in the development of the new energy vehicle market. With the increasingly fierce competition in the new energy vehicle market, Tesla should establish its exclusive industrial chain according to its own advantages to enhance its market competitiveness.

2.6 Pricing Strategy

Pricing strategy is a series of methods and techniques adopted by enterprises to set prices for products or services in order to achieve specific goals, taking into account various factors such as costs, market demand, competition, and consumer psychology. It directly affects the competitiveness of enterprises in the marketing market of new energy vehicles. For Tesla, a reasonable pricing strategy is crucial for attracting consumer groups in different regions.

Yuan and Liu (2023) discussed the marketing strategy of new energy vehicles, combining pricing strategy with promotion strategy. Reasonable pricing strategy can increase market penetration and promote enterprise development. Market segmentation is more important. Dynamic pricing is adopted according to different markets. Hafez and Othman (2018) found that the needs of automobile consumers are becoming increasingly diverse, and whether the needs of the market segments can be met is gradually affecting consumer decisions. Companies can reflect their own characteristics in the market based on their own uniqueness, thereby increasing sales.

In the information age, in order to promote more targeted automobile marketing, enterprises should pay attention to the acquisition, processing and analysis of information data. The purchasing power and user preference levels in different regions are different, and personalized pricing strategies are needed. For example, although premium pricing strategies may work better in developed markets with higher disposable income, competitive pricing may be needed to attract consumers in the new energy vehicle market. At the same time, enterprises should be meticulous and unique when formulating marketing management strategies, maintain good customer relationships, and continuously adjust strategies as the overall environment continues to develop. Song (2021) believes that only by effectively summarizing experience can we effectively maintain customer relationships.

In conclusion, pricing strategies including dynamic pricing, market segmentation, and customer relationships can significantly improve Tesla's competitiveness in the market. By understanding local conditions and consumer preferences, Tesla can optimize its pricing strategy and thus increase the enterprise's marketing revenue.

2.7 Promotion Activity

Promotion activity is an important part of marketing strategies, encompassing all the efforts made by enterprises to communicate the value of their products to potential customers and stimulate demand. From a marketing perspective, Liu and Yuan (2023) explored the marketing strategies of new energy vehicles, explored the implementation of marketing methods in detail, and also conducted in-depth research on brand design, combining pricing strategies and promotion methods. The role of advertising cannot be ignored. It plays a key role in the marketing market. A large proportion of the product image in the minds of customers comes from advertising. Good advertising can improve the competitiveness of enterprises in the market. At the same time, Liu (2022) suggested that enterprises should use scientific advertising methods, avoid backward advertising methods, and avoid false advertising.

Qian (2022) found that the use of digital marketing is crucial in the development of automobiles, emphasizing meeting customers' personalized needs, marketing through Internet platforms, and increasing the dissemination area to increase sales .

In addition, the promotion approach is an indispensable part of Tesla's development. By adopting a diversified combination of advertising, promotions, etc., it can effectively convey its value proposition and enhance its popularity. Adjusting the promotion approach according to local conditions enhances its market competitiveness and supports its development.

2.8 Place Strategy

Place strategy is the bridge for product circulation, how to make products reach the final consumers from producers. It includes choosing to sell directly or through distributors, retailers, e-commerce platforms and other intermediaries, as well as logistics and inventory management. An effective place strategy can ensure the availability of products and match them with customers' purchasing habits, reduce transaction costs and improve sales efficiency.

Taking the Varta brand as an example, Liu and Ma (2018) used the 4Ps marketing theory to study the sales strategy of automotive batteries. The results show that products, prices, places and promotion are key factors in the formulation of automotive battery sales strategies.

2.9 Conceptual Framework

The research framework is as follows: product quality, pricing strategy, promotion activity, and place strategy, jointly affect Tesla's marketing development in the new energy vehicle market. By optimizing these factors, Tesla's competitiveness can be enhanced, diverse consumer needs can be met, and sustainable development of the company can be achieved.

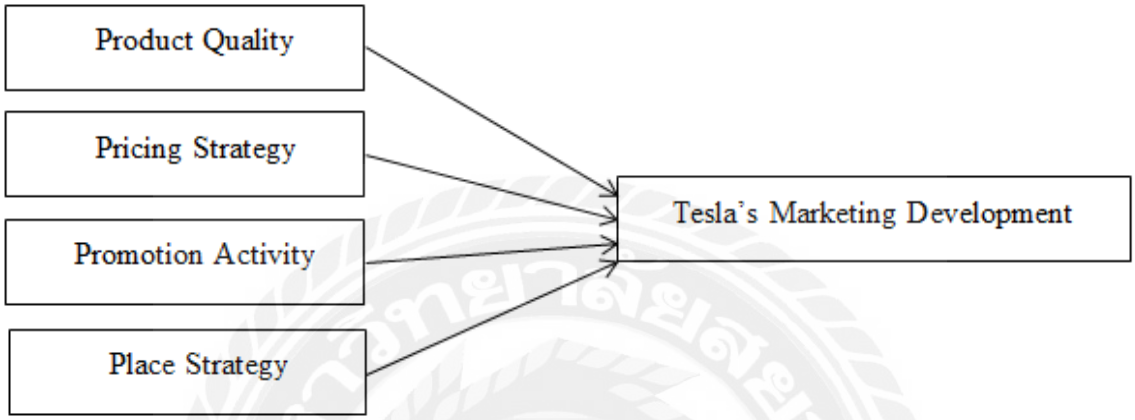


Figure 2.2 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study used a quantitative research method to examine the impact of product quality, pricing strategy, promotion activity, and place strategy on Tesla's marketing development. The study used a questionnaire survey method to collect data to provide empirical evidence for the research hypotheses.

A questionnaire was designed based on the independent variables identified in the literature review: product quality, pricing strategy, promotion activity, and place strategy. Each variable was measured using multiple items on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), ensuring that the subjects were able to express their agreement with statements related to Tesla's marketing strategy and their understanding of market development.

The questionnaire was pre-tested by a subset of the subjects to ensure its reliability and transparency. The feedback from the pre-test was used to improve the content of the questionnaire and increase its relevance. The final version of the questionnaire was distributed to Tesla's customers and marketing professionals through an online survey platform, and the sample was selected using stratified random sampling to ensure representation from different regions under Tesla's operating model.

Data collection was conducted over a total of three months, indicating that there was enough time to collect and summarize the questionnaire data, after which data were collated and entered into statistical software for analysis. Descriptive statistics were used for summary, while inferential statistics (multiple linear regression analysis) were used to test hypotheses and determine the relationship between the independent variables (product quality, pricing strategy, promotion activity, and place strategy) and the dependent variable (Tesla's marketing development).

During the study, all subjects were informed that the questionnaire results were collected anonymously, and all data were securely stored and used only for this study. The research design was carefully planned and implemented to provide efficient and robust results. The quantitative method enabled this study to quantify the impact of different marketing factors on Tesla's marketing development, providing valuable insights for academic research and application in the field of marketing.

3.2 Population and Sample

This study adopted the stratified random sampling method to ensure a representative sample of Tesla's Chinese customer base. The target customers included Tesla customers in various regional markets in China.

In order to achieve a statistically significant sample size, this study collected data from at least 250 subjects. To account for potential non-responses and incomplete surveys, a total of 300 questionnaires were distributed. The distribution was carried out through an online survey platform, leveraging Tesla's customer database and social media places to reach a wide audience.

3.3 Hypothesis

H1: Product quality has a positive impact on the marketing development of Tesla.

H2: Pricing strategy has a positive impact on the marketing development of Tesla.

H3: Promotion activity has a positive impact on the marketing development of Tesla.

H4: Place strategy has a positive impact on the marketing development of Tesla.

3.4 Research Instrument

The research tool used in this study is a structured questionnaire, which aims to collect data on variables related to Tesla's marketing and their impact on future marketing development.

The questionnaire was designed based on the theoretical framework of the 4Ps marketing theory, focusing on its four independent variables: product quality, pricing strategy, promotion and place strategy, and the dependent variable of Tesla's marketing development. The research tool is designed to ensure that all variables are measurable, observable, and consistent with the hypothesis and objectives of the study.

The questionnaire consists of five parts. The first part collects demographic information and the background of the subjects, including age, gender, education, region, and length of customer relationship. The data provide the background for the study and statistical analysis of different customer groups.

The second part measures the first independent variable, product quality. It includes five items covering durability, innovation, design, reliability and overall performance. The subjects were asked to rate their agreement with each item using a 5-

point Likert scale, with the rating standard ranging from 1 (strongly disagree) to 5 (strongly agree).

The third part measures the second independent variable, pricing strategy. These include five items: price rationality, competitive pricing, product cost performance, pricing satisfaction, and sales pricing frequency. The Likert scale was used to evaluate the subjects' views.

The fourth part measures and explored the third independent variable, promotion activity. It includes five items: advertising effectiveness, cultural relevance of promotion methods, participation, influence on purchase decisions, and clarity of promotion information. Similarly, these items were evaluated using the Likert scale.

The fifth part measures the fourth independent variable, place strategy. It includes five items: place diversification, establishing connections with partners, logistics and transportation, place coverage, and after-sales service. The Likert scale was used for evaluation.

The sixth part measures the dependent variable Tesla's marketing development. The 5-point Likert scale was used to evaluate the subjects' views on Tesla's influence, product availability and product quality, pricing strategy, promotion methods, and the role of place strategy in promoting the future development of Tesla.

The structure of the questionnaire ensures that the variables are representative and comprehensive, and each item is designed with theoretical support to ensure consistency with theoretical and empirical research. The use of a 5-point Likert scale represents agreement and allows for quantification for statistical analysis.

Table 3.1 Questionnaire Items

	Items
	Product Quality
1	Tesla's new energy vehicles have high durability.
2	Tesla's new energy vehicles have good innovation.
3	Tesla's new energy vehicles have a sense of design.
4	Tesla's new energy vehicles are reliable and reassuring.
5	Tesla's new energy vehicles have excellent overall performance.
	Pricing Strategy

1	The price of Tesla's new energy vehicles is reasonable.
2	The price of Tesla's new energy vehicles is competitive.
3	Tesla's new energy vehicles offer high cost-performance.
4	I am satisfied with the pricing of Tesla's new energy vehicles.
5	I approve of the frequency of Tesla's new energy vehicle sales pricing.
Promotion Activity	
1	Tesla's advertisements attract me.
2	Tesla's promotional activities have cultural relevance.
3	I like to participate in Tesla's new energy vehicle promotional activities.
4	Tesla's promotional activities have influenced my purchase decision.
5	Tesla's promotional information is clear and effective.
Place Strategy	
1	Tesla's new energy vehicles show diversification in their place strategy.
2	Tesla is good at finding partners in the market.
3	Tesla's new energy vehicles perform well in logistics and transportation.
4	Tesla has extensive place coverage in various regions.
5	Tesla's after-sales service is good.
Tesla Marketing Development	
1	Tesla's new energy vehicles have a great influence in the marketing market.
2	The product supply of Tesla's new energy vehicles is sufficient.
3	Tesla's product quality is good.
4	Tesla's pricing strategy has contributed to its successful marketing development.
5	Tesla's promotional activities have increased its brand awareness.

3.5 Reliability and Validity Analysis of the Scale

To ensure the reliability and validity of the questionnaire used in this study, Cronbach's alpha for internal consistency and Kaiser-Meyer-Olkin (KMO) for sampling adequacy were calculated, and these indicators were used to evaluate the quality and credibility of the obtained data.

The KMO test assesses whether the sample is suitable for factor analysis. When the KMO value is close to 1, it indicates sufficient sampling, while a value below 0.5 indicates that the sample is not suitable for factor analysis. During the research process of this study, the KMO test statistics were calculated for each of the following aspects: product quality, pricing strategy, promotion activity, place strategy and the marketing development of the company.

Table 3.2 KMO Test Statistics

Construct	KMO value
Product Quality	0.832
Pricing strategy	0.803
Promotion Activity	0.814
Place Strategy	0.807
Marketing Development	0.821

The data in Table 3.2 show that the KMO values are all higher than 0.8, indicating a high level of sample adequacy, suggesting that the sample size is sufficient and the data is suitable for factor analysis. A high KMO value reflects the reliability of the data in obtaining the structure of the questionnaire.

Cronbach's alpha is an important indicator for measuring or testing the reliability of a scale and is used to evaluate internal consistency. Its value ranges from 0 to 1. The higher the value, the higher the reliability. Among them, a Cronbach's alpha value higher than 0.7 is generally considered acceptable, while a value higher than 0.8 indicates good reliability.

Table 3.3 Cronbach's Alpha

Construct	Number of measurement items	Cronbach's alpha
Product Quality	5	0.883
Pricing strategy	5	0.868
Promotion Activity	5	0.857
Place Strategy	5	0.863

Marketing Development	5	0.871

The data in Table 3.3 show that the Cronbach's alpha values of all variables are far higher than 0.8, indicating good internal consistency. Both the KMO values and Cronbach's alpha values demonstrate that the research tools adopted in this article are accurate and effective, laying a foundation for data analysis.

3.6 Data Collection

The type of data collected was cross-sectional data, which involved obtaining multiple data from different types of users within a short period. The online data collection method enabled the study to obtain data from customers in different regions, enhancing the diversity and representativeness of the sample. Additionally, data supplements such as the financial reports and market analysis reports on Tesla's official website were utilized, providing a more comprehensive analysis for the study.

The data collection lasted for three months, and a total of 270 questionnaires were received. After summarization and organization, due to inconsistent response situations, it was found that 22 questionnaires were incomplete or invalid, resulting in their exclusion from the analysis, leaving 248 valid questionnaires. The questionnaire response rate was approximately 82.7%.

Table 3.4 Data Collection Summary

Describe	Number of questionnaires	Percentage (%)
Distribution	300	100%
Replied	270	90%
Invalid reply	22	7.3%
Valid reply	248	82.7%

The combination of stratified random sampling and online surveys made it possible to collect data from Tesla user sample, offering experience for researching the current situation of Tesla's marketing strategy and its impact on future development.

3.7 Data Analysis

The data collected through the questionnaire survey were analyzed by combining descriptive statistics and inferential statistics to test the hypotheses and achieve the research objectives. Descriptive statistical methods, including mean, standard deviation, frequency, and percentage, were used to summarize the demographics of the sample and organize an overview of the opinions on product quality, pricing strategy, promotional activity and place strategy.

For hypothesis testing, inferential statistical methods were adopted. Multiple regression equation analysis was the main research method used to test the relationships between the independent variables (product quality, pricing strategy, promotion activity and place strategy) and the dependent variable (marketing development of Tesla). This analysis was applicable to this study and helped to gain a comprehensive understanding of the factors influencing the marketing development of Tesla.

The multiple regression model is as follows:

Marketing Development of Tesla = $\beta 0 + \beta 1$Product Quality + $\beta 2$Pricing Strategy + $\beta 3$Promotional Activities +$\beta 4$Place Strategy+ϵ

$\beta 0$: Intercept; $\beta 1$, $\beta 2$, $\beta 3$, $\beta 4$: Independent variables; ϵ: Error

This model is of great significance as it helps to quantify the impacts of each independent variable on the marketing development of Tesla. The t-test was used to test the regression coefficients and evaluate whether the relationships between the independent variables and the dependent variable are statistically significant.

The multiple regression analysis adopted in this study is reasonable because it can analyze complex variable relationships and provide insights into the impacts of the factors on the marketing development of Tesla.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Respondents

Descriptive statistical data were obtained for the sample and key variables.

The details are shown in Table 4.1.

Table 4.1 Descriptive Statistics of Respondents

Demographic Variable	Frequency	Percentage (%)
Age		
Under 25	21	8.5
25-35	90	36.3
36-45	70	28.2
46-55	55	22.8
55 and above（Not including 55）	12	4.8
Gender		
Male	132	53.2
Female	116	46.8
Education		
High school or below	30	12.1
vocational education	53	21.4
Bachelor's Degree	127	51.2
Master's degree	29	11.7
Doctoral students	9	3.6
Regions		
Guangdong	70	28.2
Shanghai	52	20.9
Zhejiang	47	18.9
Jiangsu	45	18.1
Other	35	14.1
Length of customer relationship		
Less than 1 year	41	16.5
1-5 years	66	26.7
6-10 years	91	36.7
More than 10 years	50	20.2

The descriptive statistics show that the sample is diverse. Most respondents are between 25 and 45 years old, and the ratio of males to females is roughly equal. The majority of respondents have a bachelor's degree, and the regional distribution is mainly in Guangdong, Shanghai, Zhejiang and Jiangsu.

4.1.2 Descriptive Statistics of Variables

Table 4.2 indicates the responses to the questionnaire related to product quality, pricing strategy, promotion activity, place strategy and the marketing development of Tesla, Inc.

Table 4.2 Descriptive Statistics of Variables

Variable		Mean	Standard Deviation
Product Quality	Q6: Durability	4.3	0.7
	Q7: Innovative	4.2	0.8
	Q8: Design Sensibility	4.1	0.7
	Q9: Reliability	4.4	0.6
	Q10: Overall performance	4.3	0.7
Pricing Strategy	Q11: Reasonable price	3.9	0.8
	Q12: Competitive pricing	3.8	0.8
	Q13: Product cost performance	4.0	0.7
	Q14: Pricing satisfaction	3.9	0.8
	Q15: Sales Pricing Frequency	3.7	0.9
Promotion Activity	Q16: Effectiveness of advertising	4.1	0.7
	Q17: Cultural relevance of promotions	4.0	0.7
	Q18: Promotional participation	3.9	0.8
	Q19: Impact of activities on purchasing decisions	4.0	0.7
	Q20: Clarity of promotional information	4.1	0.7
Place Strategy	Q21: Place Diversification	4.1	0.8
	Q22: Connect with partners	4.0	0.7
	Q23: Logistics and transportation	4.3	0.7
	Q24: Place coverage	3.9	0.8
	Q25: After-sales service	4.0	0.7

Marketing Development	Q26: Tesla's Influence	4.2	0.7
	Q27: Product Availability	4.1	0.8
	Q28: Product Quality	4.2	0.7
	Q29: Pricing-driven success	4.0	0.7
	Q30: Promotion-driven success	4.1	0.7

The data in Table 4.2 show that the means and standard deviations of the variables clearly indicate the opinions of the respondents. For the product quality variable, the high average value indicates that Tesla's new energy vehicles are highly evaluated in terms of reliability, innovation, design, and overall performance. In terms of the pricing strategy, the average value is moderate, suggesting that Tesla's pricing strategy needs further improvement. For the promotion activity, the effectiveness of advertisements, cultural relevance, user participation in activities, and the clarity of promotional activities have all received favorable comments from respondents. In the place strategy, logistics and transportation receive high evaluation from users, while place coverage needs to be optimized.

Overall, most of the respondent have a positive view on Tesla's product quality and promotion, while pricing strategy and place strategy need to be optimized. These data analyses lay the foundation for subsequent research, studying the relationship between various variables and Tesla's marketing development to verify the hypothesis.

4.1.3 Product Quality and Marketing Development

First, in order to test the first research hypothesis, that is, product quality has a positive impact on the marketing development of Tesla, Inc., this study adopted the method of multiple regression analysis. The dependent variable in this regression model is the marketing development of Tesla, Inc., and the independent variable is product quality.

Table 4.3 Regression Analysis of Product Quality and Marketing Development

Variable	Coefficient (β)	Standard Error	t-Value	p-Value
Intercept	1.458	0.196	7.352	<0.001
Product Quality	0.676	0.045	14.424	<0.001
R-squared	0.514			
Adjusted R-squared	0.513			

The data from the multiple regression analysis show that the coefficient of product quality ($\beta = 0.676$) is positive and statistically significant ($p < 0.001$). This indicates a

positive correlation between product quality and the company's marketing development. Moreover, the R-squared value in the table is 0.514, which means that approximately 51.4% of the variance in marketing development can be explained by product quality. The positive and significant coefficient implies that the higher the users' recognition of product quality, the greater the impact on marketing development. The data fully support the first hypothesis, indicating that product quality plays a crucial role in Tesla's marketing development.

Specifically, the relatively high T-value (14.424) and extremely low P-value (< 0.001) in the table further emphasize the strength and significance of this relationship. The adjusted R-squared value indicates that the model has a good fit. The results of the multiple regression analysis provide sufficient evidence for this study, fully verifying Hypothesis 1 and demonstrating that product quality is an important influencing factor in the company's marketing development.

4.1.4 Pricing Strategy and Marketing Development

Secondly, in order to test the second research hypothesis, that is, pricing strategy has a positive impact on the marketing development of Tesla, Inc., the method of multiple regression analysis was adopted. The dependent variable in this regression model is the marketing development of Tesla, Inc., and the independent variable is pricing strategy.

Table 4.4 Regression Analysis of Pricing Strategy and Marketing Development

Variable	Coefficient (β)	Standard Error	t-Value	p-Value
Intercept	1.725	0.247	7.033	<0.001
Pricing Strategy	0.494	0.054	9.464	<0.001
R-squared	0.382			
Adjusted R-squared	0.385			

The multiple regression analysis indicates that the coefficient of pricing strategy ($\beta = 0.494$) is positive and statistically significant ($p < 0.001$). This reveals a positive correlation between the pricing strategy and the company's marketing development. Additionally, the R-squared value in the table is 0.382, meaning that approximately 38.2% of the variance in marketing development can be accounted for by the pricing strategy. The positive and significant coefficient suggests that the higher the users' approval of pricing strategy, the greater the influence on marketing development.

Specifically, the relatively high T-value (9.464) and the extremely low P-value (< 0.001) in the table further reinforce the strength and significance of this relationship. The adjusted R-squared value demonstrates that the model has a good fit, indicating that the pricing strategy is a crucial factor affecting the company's marketing development.

The results of the multiple regression analysis provide ample evidence for this study. The data fully support the second hypothesis, indicating that pricing strategy plays a vital role in Tesla's marketing development.

4.1.5 Promotion Activity and Marketing Development

Finally, in order to test the third research hypothesis, that is, promotion activity has a positive impact on the marketing development of Tesla, Inc., the multiple regression analysis was employed. The dependent variable in this regression model is the marketing development of Tesla, Inc., and the independent variable is promotion activity.

Table 4.5 Regression Analysis of Promotion activity and Marketing Development

Variable	Coefficient (β)	Standard Error	t-Value	p-Value
Intercept	1.569	0.223	7.094	<0.001
Promotion	0.536	0.051	11.127	<0.001
R-squared	0.453			
Adjusted R-squared	0.452			

The multiple regression analysis shows that the coefficient of promotion activity ($\beta = 0.536$) is positive and statistically significant ($p < 0.001$). This indicates a positive correlation between promotion activity and the company's marketing development. Moreover, the R-squared value in the table is 0.453, which means that approximately 45.3% of the variance in marketing development can be explained by promotion activity. The positive and significant coefficient implies that the higher the users' recognition of promotion, the greater the impact on marketing development.

Specifically, the relatively high T-value (11.127) and extremely low P-value (< 0.001) in the table further strengthen the strength and significance of this relationship. The adjusted R-squared value indicates that the model has a good fit, suggesting that promotion activity is a key factor influencing the company's marketing development.

The study shows that Tesla's promotion activity, including advertising, promotional intensity, and plans, affect its marketing development. By effectively organizing culturally relevant activities to interact with customers, it can enhance its popularity and promote market development.

The results of the multiple regression analysis provide sufficient evidence for this study. The data fully support the third hypothesis, indicating that promotion activity play a vital role in Tesla's marketing development. Enterprises can continue to launch feasible promotion in future marketing plans to further promote the development of its marketing market.

4.1.6 Place Strategy and Marketing Development

Finally, to test the fourth research hypothesis, that is, place strategy has a positive impact on the marketing development of Tesla, a multiple regression analysis method was used. The dependent variable in this regression model is the marketing development of Tesla, and the independent variable is place strategy.

Table 4.6 Regression Analysis of Place Strategy and Marketing Development

Variable	Coefficient (β)	Standard Error	t-Value	p-Value
Intercept	1.521	0.234	7.132	<0.001
Place Strategy	0.586	0.049	10.851	<0.001
R-squared	0.411			
Adjusted R-squared	0.415			

The multiple regression analysis shows that place strategy coefficient (β=0.586) is positive and statistically significant (p<0.001). This indicates that there is a positive correlation between place strategy and the company's marketing development. The square value of R in the table is 0.411, indicating that about 41.1% of the variance in marketing development can be explained by place strategy. The coefficient is positive and significant, indicating that the higher the user's recognition of place strategy, the greater the impact on marketing development.

Specifically, the higher T value (10.851) and the extremely low P value (<0.001) in the table deepen the strength and significance of the relationship. The adjusted square value R indicates that the model has a good fit, indicating that place strategy is a key factor affecting the company's marketing development.

The results of the multiple regression analysis provide sufficient evidence for the study, and the data fully demonstrate the support for the fourth hypothesis, indicating that place strategy plays a vital role in Tesla's marketing development.

4.2 Discussion

4.2.1 Interpretation of the Findings

The results of this study provide important references for the relationship between product quality, pricing strategy, promotion, place strategy and the marketing development of Tesla Inc. Each research hypothesis is supported by the data, indicating that these factors play an important role in driving the future marketing market.

Regarding Hypothesis 1, the data analysis results show a positive correlation between product quality and the company's marketing development, with a coefficient of 0.676 and an R-squared value of 0.514. High-quality products can fully improve user satisfaction and loyalty, enabling Tesla to gain an advantage in market competition. For Tesla, it is crucial to continuously maintain strict quality control and keep innovating to meet customers' expectations.

The analysis of Hypothesis 2 indicates that pricing strategy has a significant impact on the company's marketing development, with a coefficient of 0.494 and an R-squared value of 0.382, which means that the pricing strategy accounts for 38.2% of the variance in marketing development. Reasonable pricing can attract more customer groups, and the data results emphasize the importance for Tesla to adopt a dynamic pricing approach, especially in regions with different economic conditions and purchasing power.

For Hypothesis 3, the data analysis shows that promotion activity has a significant positive impact on the company's marketing development, with a coefficient of 0.536 and an R-squared value of 0.453. This indicates the importance of formulating promotional activities that conform to local cultures and consumers' preferences. Organizing culturally relevant promotional activities can enhance popularity and customer participation, thus promoting market development.

For Hypothesis 4, the analysis shows that place strategy has a significant positive impact on the marketing development of the company, with a coefficient of 0.584 and a square value R of 0.411, indicating that it is necessary to establish closer ties with suitable partners and cooperate with online and offline places to expand sales places. At the same time, it is necessary to focus on logistics and transportation, improve after-sales service, and promote market development.

The research results show that product quality, pricing strategy, promotion, and place strategy have a significant impact on the marketing development of Tesla, and these factors have a synergistic effect, which promotes market penetration, user satisfaction, and market competitiveness. Tesla needs to integrate these marketing factors in the future development to adapt to the current market environment.

4.2.2. Discussion

The results of this study show that there is an inseparable relationship between product quality and Tesla's marketing development, which is similar to the conclusions of researchers who emphasized product performance and highlighted the key role of product quality in building customer loyalty and user trust .The research confirms that high-quality products can not only meet customers' expectations but also serve as the cornerstone for expanding into a diversified marketing market.

The pricing strategy significantly affects the marketing development of Tesla, Inc. As in the research of Hafez and Othman (2018), this study emphasizes the adoption of dynamic pricing according to different markets. Dynamic pricing enables enterprises to maintain competitiveness in a rapidly developing market. It fully demonstrates that a reasonable pricing model can attract a larger customer base, indicating the importance of the pricing strategy for the company's future marketing development.

Regarding promotion, as Liu (2022) pointed out, the role of advertising cannot be ignored and plays a key role in market development. This study emphasizes that enterprises should adopt scientific advertising methods, avoid backward promotion methods, and prevent false advertising and other situations. By using a diversified combination of advertising, promotions, etc., the company can effectively convey its value proposition and increase its popularity, thus indicating that promotional activities have a positive impact on the company's marketing development.

Place strategy significantly affects the marketing development of Tesla. For example, Rajagopal (2017) pointed out that enterprises need to plan place strategies to cope with market changes and emphasized the importance of online and offline place marketing. In the market, cooperation with partners is also crucial and can effectively increase sales, which shows that effective place strategy can improve the company's marketing development.

Although the results of this study are generally consistent with previous studies, there are some details that can be discussed in depth. For example, compared with product quality and promotion methods, pricing strategy is less persuasive. Product

pricing is an important part of the 4Ps marketing theory, but the results show that it depends more on the environment for the company's marketing development, and is also related to the region and consumer group. On the other hand, the data show that the subjects have the same views on the promotion methods in different regions. It reflects the standardization of Tesla's promotion, but may ignore the cultural differences in some regions.

The study shows that the impact of product quality, pricing strategy, promotion, and place strategy on the company's marketing development provides more views, points out the areas that need to be further optimized in the company's marketing development, especially emphasizing that pricing strategy and promotion methods that conform to local culture need to be further improved. These research details are conducive to a more in-depth analysis of the mutuality between marketing strategy and company development.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

Based on the 4Ps marketing theory, this study aimed to study the impact of marketing mix on the marketing development of Tesla New Energy Company, focusing on its four factors: product quality, pricing strategy, promotion activity and place strategy. This study analyzed how the marketing mix can promote the marketing development of Tesla. Through verification, the analysis of the research results provides quantifiable views to promote the future development of Tesla.

The first question of the study is the impact of product quality on the marketing development of Tesla. Product quality has a positive impact on the company's marketing development, and its hypothesis is supported by the data. The results show that high-quality products have a significant effect on brand loyalty and customer satisfaction, which is crucial for the company's future development.

The second question is the impact of pricing strategy on the marketing development of Tesla. Rationalized pricing has a positive impact on the company's marketing development. The study shows the importance of adopting adaptive pricing strategies to meet regional conditions. Dynamic pricing and pricing model-based methods are conducive to attracting customer groups and maintaining competitiveness in different regions.

The third question is the impact of promotion activity on the marketing development of Tesla. The study shows that promotion methods with high cultural relevance can increase brand awareness, thereby further driving customer engagement, supporting and promoting the marketing market development of Tesla.

The fourth question is the impact of place strategy on the marketing development of Tesla. The study shows that place strategy has a positive impact on the company's marketing development, and its hypothesis is supported by the data. The results of the study show that diversified marketing places are crucial to the company's development.

In short, in terms of product optimization, Tesla should improve the battery life, appearance design and product innovation of its products, and adopt an operating model that coordinates advanced technology with strict product control. In terms of pricing strategy, the company should consider dynamic pricing, market segmentation and other methods to further optimize pricing plans. In terms of promotion activity, Tesla should plan promotion plans in advance, adopt culturally relevant and professional promotion

strategies, enhance brand awareness and customer loyalty, and attach importance to user interaction and customer relationship management. In terms of place strategy, Tesla should establish online and offline channels to facilitate purchases and after-sales services for customer groups in various regions, and work closely with partners to achieve a win-win situation.

Through research, product quality, pricing strategy, promotion activity, and place strategy have a positive impact on the marketing development of Tesla, providing a reference for the future realization of diversified development, and providing inductive suggestions for the marketing development of other new energy vehicle companies in China. The research results are of great significance and will help Tesla enhance its market competitiveness, meet the multi-faceted needs of customers, and achieve rapid market development.

5.2 Recommendation

Based on the results of this study, several inductive optimization suggestions are proposed for Tesla to strengthen its future marketing development. Through research and analysis, it is concluded that further optimization is needed in terms of product quality, pricing strategy, promotion activity and place strategy.

First, Tesla should give priority to improving product quality to ensure its market advantage. Advanced counting, strict quality and innovative functions are essential to improve customer loyalty and user satisfaction among different customer groups. The importance of after-sales services, such as maintenance and repair plans, should be emphasized to provide better after-sales support for the new energy vehicle industry.

Second, following the fundamental principles of marketing, Tesla should adopt a dynamic pricing approach, formulate pricing models based on local market conditions, consumer group purchasing power and competition, discounts and financing options in specific regions. On the one hand, it can increase customer appeal, and on the other hand, maintain the recognition of high-quality brands and promote the healthy development of new energy enterprises.

Third, develop a reasonable promotion method that is in line with local culture and combines local culture and consumer preferences. Tesla should use digital platforms to cooperate with local influential public figures to promote community culture, customize advertisements, and strengthen its local brand image.

Finally, Tesla should establish a wide network of sales points, both online and offline, to facilitate purchases and after-sales services for customer groups in various regions. In addition, the sales point strategy needs to work closely with partners to establish stable sales points and increase the market coverage of products.

The above suggestions are of great significance to the development of Tesla. The marketing development of new energy vehicle companies has a long way to go. It is necessary to stand at the level of the overall layout of the enterprise and combine the actual needs to deeply explore the optimization and improvement work.

5.3 Further Study

This study provides suggestions for the impact of marketing strategies on the marketing development of Tesla. Several aspects can be further discussed in future research. For example, longitudinal data research can be used to analyze the long-term impact of marketing factors on the company's marketing development. Not only can we gain an in-depth understanding of how various factors affect the company's future development, but we can also make up for the shortcomings of horizontal research, thereby observing the company's development in many aspects.

In the context of the digital economy, how can new energy vehicle companies ensure their competitiveness? Accelerating digital transformation is the key. Future research directions can choose to explore the role of digital transformation in Tesla's marketing strategy. Digital transformation is a comprehensive change that covers supply chain management, production, marketing, and customer relations. Through integration and optimization to achieve digital transformation, companies can open up new opportunities and build competitive advantages. New energy vehicle companies need to increase cooperation with industries such as digital platforms. Cross-border cooperation can inject fresh blood into corporate development, while also innovating products and meeting the modern market needs of user groups.

The development of new energy vehicles is supported by Chinese policies. It should be noted that while enjoying subsidies, social responsibilities should also be assumed. It is necessary to maintain the corporate image and reputation and make outstanding contributions to society. In the process of exploration, we should fully understand the cultural characteristics of each region. Only by understanding the consumption habits of different consumers in different regions can we truly adapt to market demand and improve our competitiveness.

Finally, Tesla can compare and analyze its marketing strategies with those of its competitors, such as well-known brands such as BYD, Ideal, and Weilai, which will be beneficial to future research. The high intensity of market competition and the continuous challenges of new technological innovations help to improve the progress

of enterprises and provide reference value for evaluating and improving Tesla's marketing strategies.

Future research should aim to expand the scope of investigation, adopt longitudinal research methods, explore digital transformation and digital platform cooperation, pay attention to real-time policy releases, and conduct comparative analysis with competitors. These research directions will help to more comprehensively understand the factors that promote the development of corporate marketing and formulate more effective marketing strategies to further enhance the development of new energy vehicles in the Chinese market.

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Appendix

Dear Respondents:

Thank you for participating in this survey. The purpose of this study is to analyze the impact of marketing factors on the marketing development of Tesla. Your answer is about how product quality, pricing strategy, promotion methods and place strategy affect the marketing development of Tesla. This survey is anonymous and all information will be kept confidential.

1. What is your age?

   a) Under 25 years old
   b) 25 - 35 years old
   c) 36 - 45 years old
   d) 46 - 55 years old
   e) Over 55 years old (excluding 55 years old)

2. What is your gender?

   a) Male
   b) Female

3. What is your educational attainment?

   a) High school education or below
   b) Technical secondary school or junior college education
   c) Undergraduate degree
   d) Master's degree
   e) Doctoral degree

4. Where do you currently live?

   a) Guangzhou
   b) Shanghai
   c) Zhejiang Province
   d) Jiangsu Province
   e) Others

5. How long have you been a Tesla owner approximately?

   a) Less than 1 year
   b) 1 - 5 years
   c) 6 - 10 years
   d) More than 10 years

The following questionnaire used Likert scale, ranging from 1 to 5，in which 1= Strongly disagree, 3=neutral, 5=Strongly agree.

Items		Alternative Answer				
6	Tesla's new energy vehicles have high durability.	1	2	3	4	5
7	Tesla's new energy vehicles have good innovation.	1	2	3	4	5
8	Tesla's new energy vehicles have a sense of design.	1	2	3	4	5
9	Tesla's new energy vehicles are reliable and reassuring.	1	2	3	4	5
10	Tesla's new energy vehicles have excellent overall performance.	1	2	3	4	5
11	The price of Tesla's new energy vehicles is reasonable.	1	2	3	4	5
12	The price of Tesla's new energy vehicles is competitive.	1	2	3	4	5
13	Tesla's new energy vehicles offer high cost-performance.	1	2	3	4	5
14	I am satisfied with the pricing of Tesla's new energy vehicles.	1	2	3	4	5
15	I approve of the frequency of Tesla's new energy vehicle sales pricing.	1	2	3	4	5
16	Tesla's advertisements attract me.	1	2	3	4	5
17	Tesla's promotional activities have cultural relevance.	1	2	3	4	5
18	I like to participate in Tesla's new energy vehicle promotional activities.	1	2	3	4	5
19	Tesla's promotional activities have influenced my purchase decision.	1	2	3	4	5
20	Tesla's promotional information is clear and effective.	1	2	3	4	5
21	Tesla's new energy vehicles show diversification in their place strategy.	1	2	3	4	5
22	Tesla is good at finding partners in the market.	1	2	3	4	5
23	Tesla's new energy vehicles perform well in logistics and transportation.	1	2	3	4	5
24	Tesla has extensive place coverage in various regions.	1	2	3	4	5
25	Tesla's after-sales service is good.	1	2	3	4	5
26	Tesla's new energy vehicles have a great influence in the marketing market.	1	2	3	4	5
27	The product supply of Tesla's new energy vehicles is sufficient.	1	2	3	4	5
28	Tesla's product quality is good.	1	2	3	4	5

29	Tesla's pricing strategy has contributed to its successful marketing development.	1	2	3	4	5
30	Tesla's promotional activities have increased its brand awareness.	1	2	3	4	5

Thank you for taking the precious time to complete this questionnaire. Your responses are extremely valuable for helping us understand the impact of Tesla's marketing factors on its marketing development. If you have any other comments or suggestions, please feel free to share them with us.