

Research on the influencing factors of pure electric vehicle consumption

Zhiwen An

Guangdong University of science and technology, Dongguan 523083, Guangdong, China

Corresponding author:253802732@qq.com

Abstract: With the development of the modern technology, the pure electronic mobile become a kind of the new energy mobile. It has the advantage of the protecting environment, alleviating the air quality. For the effect of the technology, the price, the basic equipment, the policy, the sales, it limits the development of the pure electronic mobile. But our pure electric vehicle market is still in its infancy. Only a small number of pure electric vehicles auto companies get favorite users, as opposed to the traditional automotive market is still small. Whether the consumers for auto manufacturers to produce pure electric cars will make purchasing decisions, and what factors lead to the development of consumer purchasing decisions, and how is the market prospect of pure electric vehicles. All the contents is very necessary to study. For the above questions, the system conclude the consume mind, the market requirement, the policy , the electronic equipment to study the factors of the mobile consumption .

Keywords: Environment; The technology; The pure electronic mobile consumption; The market requirem.

1. ANALYSIS OF FACTORS INFLUENCING THE CONSUMPTION OF PURE ELECTRIC VEHICLES

1.1 Consumers' risk perception of products

Research shows that when a new product comes out on the market, especially for a product like automobile, from the perspective of consumers' consumption psychology, for most ordinary consumers, cost performance is the most important purchasing index among many factors, and consumers' risk perception degree of a new product. Risk perception refers to that consumers will judge whether the risks of a product outweigh the disadvantages, whether it can be fully utilized, and whether there are risks according to their own subjective and objective combination before purchasing a product. Since Chinese consumers' cognition of pure electric vehicles is not complete, they will have a high risk perception. The greater the risk perceived by consumers, the smaller the market of pure electric vehicles will be. According to the survey, only 37% of consumers have a clear understanding of pure electric vehicles, and 32% of consumers have heard about them but have not learned about them. Therefore, consumers' perception of risk will directly affect their purchase behavior.

1.2 Consumers' personalities

For cities population, low carbon environmental protection facilities of pure electric vehicles have buy worth more than the fuel cars available in the market, because of the influence of the local environment, consumer desperately want to change the environment, then a more quiet place to live, by studying the survey 63% of consumers have a strong personal consumption habits, such as brand loyalty, green consumption concept, to a consumer preferences, etc. 74 percent of people who attach importance to environmental protection, have a sense of responsibility and environmental awareness are willing to choose pure electric vehicles when buying a car.

1.3 Promotion strategy of pure electric vehicles

Some scholars pointed out that research on the influence factors of pure electric vehicle purchase decisions, the enterprise products sales promotion activity to attract consumers to buy in large extent, on the one hand is to cater to consumer practical demand in the heart, look from the measures, can not only promote the visibility of pure electric vehicle, in the consumers' mind set up a low carbon environmental protection fashion automobile consumption concept, but also conducive to broaden the enterprise market share, ahead of the competition of a practical strategy, at the same time, enterprises in the after-sales service, brand image, the performance of the car itself as well as the cost price, on advertising to do more effective promotion, Increase consumer acceptance of pure electric vehicles.

1.4 Charging equipment

89% of consumers believe that the biggest obstacle to the development of pure electric vehicles in China is the lack of complete supporting facilities, and the biggest limitation to the development of pure electric vehicles is still the inconvenience of charging. Although there are for domestic pure electric vehicles for the construction of supporting facilities in the works, but for now, the development of pure electric vehicles such degree is not enough, it remains to be strengthened, wants the government to the electric vehicle charging facilities as soon as possible into the urban development and planning, forming perfect supporting facilities, convenience for the consumer. As early as 1993, Japan has started the basic construction of pure electric vehicles in the urban planning form the electric vehicle charging station also has formed the strategic mode of charging electric grid operators, this is a mature operation mode in the world, this pattern is very special, separate the ownership of the ownership of the vehicle and battery, means that the car is belong to the consumer, but the battery is belong to the operators, operators will battery lease to consumers. This model is now being copied in many countries around the world, because it would be far more successful in promoting electrification of transport by leasing batteries in the public sector than by buying them privately, and would be far more reliable in monitoring their quality. China's state grid, China's top three oil companies, are speeding up the construction of new energy vehicle energy replenishment stations, which are expected to solve the problem of charging pure electric vehicles.

1.5 Government policy support

Sixty-two percent of consumers clearly stated that the preferential policies of the government would be an important factor in the purchase of pure electric vehicles, and accounted for a large proportion. During the period of pure electric vehicles listed, as a pure electric vehicle main thrust assistant of

the government, above the implement of the policy has an important influence in promoting the development of electric vehicles, pure electric vehicles as a national key research projects, our country is a support attitude all the time, the first is in the tolerance of pure electric vehicles on the fiscal and taxation, the government to buy all-electric cars consumers have implemented rebates, free parking, charging, subsidies, tax relief and so on a series of policies, this to a great extent, promote the consumption desire to buy new energy vehicles, compared to the traditional fuel cars, The tax and subsidy policy of pure electric vehicle can promote consumers' desire to buy more, which shows that the regulations and oil price policy implemented by the government are very effective.

2. COUNTERMEASURES TO PROMOTE THE CONSUMPTION OF PURE ELECTRIC VEHICLES

2.1 Product integration sales strategy

Due to pure electric vehicles for the moment is a new energy cars, on technology remains to be perfect, but also not to build brand completely, this makes the all-electric cars compared with the traditional fuel cars, competitiveness greatly weakened, plus now all-electric vehicle enterprises most are plant patterns and manufacturing process water. Therefore, the market for the merger and optimization among the major automobile companies in the automobile industry is not mature. The key factor of pure electric vehicle in China is to reduce the manufacturing cost created by the advantage of volume, to face consumers with the cost as the breakthrough, and to improve consumers' acceptance of pure electric vehicle. Then, through industrial integration, accelerate the development and upgrading of the industrial chain and realize integration, so as to improve the profitability of the whole industry.

2.2 The government increased its support

To make full use of economic functions to increase investment in new energy vehicles, the period should include fiscal and tax policies to relax the system, the establishment of pure electric vehicles car purchase tax, car purchase tax incentives, and reduce the tax on pure electric vehicle enterprises, second, the government to use social and economic life for management functions. For the pure electric vehicle parking problem, set up charging station and other infrastructure to support, third, make full use of the government's macro adjustment control function. That is, the government adopts fiscal tax measures and capital measures to implement indirect and macroscopic regulation control over the operation of the national market. The future development prospect of pure electric vehicle is inestimable, the development momentum is also in a good direction, the government should use monetary policy to increase the investment in pure electric vehicle industry.

3. CONCLUSION

Through the above analysis can know, pure electric vehicles is now recommended as well as The Times require a kind of new energy vehicles, in the analysis of the influence factors, comparing the advantages and disadvantages of fuel vehicles and pure electric vehicle itself exists defects and corresponding countermeasures, including battery and price factors become the main bottleneck of the development of pure electric vehicles, and consumers' demands is convenient for pure electric vehicle charging and battery energy is larger, the second is cost should not be too high, also by its own consumption character, the price of fuel vehicle, government subsidies, the influence of pure electric vehicles promotion strategy, It is a common wish of consumers that pure electric vehicles and

ordinary cars have the same basic parameters, and these factors also need the joint efforts of the society, the government, enterprises and consumers to solve.

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