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Research on Factors Influencing the Purchase Intention of New Energy Vehicles in China

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Abstract: The Chinese public has a high level of attention to the new energy vehicle industry in China, how to increase the sales of new energy vehicles is a very meaningful question. The development of new energy vehicles in China has made rapid progress, and China's new energy vehicle industry has occupied an undeniable position worldwide. China is an important manufacturing country and market in the field of new energy vehicles, and the Chinese new energy vehicle industry should seize the current opportunity. With the continuous enhancement of China's comprehensive national strength and the rapid development of technology, Chinese consumers have more and more industrial high-tech consumer goods, including new energy vehicles, to choose from. This article comprehensively discusses the factors related to the Chinese public's willingness to purchase new energy vehicles from the perspectives of new energy vehicle policies and their implementation, new energy vehicle performance characteristics, and environmental attributes, combined with the relevant experience of some developed countries in new energy vehicles. Through summary and analysis, rational suggestions are proposed.

1. Introduction

China attaches great importance to the development of the new energy vehicle industry from a political perspective to capital investment. China is very concerned about the situation of the new energy vehicle industry, and has raised the development of new energy vehicles to the level of industrial transformation strategy goals. China's energy security issues and national emission reduction and energy conservation efforts are closely related to the development of new energy vehicles in China. Gasoline and diesel are used as fuel sources for most vehicles, leading to the widespread use of petroleum resources. New energy vehicles play an important role in improving the environment and reducing energy pressure (see Figure 1 - Figure 3).

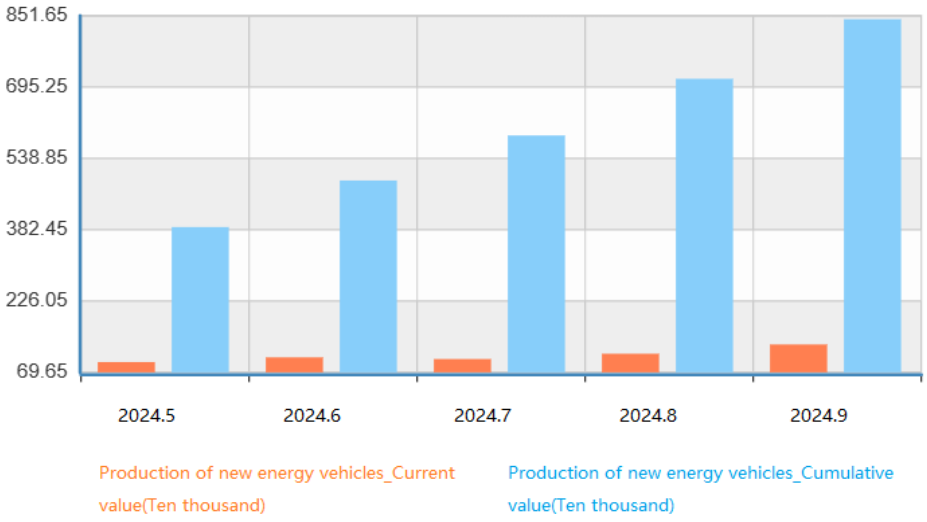

Figure 1: Recent production of new energy vehicles in China

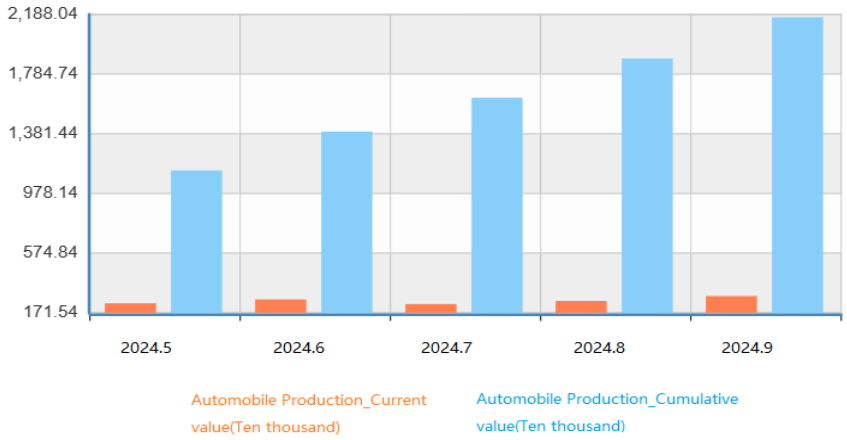

Figure 2: Recent situation of China's automobile production in China

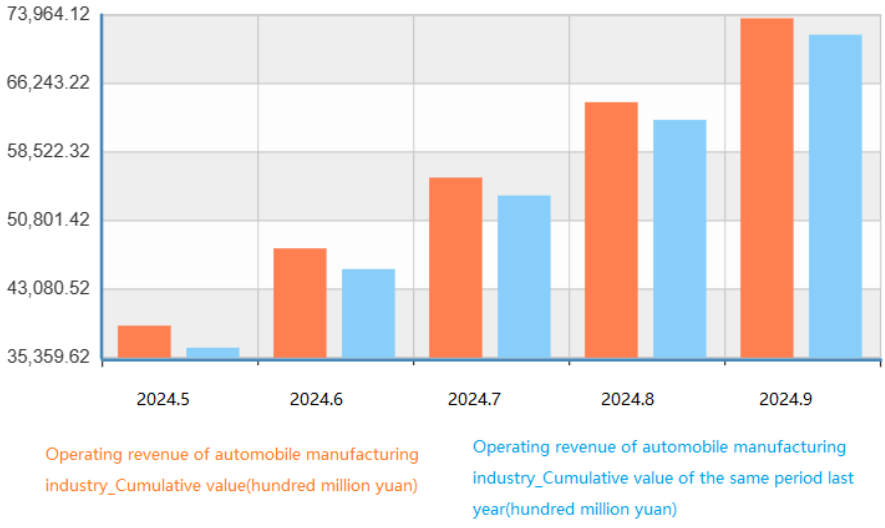

Figure 3: Recent operating revenue situation of China's automobile manufacturing industry in China

The role of new energy vehicles is crucial for China's sustainable development. The environmental problems caused by exhaust gases, such as global warming and vehicle fuel consumption, are becoming increasingly apparent. Environmental issues have a direct or indirect impact on people's quality of life and health. In the era of rapid socio-economic and technological development, cars are becoming increasingly popular in people's lives. The high popularity of automobiles has made transportation convenient for people, and China has a huge market for new energy vehicles. The technological innovation of new energy vehicles has led to rapid development of new energy vehicles. China is a country actively developing new energy vehicles and undergoing a transformation in the new energy vehicle industry. New energy vehicles are a high-tech industry with high technological barriers. New energy vehicles are a novelty for some consumers. The environmental protection, energy conservation, and sustainable development of transportation are currently issues of concern, and the gradual replacement of traditional vehicles with new energy vehicles is an effective way to achieve environmental protection and sustainable development. Faced with increasingly urgent energy and environmental challenges, the development of new energy vehicles represented by electric vehicles has become an important measure for countries around the world to accelerate the transformation of transportation energy strategies.

2. Analysis of Policy Factors

China is striving to develop the new energy vehicle industry and has listed it as an important industry in the national economy. It has planned the development direction for the new energy vehicle industry and designed the long-term development of the new energy vehicle industry from the perspective of strategic emerging industry development, as well as promoting the implementation of the development of new energy vehicles. The Chinese government's financial subsidies to new energy vehicle manufacturers can directly improve their profitability, which has become a guarantee measure for the development of new energy vehicles. Subsidy policies are a means of promoting industrial development. With the reliable policy assistance of the Chinese government, enterprises have continued to invest in the new energy vehicle industry, and the development of China's new energy vehicle industry has achieved objective results. With the increasing public attention to China's new energy vehicle policies, the Chinese new energy vehicle industry has established a complete policy framework, with strong sustainability, high political intensity, and wide coverage of related policies. The rapid development of the new energy vehicle industry cannot be separated from China's strengthened guidance, tax support, financial, technological, management, and fiscal policies. A large number of related issues indicate that the promotion of national new energy vehicles has also increased public awareness of new energy vehicle policies. China continues to promote the development and industrialization of new energy vehicles, including pure electric vehicle technology, and has established a strategic support system. Chinese new energy vehicles play an important role in the international new energy vehicle industry and have a certain level of production technology. Many Chinese people welcome and support the subsidy policy for new energy vehicles. China's new energy vehicles have considerable market competitiveness, and the consumption potential of Chinese private cars is huge. Developing and promoting new energy vehicle technology has become a strategic direction for the technological transformation of the Chinese automotive industry. The Chinese public is increasingly concerned about measures to improve the comfort of using new energy vehicles, and many countries around the world have introduced multiple supporting measures. New energy vehicles have become an important part of the international automotive industry. The development and research of electric vehicles are considered important technological projects in China's automotive industry. China's new energy vehicle industry is currently in a stage of rapid development, and there is room for rapid

improvement in new energy vehicle technology. People who hold a positive attitude towards China's subsidy policy for new energy vehicles believe that the electric vehicle technology field has already achieved technological catch-up in multiple aspects, and the strategic design of China's new energy vehicle industry is based on energy security. The policies of the Chinese government can be coordinated with the development of new energy vehicle industry enterprises, including the combination of industrial research and development models and policy innovation. In terms of finance, the Chinese government provides subsidies for users to purchase new energy vehicles, and promotes the promotion and use of new energy vehicles in government agencies and public service departments. The enthusiasm of Chinese new energy vehicle enterprises has been stimulated by the policies of the Chinese government, and the reasonable development of the new energy vehicle industry has been valued. Chinese new energy vehicle enterprises have been able to develop new energy vehicles well and participate in demonstration operations, which has played a certain role in promoting and applying new energy vehicles, and have begun to embark on the path of development. The subsidies provided by the Chinese government to the new energy vehicle industry provide opportunities for its rapid growth and expansion. They can stabilize the new energy vehicle market and integrate resources related to new energy vehicles, reducing the cost of purchasing new energy vehicles for local governments and related entities. New energy vehicles are officially accepted by the government, while reducing the pressure on consumers to use them.

The United States is one of the earliest countries in the world to develop new energy vehicles. The US government has established a policy system to support new energy vehicles and attaches great importance to the development of automotive energy technology. The new energy policy structure in the United States is relatively complete, including mandatory regulatory measures, tax related incentives, and related subsidies. The United States is a major industrial country and a major emitter of carbon dioxide in the world. The United States has a certain economic status in the world, and the pillar industries of American manufacturing include automobile related manufacturing. The United States is a major importer of oil, and the usage of cars in the United States is astonishing. The fuel consumption of these cars cannot be ignored. The United States needs a sustainable policy mechanism for new energy vehicles, providing broader, more market-oriented, and comprehensive subsidy measures. This is not only what the US automotive market needs, but also related to the US oil problem. The United States has been looking for ways to truly promote and implement technological innovation in new energy vehicles. In Germany, the government uses policies to guide the development of new energy vehicle related industries. The German government attaches great importance to the new energy vehicle industry and related policies, which to some extent helps the sustainable development of Germany's new energy vehicle industry. Germany's new energy vehicle policies have improved the technological level of new energy vehicles in Germany. The German government has made efforts from multiple aspects to grasp the technological development direction of new energy vehicles and support scientific research on new energy vehicle technology. The German government has systematic support for new energy vehicles, and Germany's electric vehicle industry is relatively leading in the global market. Many government departments in developed countries have included subsidies for new energy vehicles in their policy portfolios, which may include sectors such as transportation and electricity. These subsidy policies for new energy vehicles have achieved some successful experience. The United States and the European Union have put forward strategies for developing new energy vehicles and are using policy support methods to develop new energy vehicles[6].According to the national energy policy of the United States, the United States and local automotive leaders have set goals and invested funds to develop new energy vehicles[7].To achieve the goal of green development, the European Commission has introduced a large number of tax incentives for new energy vehicles[9].Germany's macro policies have played a good role in the development of new energy vehicles[4].

Improving the service quality of new energy vehicles can effectively stimulate consumer purchasing behavior. Many companies have invested heavily in the development of new energy with the help of the government. Government policy subsidies and continuous investment from enterprises can provide protection for the service quality of new energy vehicles. Energy issues and environmental protection are inseparable, and environmental protection has always been a hot topic worldwide. The new energy vehicle industry can provide more choices for solving energy problems. The new energy vehicle industry is not only related to economic development issues, but also an important component of the country's future development. In order to enhance the overall competitiveness of the automotive industry and integrate the entire new energy vehicle industry, early research and development of new energy vehicles often require significant investment and longer research and development time. Subsidies are a common promotion policy in the automotive industry, often used in the promotion of traditional fuel vehicles, and are now an important means of promoting new energy vehicles. The new energy vehicle strategy at the government level needs to be combined with the management of the new energy vehicle industry, which is one of the basis for new energy vehicle policy planning. This may affect the direction of new energy vehicle technology research and development, as well as tax support policies, and so on. As part of a set of government incentives and support policies for new energy vehicles, the government should consider that its subsidy policies and external environment can provide consumers with more space to choose new energy vehicles. This selectivity can increase consumers' willingness to purchase, and sales of new energy vehicles will increase. The government's adoption of appropriate incentives and preferential policies for the new energy vehicle industry can promote economic prosperity and stimulate domestic demand. The overall economic policy of the government towards new energy vehicles can positively guide the purchasing behavior of new energy vehicle consumers. Official government actions can be seen as official promotions by consumers, promoting the innovation and environmental friendliness of new energy vehicles, increasing consumer trust, and promoting the purchase volume of new energy vehicles. Trust is often one of the important factors affecting consumer behavior, and new energy vehicles are a new type of vehicle that many people are unfamiliar with in their past life experiences. When people are more familiar with the situation of new energy vehicles, they are better able to make positive judgments about them. New energy vehicles need to be equipped with corresponding facilities when in use, and learning and using corresponding facilities is also part of understanding new energy vehicles. Consumers have convenient new energy vehicle matching facilities to use after purchasing new energy vehicles, which is to protect the interests of consumers when buying cars. Policies on new energy vehicle matching facilities also need to be actively promoted and implemented. The government and new energy vehicle companies can integrate different promotional methods to enhance consumer trust in new energy vehicle technology, which is an effective way to increase sales of new energy vehicles.

3. Analysis of Performance Factors of New Energy Vehicles

Nowadays, it is an era of rapid technological development, and new energy vehicles have made remarkable progress in performance based on the current level of technology. From a technological perspective, modern new energy vehicles differ greatly from traditional fuel vehicles. Consumers who are interested in new technologies are very concerned about new energy vehicles, whose functions are becoming increasingly advanced and constantly integrated with various new technologies. Compared with traditional fuel vehicles, new energy vehicles have higher technological content, and the initial research and development design and development costs of new energy vehicles are relatively high. Electric vehicles are a relatively trendy product that can easily be distinguished from traditional cars when promoted in the market. Unlike cable

locomotives and vehicles that rely on cables, pure electric vehicles rely entirely on batteries as their energy source. The drive of the public to pursue product innovation cannot be ignored. The technicality of new energy vehicles can be combined with the characteristics of environmental protection, which can be understood by the public and increase their willingness to use new energy vehicles. New energy vehicles have made progress and breakthroughs in multiple technological fields, especially with the emergence of new technologies and types of battery systems as important power systems. The battery system of new energy vehicles can provide electrical energy to the electric motor, which relies on the electrical energy of the battery system to provide power to the vehicle. This is one of the fundamental differences in technology between new energy vehicles and traditional fuel vehicles, which determines that the drive system structure of new energy vehicles and traditional fuel vehicles is significantly different. The working process of new energy vehicles includes the process of converting electrical energy into mechanical energy. The technological characteristics of new energy vehicles make their noise lower than traditional fuel vehicles, and the different forms of energy conversion can make new energy vehicles more environmentally friendly during operation. The effective integration of various technological advantages of new energy vehicles can make them a novel means of transportation, which can meet the needs of consumers who like to lead the trend and are willing to purchase products with innovative technology. Due to the rapid technological updates of new energy vehicles, the speed at which new models are launched is fast, and new models have the potential to become the latest fashion trend. Innovative new energy vehicles often meet the needs of consumers who pursue fashion trends. The Chinese government has gradually built the necessary facilities for the use of new energy vehicles, further improving the external environment for the use of new energy vehicles and making it easier for the public to accept them at the technical level. The promotion of new energy vehicles is being carried out in terms of their technological settings. The design and construction of charging facilities are very necessary and have received support from the Chinese government. The design and construction of charging facilities provide guarantees for promoting the use of electric vehicles, and the public is very concerned about the issue of charging facilities for new energy vehicles. New energy vehicles themselves have obvious labels of novelty and new technology, and the rapid progress in new energy vehicle technology has continuously improved the performance of new energy vehicles. With the advancement of new energy vehicle technology, the performance characteristics of new energy vehicles will attract consumers' attention. The United States uses fiscal policy to support electric vehicle charging facilities and related equipment[11].The development direction of new energy vehicles in EU countries includes electric vehicles and hybrid energy vehicles, among which electric vehicle technology is relatively mature[10].

4. Analysis of Environmental Factors

In the current era of increasing environmental pressure, alleviating environmental pressure is an issue that China attaches great importance to. Compared with traditional vehicles, new energy vehicles have significant advantages in improving environmental problems such as exhaust emissions. Developing new energy vehicles is one of the ways to achieve the transformation of the automotive industry, and the automotive industry has entered a stage of development mode transformation. Consumers can pay a premium for the clean energy characteristics, low pollution characteristics, and environmental protection characteristics of new energy vehicles, because new energy vehicles have clean energy characteristics, low pollution characteristics, and environmental protection characteristics. The Chinese government has introduced a series of relevant measures to promote new energy vehicles, and the restrictions on new energy vehicles have also been relaxed to a certain extent. Residents can receive higher national subsidies compared to traditional fuel

vehicles when purchasing new energy vehicles. The continuous development of new energy vehicle technology and the improvement of its technical characteristics have promoted its energy-saving and environmental protection attributes. New energy vehicles can play an important role in optimizing the air environment quality in the future. The outstanding advantage of new energy vehicles is their energy-saving and environmental protection functional attributes, and their energy-saving and environmental protection effects have been recognized by the public. New energy vehicles play a crucial role and value in China's energy security. New energy vehicles can effectively alleviate the current dependence of the Chinese automotive market on fossil fuels, and China's energy consumption can be diversified through the use of new energy vehicles. China has a huge automobile consumption market, which has a huge demand for fossil fuels, which may trigger an energy crisis. With the continuous increase in the number of Chinese cars, China's dependence on foreign oil will continue to increase. China has a certain level of technology in solar and wind energy. Solar and wind energy are clean energy sources that can be converted into electricity, and hydropower is also an important source of electricity. Electricity will have a wide range of energy sources, and various clean energy sources can be converted into electricity. Many large automobile manufacturers around the world are working hard to develop new energy vehicles, and many developed countries have made the new energy vehicle industry a national key industry. Promoting energy-saving technologies for new energy vehicles is seen by many countries as an effective means to solve the current air pollution problem.

The United States heavily relies on foreign oil, and economic and oil crises are issues that the country has to face. Therefore, there is an urgent need for alternative energy sources to replace fossil fuels. The United States encourages automobile companies to invest funds in the new energy vehicle industry, and various subsidies and tax policies are commonly used as incentive measures. These measures have a certain effect on the development of the new energy vehicle industry and the progress of new energy vehicle technology. The United States has established a complete set of industrial system restrictions in the new energy vehicle industry. The US government allocates funds to research clean energy, including electricity, in order to promote the development of new energy vehicles, including electric vehicles, and help reduce the cost of technology research and development for new energy vehicles. The large number of fuel vehicles can generate significant pollution during use. The structure and production process of cars are very complex, and a large amount of energy consumption and various types of pollution are generated in the manufacturing process of cars. These are all issues of concern to the government and the public. There are many international scientific research collaborations in the international community to strengthen the environmental protection of new energy vehicles. Multiple tax assistance policies have been implemented within the European Union, effectively supporting research to improve the environmental performance of new energy vehicles. The consumer group is concerned about the environmental performance of new energy vehicles, and the improvement of their environmental performance can increase the market share of clean energy vehicles. Germany is a country that attaches great importance to environmental protection and has implemented environmental laws relatively early. Germany's emphasis on environmental protection has deeply influenced the environmental protection work of the European Union and international environmental protection cooperation. In order to support the development of the German new energy vehicle industry and improve the environmental friendliness of German new energy vehicles, the German government has formulated corresponding standards to promote the industrial and commercial development of German new energy vehicles, including the development of German electric vehicle battery technology. The German government has taken many measures to create a sustainable environment for the new energy vehicle industry, including helping car companies manufacture new energy vehicles, striving to maintain the prosperity of the environmentally friendly car market, and guiding

consumers to understand environmentally friendly cars. Under the attention of the government and the public, German car companies need to pay attention to the energy-saving and environmental protection of their products, which is related to the sustainability and profitability of the German car companies themselves. Many European countries have implemented a large number of tax support policies for new energy vehicles in order to promote their development. This is because these European countries see the environmental attributes and bright development prospects of new energy vehicles. Under the requirements of EU emission regulations, many countries are making efforts to promote new energy vehicles[12].Germany mainly adopts extended producer responsibility system for battery recycling of new energy vehicles[3].Germany attaches great importance to achieving carbon dioxide emission reduction targets in related industries[2].The US Department of Energy is very important in the demonstration operation of new energy vehicles in the United States[5].The strong support of the United States in the field of new energy and the mature manufacturing system in the United States have helped the rapid development of the new energy industry in the United States[1].The founder of Tesla believes that the target customers are these environmentally conscious social elites[8].

Sound environmental laws provide targeted supervision and regulation for automobile companies in their production processes, which can help them achieve better sustainable development. The exhaust emissions of traditional fuel vehicles and the environmental friendliness of new energy vehicles are issues of concern to everyone. The environmentally friendly characteristics of new energy vehicles will increase consumer satisfaction and thus increase their sales. When the price of new energy vehicles with superior environmental performance is higher than similar products, consumers who are concerned about environmental issues are still likely to choose to purchase new energy vehicles. If purchasing new energy vehicles can enjoy tax incentives while also meeting consumers' demand for environmental protection, new energy vehicles are likely to become the preferred product for consumers. The living environment of the consumer group is closely related to the social environment, and the environmental attributes of new energy vehicles are also related to consumers themselves. Consumers will discuss and care about new energy vehicle issues from the perspective of the social environment and their own perspective.

5. Conclusion

5.1. The government should continue to provide policy support for the new energy vehicle industry

When providing policy support to the new energy vehicle industry, the government should pay attention to continuously adjusting and improving with the changes in the current industry and market. The technological research and development of new energy vehicle enterprises should continuously adapt to the current situation under the guidance of the government, and producing more competitive new energy vehicles is the common goal of government new energy vehicle enterprises. The development and growth of the new energy vehicle industry cannot be separated from government policy guidance and support. The new energy vehicle industry is a part of China's industrial system under government policy guidance. The public is more concerned about issues that may involve their own interests when facing new energy vehicle policies, and government policy support is mainly reflected in the purchase and use of cars. The government should strengthen the infrastructure support services for new energy vehicles to create a favorable environment for the new energy vehicle industry. This requires the combination of technological improvements in new energy vehicle infrastructure and policies related to new energy vehicles. Good new energy vehicle infrastructure services can promote the development of the new energy vehicle industry. The technological research and development of new energy vehicle manufacturers

cannot be separated from the help of policies. The government can provide policy assistance to new energy vehicle enterprises at multiple levels, such as technological innovation and service innovation, to promote the innovation of new energy vehicle technology and enhance the environmental attributes of new energy vehicles, so that new energy vehicle enterprises have more cutting-edge technologies to achieve sustainable development of new energy vehicles. Universities and new energy vehicle companies can collaborate on research and development, leveraging the advantages of universities to enhance the innovation of new energy vehicle products and raise the innovation awareness of new energy vehicle companies. New energy vehicle companies need to increase their innovation initiative to achieve sustainable development. The government can encourage new energy vehicle companies to establish their own research institutions, and provide assistance to new energy vehicle companies in building their own research institutions and cultivating their scientific and technological employees.

5.2. New energy vehicle enterprises should attach importance to product performance

New energy vehicles are products with complex structures and high technological content. New energy vehicle enterprises should strive to master more competitive core technologies, increase investment in electric motor technology and power battery technology, and attach importance to the autonomy and innovation of new energy vehicle product technology. They should take a long-term perspective on the investment in new energy vehicle technology research and development. The new energy vehicle industry must take the issue of charging stations seriously, and residential areas and public places with relevant charging needs should be met as much as possible. The appearance of new energy vehicles should strive to reflect high-quality texture and technological sense in design, and new energy vehicle companies should have their own style in the appearance design of new energy vehicles. New energy vehicle companies must grasp the government's various financial subsidy policies to help them gain advantages in the research and development of new energy vehicles. The performance and innovation of new energy vehicles are important factors affecting sales and concerns for consumers during the purchasing process. Therefore, the performance and innovation of new energy vehicles are related to the sustainable development of new energy vehicle enterprises and the degree of attention they receive. Increasing sales and improving product technology can actively utilize government subsidy policies to promote a positive cycle of technological research and development.

5.3. Strengthen the publicity work on new energy vehicles

To enable consumers to systematically understand the functional and configuration advantages of new energy vehicles, and continuously optimize the promotion of new energy vehicles based on market changes. Focus on promoting the government's updated assistance policies for new energy vehicles from the perspective of public interest, highlighting the advantages of new energy vehicle policies to effectively stimulate the new energy vehicle market. While increasing efforts to promote new energy vehicles, attention should be paid to the discussion direction of public opinion on new energy vehicles, ensuring that the public obtains information about new energy vehicles in a real and positive information environment. Guiding public opinion on new energy vehicles can provide a positive discussion environment for the public and reduce false negative information. The government can establish a specialized department to refute false information about new energy vehicles, and can also answer public questions about new energy vehicles to achieve the goal of promoting them. The government can provide official support in the promotion of new energy vehicles to enhance the authority of the promotion activities. During the promotion process, the government, professional organizations, and new energy vehicle enterprises can cooperate. In the

promotion work, attention should be paid to the after-sales work of new energy vehicles to improve consumers' evaluation of new energy vehicles. In the current context of informatization, it is necessary to ensure the smooth operation of online and offline after-sales channels for new energy vehicles to understand consumers' suggestions and demands at any time. Attention should be paid to the diversity of promotional forms for new energy vehicles. For example, exhibitions can provide positive user and observation experiences for potential users of new energy vehicles, allowing them to have a more intuitive understanding of the environmental and fashion advantages of new energy vehicles. Through distinctive promotional forms, the public's understanding of new energy vehicles can be increased.

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