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Research on new energy Marketing innovation

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Abstract: On September 22, 2021, the Party Central Committee, with General Secretary Xi as the core, made a major decision to achieve carbon peaking and carbon neutrality, with the following main objectives. By 2025, an economic system of green, low-carbon and cyclic development will take initial shape, laying a solid foundation for achieving carbon peaking and carbon neutrality. By 2030, the comprehensive green transformation of economic and social development has achieved significant results, and the energy utilization efficiency of key energy-consuming industries has reached the international advanced level. By 2060, a green low-carbon cycle development of the economic system and a clean, low-carbon, safe and efficient energy system will be fully established, carbon neutral goals will be successfully achieved, fruitful results will be achieved in the construction of ecological civilization, and a new realm of harmonious coexistence between man and nature will be created. In order to achieve the goal, "on the complete and accurate implementation of the new development concept to do a good job of carbon peak carbon neutral views" clearly mentioned, accelerate the construction of low-carbon transportation system, the promotion of energy-saving low-carbon transport, this advocacy brings opportunities for the development of new energy vehicles, new energy vehicles refers to is the use of non-conventional automotive fuel as a power source, integrated vehicle power control and drive aspects of the Advanced technology, formed with new technology, new structure, advanced technical principles of the vehicle. However, under the role of the market and external environment, although the sales of new energy vehicles are developing in an upward trend, a series of problems exist in them leading to a bottleneck to be broken through. This paper provides an in-depth analysis of this phenomenon and provides innovative points for the development of the new energy vehicle industry from the marketing perspective to promote the development of the new energy vehicle industry.

Keywords: New energy vehicles; Double carbon target; Opportunities and challenges; Marketing innovation; Cross-border e-commerce.

1. Introduction

1.1. Research significance

At this stage, the marketing of new energy vehicles is mainly led by product sales, with online marketing covering mainly the younger generation of consumer groups and offline marketing concentrated in the core areas of high-tier cities. However, there are many problems in the marketing

1.1.1. Inadequacy of supporting infrastructure

The production of new energy vehicles is getting bigger and bigger, but the number of charging piles, especially public charging piles, is slightly insufficient. The number of new energy vehicles in China is nearly 500,000, but the number of charging infrastructure is still insufficient, with a car-pile ratio close to 10:1. The charging infrastructure gap is huge, and it can't meet the charging demand of new energy vehicles. This restricts the development of new energy vehicles, everyone wise new energy vehicles environmental protection and save money, but have to worry about the problem of no place to charge.

1.1.2. Site and land is restricted urban land resources are tight

Whether it is the construction of public charging stations, or the transformation of existing parking lots, are facing parking space tension, high cost of grid transformation, the community property does not cooperate or even obstruction and other problems.

1.1.3. Uneven market development

Now the new energy vehicle market is mainly concentrated in several cities with license restrictions, and new energy vehicles in other cities do not have great advantages in comparison, so the purchase enthusiasm is not high. Consumers in first-tier cities recognize new energy vehicles significantly more than those in second, third and fourth-tier cities.

1.1.4. Users have big concerns about the reliability and safety of new energy vehicles.

Due to the lack of standardized market development and immaturity of product technology, users are more concerned. Users are more sensitive to the price of the products, and individual car purchases are mainly at the low end. New energy vehicles need to maintain a low-price level and meet the quality, safety and comfort standards of mature fuel vehicles, which requires high cost control ability. Industry technology is developing slowly. High-end costs are high, market recognition is low, and the market is limited.

New energy vehicles are also gradually developing and growing 2021 at the beginning of the industry is expected to sell more than 26 million cars last year, the actual sales are 26.275 million, basically in line with expectations. New energy vehicles, the forecast at the beginning of the year was 1.8 million units, the actual sales were 3.5 million units, which is twice the forecast at the beginning of the year. According to the trend of last December's sales, China's new energy vehicle sales will exceed 8 million units this year, and new energy vehicles will account for more than half of new car sales at the end of this year or early next year. 2020-2021, the proportion of fuel vehicles fell from 95% to 86%, and Japanese cars can still make room for growth in this 86%, December China's new energy vehicle sales reached 531,000 units The market penetration rate is nearly 20%.

The innovation of marketing model is necessary to increase the number of sales, in a literal sense, is to innovate in the sales model of the product and the sales service of the product,

so that consumers are bright and attracted by this marketing model, so that they can stand out in the fierce market and achieve the purpose of increasing the number of sales. At present, the new energy vehicle industry has stabilized, SAIC-GM-Wuling picked the pure electric field No. 1, ideal won the plug-in best new power brand, Tesla Model 3 picked the single model annual champion, Hongguang MINI broke through the 10.0 million mark. 2020 new energy passenger car annual sales of the top ten models in order for Tesla Model 3, Hongguang MINI EV, BYD Qin EV, Ola R1, EAN AionS, Chery eQ, Ideal ONE, BYD Han EV, Azure ES6, MG EZS. So, to improve the number of product sales and occupy a certain position in it, it is necessary to carry out the innovation of sales model.

Innovation is conducive to the sustainable development of enterprises is the inevitable requirement to adapt to the development of the times innovation ability, in the development of enterprises is very important, it is not only applied in the marketing of enterprises, but in the design, production, operation, sales links of enterprises need to have such ability. The ability to improve the level of marketing services is conducive to broadening the marketing channels and expanding the marketing scope of enterprises.

1.2. Research background

The development of new energy vehicles is the only way for China to move from a large automobile country to a strong automobile country, and it is a strategic measure to cope with climate change and promote green development. China's new energy vehicle industry began at the beginning of the 21st century. The research project of new energy vehicles was included in the national "863" major science and technology projects during the "Tenth Five-Year Plan" period, and the strategy of starting with gasoline vehicles and advancing to the goal of hydrogen-powered vehicles was planned. Since the "Eleventh Five-Year Plan", China has proposed the strategy of "energy-saving and new energy vehicles", and the government has paid great attention to the research and development and industrialization of new energy vehicles. According to the data released by China Association of Automobile Manufacturers, the production and sales of new energy vehicles in the first half of this year were 2.661 million units and 2.6 million units respectively, up 1.2 times year-on-year, with a market share of 21.6%. Among them, the sales of new energy passenger cars accounted for 24% of the total sales of passenger cars, and the proportion of new energy cars in Chinese brand passenger cars has reached 39.8%.

The current marketing model of new energy vehicles is divided into the following categories. Take the 4S store way franchise. That is, the same as the past sale of fuel cars, the dealer to build a 4S store to sell. Mixed sales with other consumer electronics. Mixed sales by 4S store dealers. That is, 4S stores sell fuel cars as well as new energy vehicles. The dealer builds the experience center to sell on behalf of the dealer, i.e. agency system. Manufacturers build their own experience centers for direct sales.

The backing of the idea is strong, strong national policies to support the country has always attached great importance to the development of new energy vehicles, in the "Notice on Adjusting the Financial Subsidy Policy for the Promotion and Application of New Energy Vehicles" "New Energy Vehicle Industry Development Plan" and other related policies, the production and future development of new energy vehicles to make a clear plan of professional and technical support, the upside development space is broad. According to incomplete statistics, China's lithium battery production in 2021 is about 3 billion, far beyond other countries.

But these several sales models also have certain drawbacks, car-making new forces online + offline, good service, close to consumers, but the investment is large, high inventory and operational management requirements. And the traditional car and the common network sales input resources small, can quickly complete the market coverage, but can't fit the new energy consumer experience, shape the new brand; to create a new energy independent brand, customer experience is good, but the investment is large and dependent on dealers, can't directly face the end consumer. At present, many provinces with large power resources are facing excess power generation capacity, power plant load limiting situation is very common, the power generation market is saturated, building new energy power plant approval is very difficult. The development of new energy vehicles has a great benefit is to enhance electricity consumption, only to enhance social electricity consumption, in order to effectively promote the expansion of clean energy installed capacity and reduce the proportion of thermal power.

But we also have certain research foundation become bigger and stronger single brand, gradually extending multi-brand strategy first, pursuing high quality marketing, do different differential pricing of products, perfect marketing network system, strengthen the effective propaganda new energy vehicles, improve its own brand value on the basis of the connotation, pay attention to the fusion of different brand value, in the end, Improve product and service quality from multiple angles, and constantly innovate marketing pre-sales and after-sales service paths.

2. Background of new energy vehicle industry

2.1. Overview of new energy vehicles

New energy vehicles in a broad sense, also known as alternative fuel vehicles, include pure electric vehicles, fuel cell electric vehicles, which all use petroleum fuels, and also include hybrid electric vehicles, ethanol gasoline vehicles and other vehicles that partially use non-petroleum fuels. All existing new energy vehicles are included in this concept, which is divided into six categories: hybrid vehicles, pure electric vehicles, fuel cell vehicles, alcohol-ether fuel vehicles, natural gas vehicles, etc.

New energy vehicles in a narrow sense can refer to the national "new energy vehicle production enterprises and product access management rules": new energy vehicles refer to vehicles with new technologies, new structures and advanced technical principles formed by using unconventional vehicle fuels as power sources and integrating advanced technologies in power control and drive of vehicles.

2.2. Traditional energy sources are decreasing and non-renewable

From the 18th century, coal became the main industrial and transportation energy source in western countries. The promotion of steam engines, the boom of metallurgical industry and the development of transportation all required large amounts of coal. In 1913, the world coal production was 1.320 billion tons, accounting for 92.2% of the world's total primary energy production, which was 7 times more than in 1860, thus entering the energy "coal era". The long-term use

of large amounts of coal have led to an intensified reduction in coal resources, and the limited coal deposits are unlikely to be regenerated in a short period of time.

In the mid-1950s, coal was still the world's primary fuel, but oil soon took its place. After the energy crises of 1973 and 1979, there were frequent major media reports on oil supplies, which led to the realization that: as an economic source of energy, oil is a finite resource that will eventually be depleted.

Today, approximately 90% of vehicle fuel needs are met through oil. Oil accounts for 40% of all U.S. energy consumption, but only 2% of electricity production. As a convenient source of energy for a large number of vehicles, and as the basis for many industrial chemicals, oil is one of the world's most important commodities. Access to oil has been a major factor in triggering several military conflicts, including World War II and the Persian Gulf War.

The current structure of the world's energy use is still dominated by oil, coal, and natural gas. In recent years, international oil prices have risen sharply and international oil prices have gone way up, causing widespread concern around the world. The increase in oil prices has increased the cost of energy for economic development and has affected the structure of consumption of the population. International oil prices are not only related to national development, but also affect the living standards of small families. The world's economic development is inseparable from energy, but with the increase in the rate of economic development, the traditional non-renewable energy sources are still in short supply.

2.3. Increasing environmental pollution

In addition to the problem of over-exploitation of traditional energy sources, the development of the new energy vehicle industry is also driven by the deteriorating ecological and environmental conditions. The pressure of population growth and economic development is exceeding the capacity of the earth's natural systems, polluting the atmosphere and water bodies, causing climate anomalies, depleting resources, endangering many species, decreasing food and fuel production in many areas, and continuing to damage the earth's life support systems. Acid rain formed by the emission of sulfur oxides and nitrogen oxides is harming more countries beyond their borders; the massive emission of chemicals such as chlorofluorocarbons threatens to deplete the ozone layer in the atmosphere, and many scientists have recently discovered holes in the ozone layer over the North and South Poles; the concentration of carbon dioxide in the atmosphere continues to rise, and the greenhouse effect may cause dramatic changes in the climate; climate anomalies have exacerbated the frequency and scope of natural disasters, and their damage is becoming increasingly serious and widespread. Climate anomalies have increased the frequency and scope of natural disasters, and their hazards are becoming more serious and expanding.

The frequent occurrence of environmental pollution and pollution accidents has led to a dramatic increase in infectious diseases, cardiovascular diseases, respiratory diseases and cancer. This poses a great threat to human health. The British Daily Telegraph published the results of a Gallup poll on November 15, 1988, in which the public considered the threat of environmental pollution to be as great as that of World War III, and environmental problems have become a major political and social issue in all countries of the world.

2.4. Strong national advocacy

The development of new energy sources has become more and more important due to two factors: the decreasing amount of traditional energy sources and the continuous deterioration of the environment. New energy vehicles instead of traditional fuel vehicles can significantly reduce carbon emissions, save non-renewable energy, and inject a constant source of new momentum for economic development.

The creation and development of new energy vehicles is a product of the evolution of social technology to a certain stage, a product of people's aspiration for a better life and a product that meets people's needs for low-carbon, environmental protection and convenience. In recent years, with the continuous maturity of peripheral technologies such as 5G, AI and autonomous driving, new energy vehicles, including future smart cars, have the possibility of becoming a reality. In the near future, the automotive industry will usher in very significant changes, previously seen in the movie full of intelligent human and car interaction will gradually become a reality.

The current national support for the consumer side of new energy vehicles can be summarized in general as three aspects: monetary subsidies, tax breaks, and license rights of way. From 2018 onwards, the local purchase subsidy funds for new energy vehicles will gradually be transferred to support the construction and operation of charging infrastructure and the use and operation of new energy vehicles. Implement good financial and tax incentives such as exemption from vehicle purchase tax and purchase subsidies for new energy vehicles, and strengthen the construction of urban parking lots and charging facilities for new energy vehicles. The new energy vehicle models included in the scope of central financial subsidies should be pure electric vehicles, plug-in hybrid electric vehicles and fuel cell vehicles that meet the requirements. Focus on increasing the promotion of new energy vehicles in government agencies, public institutions, public transportation and other areas. Subsidy object. Subsidy object is consumers, consumers pay according to the sales price after deducting the subsidy. Funds disbursement. July 9, the State Council officially released the "energy-saving and new energy vehicle industry development plan", the plan said that the development of new energy vehicle industry will be purely electric drive for the development of new energy vehicles and the transformation of the automotive industry's main strategic orientation, the current focus on promoting the industrialization of pure electric vehicles and plug-in hybrid vehicles. In addition, the plan also makes specific requirements for the development goals of the new energy vehicle industry.

3. New energy vehicle marketing innovation point

3.1. Brand direct sales

Traditional agent sales model because the seller does not directly contact the goods, all suppliers may be shipped directly, the seller's online store is still selling goods, the supplier warehouse off-sales, consumer experience decline, and ultimately customer loss and bad evaluation. Brand direct sales model, that is, let the product directly into the hands of the end consumer, breaking the traditional agent sales model, using the establishment of brand experience store as the basis, not commissioned by the agent sales, to provide product

orders received, production, sales and other one-stop service, consumers can order by online appointment, personalized.

3.2. Product localization

In order to meet the needs of local government and customers and improve the competitiveness of products, enterprises need to adopt product localization strategy in order to introduce, digest, absorb and reinvent products, which can change the production and sales mode and enterprise management according to regional differences, so as to more easily adapt to local market demand and more accurately meet It is easier to adapt to local market demand and meet local consumers' needs more accurately, and at the same time, it can respond to market changes more quickly and localization response is more timely. The design and development of new technology products should reflect local characteristics. For different regions and countries, the development of different characteristics of products localized products in the local sales channels will be smoother. By living in the terrain of different countries in the region, for a variety of terrain to launch different products such as desert, high mountains, plains terrain to launch the corresponding products, in power consumption and performance trade-offs to achieve maximum cost performance, such as alpine terrain car to improve the performance of the car, at the same time, the appropriate increase gained, so as to achieve the cost-performance trade-offs. This special travel can provide targeted services to people in different places and improve the visibility of the product in the local area.

3.3. Breakthrough traditional offline trade marketing methods, integration of cross-border e-commerce system construction

Build enterprise online cross-border marketing platform, break the traditional offline marketing mode, the combination of distribution, mainly including distribution channels, storage facilities, transportation facilities, inventory control, which represents the platform to make the new energy vehicle products into and reach the target market organized, implemented a variety of activities, including ways, links, places, storage and transportation. The project will launch a different website with local languages and cultures and traditions. The new energy vehicle products will be uploaded, multilingual introduction will be made for each product, online marketing groups with different characteristics will be established for different countries, installment payment function will be provided, legal popularization will be made, necessary procedures for new energy vehicle purchase will be introduced, and policies related to installment payment will be introduced. Improve the customer's confidence in online products, conduct online marketing to open up the global market and improve brand awareness.

For online marketing channels pre-sales product service -- to "pre-sales" persistence to discover new and possible customer needs, we will provide customers with free drone consulting services to understand customer needs, help customers solve technical problems, to provide the most suitable service for each customer; in-sales product service -- to "In-sales" serious service and careful communication, to achieve common progress with customers. In the process of platform operation, we will provide users with the product technical staff of the product inspection standards and test results; product after-sales service -- to "after-sales" sense of responsibility, to solve all the worries of customers after the platform transaction is successful, we will sign an after-sales service agreement with customers. The platform's after-sales service system to implement the quality of goods first responsible system, where the quality of goods need to be returned, the platform will be responsible first; where the quality of goods caused by the customer's personal property damage first responsible; the platform will help to pursue the responsibility of the relevant parties. Then the sales department will recover from the producer or other sellers who are responsible. Through the above services to improve the product line marketing praise rate, improve the international status of the product.

3.4. "Self-operated + platform" model

The company's platform belongs to the hybrid cross-border e-commerce platform model is "self-operated + platform" model, self-operated platform can ensure the quality of goods, the third-party open platform can ensure the richness of goods on the platform, the hybrid model combines the advantages of the two, can play a "1+1>2 The hybrid model combines the advantages of both, which can play a "1+1>2" synergistic effect, thus providing consumers with more diversified choices.

The company's platform merchants stationed in the form of the number of goods advantageous, can meet the personalized needs of users. As a cross-border e-commerce platform, the platform pays more attention to the "volume" of the platform, and provides a convenient place for transactions between buyers and sellers by integrating the resources of all parties. Compared with the purely self-operated platform, the company's platform, as an open third-party platform, has a large number of third-party merchants who provide a large number of SKUs, which is very favorable to the expansion of product categories and quantities and can meet the personalized needs of users.

In order to attract more consumers to shop on the platform, the platform is free and open to consumers, and the increase of consumers means the increase of the flow of the platform, and the merchants are willing to pay to be stationed on the platform because of the huge flow advantage of the platform. The more consumers on the platform, the more merchants will be attracted to the platform, and the platform's revenue will increase. The main task of the platform is to maintain the normal operation of the platform, each seller on the platform will provide a large number of goods, when the platform gathered a large number of third-party sellers, then the platform will have a large number of SKUs in the pool of goods, purely self-operated platform due to limited funds and energy is difficult to reach the number of goods provided by the platform cross-border e-commerce, a large number of goods can often meet the consumers in the self-operated cross-border e-commerce platform This is also the success of the company's business model.

3.5. Multi-channel construction of a comprehensive ecological closed loop - channel laying

3.5.1. Supply channels

The company has manufacturers of top domestic and foreign drone manufacturers in residence, with a first-hand high-quality source of goods, more than a few thousand SKUs, tens of thousands of goods, from the source to ensure product quality and quantity.

3.5.2. Logistics Channel

The company adopts the new model of "overseas warehouse + domestic bonded warehouse + 7000 square meters of storage base" to connect to the global supply chain without gaps and integrate the four systems of "sea, land, air and rail" to create a rapid and efficient logistics model.

3.5.3. Consumer Channels

ln terms of channel construction, the company has laid out channels through online and offline channels to reach user terminals. On-line layout online mall, users can easily purchase online and place orders with one click; off-line through the opening of off-line experience stores, generating a strong advertising effect, rapidly developing the market, improving the company's visibility, while increasing consumer consumption channels and scenarios; online and off-line combination, strengthening user interaction, increasing brand experience, and greatly enhancing the reliability of the company's platform.

3.6. Overseas Warehouse

In order to help consumers, get a better shopping experience, shorten the cross-border logistics transportation time and improve the transportation efficiency of logistics, the platform launched the overseas warehouse service in 2015. The overseas warehouse is a traditional transportation method for merchants to deliver goods to the warehouse in the destination country in advance, and later when consumers place orders, the logistics staff of the overseas warehouse can directly deliver the goods to consumers through domestic logistics, which greatly improves the efficiency of goods transportation, and at the same time, if the goods have any quality problems and need to be returned or exchanged, it is not necessary to deliver the goods to the home country, and a complete set of after-sales service can be completed in the destination country. The most important feature of overseas warehouse is that it can guarantee the quality of goods. The biggest feature of overseas warehouse is that it can guarantee the logistics time and solve the after-sales service problem, providing consumers with the same high level of service as domestic online.

For the merchants who join the overseas warehouse, the platform will also have relevant resources, such as the Russian overseas warehouse merchants can participate in the exclusive theme activities of the overseas warehouse, the overseas warehouse area activities exposure, can be good for store traffic, conducive to the merchants to create explosive products. If the merchant's overseas warehouse goods reach the relevant standards set by the platform, such as the logistics dispute rate is lower than the average level of overseas warehouses, the platform will also "mark" the goods, that is, mark "Domestic Delivery" on the home page of the goods, on the one hand On the one hand, it shows that consumers can get better logistics service when buying such goods, and on the other hand, it helps to increase the brand competitiveness and influence of merchants, which is very beneficial for merchants who want to cultivate a certain market.

4. Conclusion

In summary, China's new energy vehicle industry in the process of development opportunities and challenges coexist, in the relevant policy support and the background of the rise of both network e-commerce, the new energy vehicle industry compared with the traditional automobile industry has greater development space, but also faces huge challenges, so China's new energy vehicle industry can focus on technological development at the same time to innovate marketing methods, from the production and sales of two levels Therefore, China's new energy vehicle industry can focus on technology development and innovative marketing methods, improve the competitiveness of the industry, expand the scale of the industry, so as to enhance the strength of China's new energy technology and let "Made in China" go to the world.

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