

CHAPTER 1

INTRODUCTION

1.1 Research background

With the acceleration of urbanization and industrialization, the rapid development of the automobile industry, the international oil supply and demand contradictions gradually deepened, global warming increasingly obvious. (Adam,2011). In this context, the new energy vehicle technology with energy saving and emission reduction as an important goal has been continuously made breakthroughs, and gradually formed to the energy, mechanical and electrical new technology as a support, a variety of new energy for the power, covering new energy vehicles, supporting components, dedicated storage materials and related services, and other fields, with huge market potential of emerging industries, showing a rapid breakthrough, The trend of competing development. (Philipm,2012). From the global point of view, the major automotive countries continue to promote the development and application of new energy vehicles, market leadership is basically established. The United States, Japan, Germany, Britain and France and other major automobile in the battery, motor, electronic control and other key technologies and vehicle design, testing has formed a certain accumulation, in the technical support, infrastructure (such as fuel filling station, battery charging station, etc.) have also carried out a regional market-oriented experiment. At present, the world's normal operation of fuel cell vehicles, pure electric vehicles, hybrid cars are mostly concentrated in developed countries. Pure electric car is a new energy vehicle, which is completely innovated from the form of fresh energy, it has outstanding advantages in energy saving, environmental protection and maintenance, although there are various restrictions on mileage and charging time, but the bottleneck of battery technology will not always exist, once the bottleneck of the battery has been breakthrough, its future is limitless. In a word, the pure electric vehicle is a kind of new energy automobile in the real sense, the owner has broad application foreground. But in terms of the current level of technology, the wide range of applications and promotion of pure electric vehicle still has a great problem, it is unrealistic to hope that pure electric vehicle solves the problem of new energy vehicle in a short time, but because of its incomparable advantages in energy conservation, pure electric vehicle will always be the final target of new energy vehicle.

1.2 Research purpose and significance

Automobile industry plays an important role in the economic development of the world's major developed countries, and it also affects the trend of energy demand and application. Today, the emergence of new energy vehicles is changing the industry, using electricity to replace disposable energy consumption such as oil, reversing the high pollution demand, so that energy development to clean, low-carbon, efficient direction of evolution. From the perspective of economic development, new energy vehicles can achieve multiple technical areas of linkage and integrated application, so that energy, technology, industry and transport areas to achieve a multidimensional degree of high integration. The wide application and industrial upgrading of new energy vehicles can not only promote the accelerated transformation of energy, but also become a new strong growth point to help push the global

economic restructuring and upgrading.

As a typical representative of new energy vehicles, electric vehicles have the following advantages: environmental protection, which is the most outstanding advantage of electric vehicles. There is no exhaust gas in the use of electric vehicles, and there is no air pollution problem compared with traditional automobiles. In essence, an electric vehicle is a zero-emission vehicle with no direct emission of pollutants, and indirectly related pollutants are mainly generated from power generation and battery waste. In terms of power generation, hydraulic, atomic power generation, etc. are very clean, that is, the pollution of serious pollution of thermal power is also significantly less difficult to control fuel vehicles, plant emissions can be centralized treatment, technical and economic advantages of automotive emissions treatment; In terms of battery waste, the post processing of the battery can also be concentrated, Recycling technology is maturing. Therefore, both direct and indirect pollution, electric vehicles are ideal "clean vehicles." Low noise, this is the most intuitive characteristics of electric vehicles. Now the automobile noise in the big city has become a kind of serious pollution, reducing the noise pollution is also the test of the automobile industry in the future. Automobile engine noise is the main noise source in the course of driving, from the angle of noise compared with the fuel vehicle, the electric vehicle has the absolute advantage, the related data shows that the electric vehicle is lower than 5 dB than the similar fuel vehicle. Energy conservation, according to the calculation, the crude oil into steam, diesel and fuel vehicles for the drive, the average energy utilization of only about 14%. Even if the electric vehicle of the power plant that uses burning heavy oil generates electricity, its energy is obtained by heavy oil refining, power plant thermoelectric conversion, power transmission and distribution, battery charging, motor loss and so on, the motor output shaft can also get about 20% energy. Other power generation methods applied to electric vehicles will be more energy efficient. Therefore, it is significant to save energy for electric vehicles with power grid power. High efficiency, in the city, road vehicles more, and often encountered traffic lights, vehicles must constantly stop and start. For traditional fuel vehicles, this means not only consuming a lot of energy, but also means more car exhaust. And the use of electric vehicles, deceleration parking, the vehicle can be the kinetic energy through the magneto-electric effect, "renewable" into electricity and storage in storage batteries or other energy storage, so in the parking, you do not have to let the motor idling, can greatly improve the efficiency of energy use, reduce air pollution. (Philip,2011)

Although in recent years, as the leader of the new energy vehicles in the global development unusually rapid, but also to the traditional fuel vehicle industry has a certain degree of influence, but its social acceptance and public acceptance is not satisfactory. Global car sales topped 90 million vehicles in 2017, while electric cars sold only 1.09 million vehicles. Although there are electric cars as new energy vehicles are subject to the current era of scientific and technological development, but the level of brand marketing of electric vehicle enterprises is also affecting the sales and public acceptance of the important factors. Tesla Motors, the new brand of electric cars, its development speed is very astonishing, its successful mode is worth pondering, in which Tesla automobile company's brand marketing strategy, not only according to the target market analysis, but also combined with its own actual situation,

through the comprehensive utilization of a variety of marketing strategies, finally achieved success, Promote the sustainable development of enterprises. This paper introduces the marketing strategy of Tesla Automobile Company, analyzes the problems existing in its marketing strategy on this basis, and gives the corresponding opinions, which provides feasible brand marketing suggestion for electric vehicle enterprises.

1.3 Research theory and method

1.3.1 The research theory

STP Theory

The essence of STP theory is to choose the target consumers or customers, or market positioning theory. According to STP theory, the market is a comprehensive body, is a multi-level, diversified consumer demand aggregation, any enterprise can not meet all the needs, enterprises should be based on different needs, purchasing power and other factors to be divided into the market by similar needs of the consumer group, that is, a number of sub markets. This is the market segmentation. Enterprises can choose a certain scale and development prospect according to their own strategy and product situation, and meet the target and capability of the company as the target market. The enterprise then needs to position the product in the place favored by the target consumer, and through a series of marketing campaigns to convey this positioning information to the target consumer, to bring them to the attention of the brand, and to perceive that this is what they need. STP theory refers to the enterprise in a certain market segmentation based on the determination of their own target market, and finally the product or service positioning in the target market location. In particular, market segmentation refers to the process of segmenting a product or service market by the difference in customer demand. The target market is the market segment which the enterprise chooses from the subdivided market, and is also the most advantageous part of the enterprise. The market positioning is in the marketing process to determine their products or services in the target market in a certain position, that is, to determine their own products or services in the target market competitive position, also known as "competitive positioning."

4Ps Marketing theory

In fact, the 4Ps marketing theory is to study the marketing problem from the perspective of management decision. From the point of view of management decision, various factors (variables) that influence the marketing activities of enterprises can be divided into two categories: one is the uncontrollable factors of the marketer, that is, the marketing environment, including micro-environment and macro-environment, and the controllable factors, namely, the products, trademarks, brands, prices and advertisements that marketers can control themselves. , channels and so on, and 4Ps is the induction of various controllable factors: Product strategy, mainly refers to the enterprise to the target market to provide a variety of consumer demand for tangible and intangible products to achieve their marketing goals. These include combinations and applications of controllable factors such as varieties, specifications, patterns, quality, packaging, features, trademarks, brands and various service measures related to the product. The pricing strategy mainly refers to the enterprise to achieve its marketing target by

the way of price and variable price according to market law, including the basic price, discount price, allowance, payment term, the combination and application of business credit and controllable factors such as pricing methods and pricing techniques. placing strategy, mainly refers to the enterprise chooses the distribution channel and organizes the commodity entity circulation way to realize its marketing goal, including to the distribution related channel coverage, the commodity circulation link, the middleman, the dot setting as well as the storage transportation and so on controllable factor combination and the application. promoting strategy, mainly refers to the enterprise to use all kinds of information dissemination means to stimulate consumers to buy the desire to promote product sales way to achieve its marketing goals, including advertising related to the promotion, personnel sales, business promotion, public relations and other controllable factors of the combination and application. The combination of these four marketing strategies is often called "4P" because the first letter of the English language is "P".

4C Theory

The 4C theory was proposed by Lauterburn, an American marketing expert, in 1990, which has redefined four basic elements of a marketing mix: Consumer, cost, convenience and Communication. It emphasizes that enterprises should first place the pursuit of customer satisfaction first, the second is to reduce the cost of customer purchase, and then pay attention to the convenience of the customer purchase process, rather than from the perspective of the enterprise to determine the marketing channel strategy, and finally to the consumer-centric implementation of effective marketing communication. Compared with product-oriented 4P theory, 4C theory has made great progress and development, it attaches importance to customer-oriented, to the pursuit of customer satisfaction as the goal, this is in fact the current consumer in marketing more and more active position in the market for the enterprise's inevitable requirements.

1.3.2 Research method

Document law

The literature research method is one of the main methods to carry out this research, at the same time it is also the basic method to guarantee the successful development of this research, in the course of research, the author uses the resources of school library, CNKI, Chinese periodical net, long source periodical net, Wip Cheng Sci-tech periodical, etc. Collect research results and documentation related to Tesla's brand marketing strategy. On this basis, in line with meticulous spirit and scientific rigorous academic attitude, the related data are systematically collated and summarized, in order to understand the current situation of Tesla automobile marketing strategy, to provide a reliable research basis for the follow-up work.

Comparative law

In the course of the study, by comparing Tesla with other automobile enterprises, the paper gives the facts and examples as the important arguments, which makes the research more rigorous and accurate, and improves the popularization and operability of the research results

to a great extent, which also effectively guarantees the value of this study.

Interview method

The author visited the relevant experts and scholars, entrepreneurs, car 4S shop and Tesla Direct shop, collecting relevant data for research to provide quantitative support.

1.4 Research structure

I have seven core chapters to illustrate Tesla's brand marketing charm. The first chapter is the introduction consists of four sections, respectively, the background of the study, research purposes and significance, research theories and methods and research structure. The second chapter is the brand marketing overview consists of three sections, respectively, the concept of brand marketing, brand marketing elements and the significance of brand marketing. The third chapter is the traditional automobile brand marketing, which is composed of three sections, and expounds the international traditional automobile marketing mode, the Chinese traditional automobile marketing mode and the traditional automobile marketing means respectively. The fourth chapter is the electric vehicle and the Tesla composed of three sections, respectively elaborated the International Electric vehicle present situation, the Chinese electric vehicle present situation as well as Tesla automobile general situation. The fifth chapter is the Tesla's brand marketing strategy consists of 5 sections, respectively, the unique and accurate market positioning, brand new value transmission mode, subversion of the traditional marketing model, patent opening and the establishment of the ecosystem and fan area and member marketing. The sixth chapter is Tesla Marketing's drawbacks and recommendations made up of 2 sections, the disadvantages of the direct sales model, the lack of the price is too high, the quality of instability and ancillary facilities far from the popularization of four problems, the proposal is elaborated on the rapid and National enterprises into an alliance of interests, improve marketing means, deepen the leader marketing, give full play to the role of fan group, Actively test the new media and media and further improve the automobile financial supporting services. The seventh chapter is the conclusion part, including the research summary and deficiencies of this paper.