RESEARCH ON MARKETING STRATEGY BASED ON CHINESE SUV MARKET—TAKE SAIC-GM-WULING AUTOMOBILE CO., LTD. AS AN EXAMPLE[*]

Sijie Wang, **Shuchen Yang**
Rangsit University, Thailand
Email: 928272450@qq.com

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Abstract

Under the dual influence of China's economic and social development and comprehensive national strength, the Chinese auto industry has entered an unprecedented high-speed growth stage. Under this situation, the Chinese car market has gradually developed and China has become a global leader in car sales. Such growth has also caused a large number of auto brands from all over the world to enter the domestic market with a certain impact on the domestic market. This research aimed to investigate the current situation of SUV automobile market in China and its marketing problems and weaknesses. The article focused on the modern marketing strategies of Wuling Xingchen SUV car launched by SAIC-GM-Wuling (SGMW) due to its outstanding market positioning and the growth of the SUV automobile market in China. Data were analyzed through investigation, literature review, and empirical analysis. The research could provide a basis and reference for exploring the future development orientation of Chinese SUV automobile industry and improving the level of marketing strategies.

Keywords: marketing, Wuling Star SUV, SUV car market

Acknowledgement

Introduce

This paper takes Wuling Star SUV as the research object and analyzes its marketing status deeply through the comparative analysis of a large number of data, combined with the marketing strategy theory at home and abroad and the actual marketing situation of Chinese automobile sales enterprises, the market segment, target customers and product positioning of Wuling Star SUV brand are analyzed, and the effective marketing strategy of Wuling Star SUV is found.

Wuling Star SUV, as a relatively well-known automobile joint venture brand in China, has a very strong practical significance in the research of its marketing strategy.Through the analysis of a series of research methods, the process of formulating a reasonable marketing strategy is an application process of combining theory and practice, which can help enterprises to face the current disadvantages and respond calmly.

Purpose of the Study

To sum up, this article is mainly based on the current domestic and foreign about marketing and marketing management theory, in combination with the current domestic economic development and wuling products stars actual SUV sales, through the thorough analysis of its product marketing strategy, to find the existing problems and the cause of such problems, and finally through the study to find out the corresponding solutions.The research results of this paper can not only help Wuling Star SUV series to correct the problems in the current marketing strategy, but also provide a certain degree of reference for domestic brands to timely adjust their marketing strategies, so as to better help the timely transformation and innovation of automobile products.Although the main research object of this article is the marketing strategy of SUV series under Wuling Star, but I believe that it will also provide a certain reference for the specific marketing strategy of similar car companies.Once these car enterprises encounter similar problems with Wuling in the future development or reach the bottleneck period of the enterprise's own development, they can learn from the research results of this paper, so as to solve the problems of the enterprise efficiently and quickly, and take relevant measures in time.

Research technique

Case study method: any specific research is inseparable from the basis of the actual case, through the analysis of the current industry representative well-known typical cases of marketing strategy and wuling own marketing case, clarify the characteristics of the overall industry and specific how to form the process, finally develop the SUV series product marketing strategy.

Comparative analysis: the current domestic automobile market environment is one of the research must need to clarify, in this paper through the wuling stars SUV series and the current well-known car companies or well-known brands in the specific marketing model and marketing strategy, discover the actual similarities and differences, and finally summarizes the successful marketing experience for wuling stars SUV.

Questionnaire survey: in this paper, in order to better understand the consumer demands, choose to Chengdu regional consumers as the survey object, the consumers of the region in the SUV market demand and the current situation of wuling stars SUV market survey, according to the survey data for in-depth analysis, for further understanding of wuling stars SUV marketing status, develop scientific marketing content provides help.

Literature review

Marketing strategy theory holds that, Companies must start with customer needs, Carry out a comprehensive range of research and investigation based on market conditions, On the basis of combining the actual operation situation of the enterprise, Summarize the customers' demand and purchasing power of goods, Therefore, before making marketing plans and making plans for various marketing activities, To carry out a certain marketing strategy research, In essence, The overall design of organizing marketing activities for enterprises is the marketing strategy, And through the formulation of a comprehensive and

unified strategy for the enterprise development for the corresponding guidance, Including commodity strategy, brand strategy, market strategy, and advertising plan, Targeted to meet customer needs in terms of goods and services, So as to successfully complete the enterprise business objectives.

In the 1930s, China began to introduce the concept of marketing, and although it subsequently stagnated in 1949 to 1978, by the late 1970s, all aspects of marketing began to be gradually recovered, including teaching, research and practice.Western developed countries have also further developed the marketing of this era, both in theory and practice, they have been further improved and enriched, and integrated other related majors, such as economics and psychology, thus establishing a modern marketing system.After the 2990s, China's reform and opening up has gradually deepened, and the research work of marketing in China has gradually entered a new era of rapid development, and began to gradually get close to the development level of foreign majors.

Combined with the actual situation of the survey objects and the purpose of this survey, the author divided the questionnaire into 6 sections, which are shown as follows:

(1) Audience characteristics: the basic information such as the age, gender, education level and annual income was collected.

(2) The desired type of car purchase, the intended brand and the attention to price: collect basic information such as the actual situation of the family of the questionnaire, the specific emission of the vehicle you intend to buy, the specific car brand and the desired price.

(3) Car purchase time and channel analysis: mainly collect the channels for the respondents to collect automobile related information, the car purchase season preference, whether they have the intention to buy vehicles during holidays, the purchase channel and the payment method adopted.

(4) Promotion strategy analysis: mainly collect the promotion mode preferred by some of the respondents, the expected service behavior of sales personnel, the main decision reasons when purchasing and the reasons for buying a car.

(5) After-sales service: mainly collect the necessity of after-sales tracking service, the preferred repair location, what aspects they pay more attention to in the repair site, and the expected repair service.

(6) wuling stars SUV: mainly collect wuling stars SUV recognition in the survey object, know the recognition of saic gm group brand, the most understand three domestic independent brand, most want to buy wuling stars SUV which in the price of all models, think what is the advantage of domestic independent brand, wuling stars SUV what is perfect.

From the perspective of ensuring that the collected questionnaire meets the principle of authenticity, a statement is listed in front of the questionnaire, reminding the respondents to fill in according to their actual situation.The author issued 529 surveys, and actually recovered 510 questionnaires, with a recovery rate of 96.4% and 500 valid questionnaires. The valid questionnaires reached 94.5%. The data collection was objective and met the requirements of the questionnaire survey.This paper leverages the SPSS.26 To calculate the results of this survey, the questionnaire is biased to qualitative research, and the results of this survey are analyzed descriptively, and the difference analysis and chi-square test are used.

Data analysis

The basic situation of all the respondents was analyzed descriptive, and the specific data are shown in the table below.

variable	class	Number of people (people)	percentage (%)
sex	man	329	65.8
	woman	171	34.2
age	Age 20 and below	25	5
	20-30 Years old	150	30
	30-40 Years old	146	29.2
	Age 40-50	151	30.2
	50-60 Years old	50	10
occupation	Enterprise employees	196	39.2
	professional	76	15.2
	self-employed	41	8.2
	public functionary	26	5.2
	Personnel of public institutions	48	9.6
	Other occupations	135	27
record of formal schooling	High school and below	58	11.1
	junior college	110	21.1
	undergraduate course	292	55.9
	Master's degree or above	62	11.9
annual earnings	RMB 50,000 and less	65	12.5
	RMB 50,001-RMB 80,000	128	24.3
	RMB 80,001-100,000	159	30.7
	RMB 100001-150000	102	19.5
	RMB 150,001 and above	68	13.0
domicile	Qingyang district	66	13.2
	Jinjiang district	87	17.4
	Jintang County	103	20.6
	Jianyang city	104	20.8
	Dujiangyan city	140	28

As can be seen from the table, the proportion of men (65.8%) was significantly higher than that of women (34.2%), with 329 and 171 people, respectively.The respondents are mainly concentrated in the "20-30", "30-40" and "40-50" groups, accounting for 30%, 29.2% and 30.2%, 150,149 and 150; the lowest proportion is "20 and below", only 5%.

Analysis of the difference of car price.In order to study whether there are differences in the car purchase price of different permanent residence respondents, the cross-list table was analyzed, and the chi-square test was conducted, as shown in the table.

		Car price						amount to
		50,000 and below	50,000-100,000	100,000-150,000	150000-200	Million 200,000-300,000	More than 300,000	
ordinary live the earth distinguish	Qingyang district count	3	8	10	6	2	3	32
	% of permanent residence	9.4%	25.0%	31.2%	18.8%	6.2%	9.4%	100.0%
	Jinjiang district count	14	44	96	50	34	19	257
	% of permanent residence	5.4%	17.1%	37.4%	19.5%	13.2%	7.4%	100.0%
	Jintang County count	10	31	40	29	9	4	123
	% of permanent residence	8.1%	25.2%	32.5%	23.6%	7.3%	3.3%	100.0%
	Jianyang city count	7	29	35	15	14	4	104
	% of permanent residence	6.7%	27.9%	33.7%	14.4%	13.5%	3.8%	100.0%
	Hong Kong, Macao and Taiwan count	1	0	1	1	1	2	6
	% of permanent residence	16.7%	0.0%	16.7%	16.7%	16.7%	33.3%	100.0%
amount to	count	35	112	182	101	60	32	500
	% of permanent residence	6.7%	21.5%	34.9%	19.3%	11.5%	6.1%	100.0%
Pearson card square		27.400			P price			0.124

As can be seen from the table, the difference in the car purchase price of different permanent residents is relatively small.It can be seen from the results of the chi-square test that the value of the chi-square statistic is 27.400, and the corresponding P-value is 0.124, which is not significant at the 5% significant level, thus proving that there is no significant difference in the purchase price of the survey objects in different permanent places.

In order to study the shortcomings of Wuling Star SUV from the perspective of the respondents, a multiple-choice question was set in the questionnaire, and the following data were obtained with the help of multiple response and description statistical methods.

		respond		Percentage of cases
		N	percentage	
	cost performance	174	13.3%	33.3%
	brand awareness	168	12.8%	32.2%
Wuling Star SUV What needs to be improved	technical function	219	16.7%	42.0%
	oil wear	153	11.7%	29.3%
	Appearance and interior	81	6.2%	15.5%
	quality	175	13.3%	33.5%
	configure	84	6.4%	16.1%
	safety	128	9.7%	24.5%
	amenity	57	4.3%	10.9%
	pre-sale service	17	1.3%	3.3%
	after-sale service	57	4.3%	10.9%
	amount to	1313	100.0%	251.5%

From the data in the table above, 219 respondents thought Wuling Star SUV should improve "technical performance" with the highest percentage of 42.0%; SUV should improve "quality", "cost performance" and "brand awareness" by 33.5%, 33.3% and 32.2%, and the number of respondents was 175,174 and 168 people.On the contrary, the percentage of cases with "pre-sale services" should be small, at 3.3%, or 17 people.

Conclusion

(1) Product strategy: At present, we should continue to increase research and development efforts from the internal intelligent configuration. The intelligent assisted driving function has become one of the main selling points of the current cars. Only by providing consumers with more configuration choices, can we create a more dynamic corporate image.

(2) Price strategy: We should give full play to the brand advantage of GM, use the current abundant market resources, start from the high cost performance, expand the market share, and further stabilize the automobile price at the retail end.

(3) Channel strategy: Constantly optimize the layout of the current its own urban distribution grid, further increase the management of product dealers and agents, and improve their final service ability and income generation ability.In addition, the Internet sales channel can absolutely not be ignored, to make full use of the current e-commerce wechat business platform, adhere to the offline and online two-legged walking model.

(4) Promotion strategy: We should clear and closely follow up the target customer groups of the enterprise, and constantly innovate the traditional advertising methods. In addition, the power of third-party automobile we-media should not be ignored, and original marketing with the help of these platforms.

In a word, Wuling Star SUV series of products must be optimized to a certain extent, make a certain degree of adjustment in the selection of marketing activities, and provide sufficient guarantee in terms of capital and human resources.After making the corresponding guarantee, it is more necessary to establish a control and supervision mechanism for the efficient implementation of marketing strategies.Through holding a regular review meeting, reward and punishment assessment mechanism and the internal optimization mechanism of advanced marketing strategy, for the smooth implementation of the final marketing strategy escort.

In the specific research, this paper pays relatively little attention to the brand image of Wuling SUV series, and there is no detailed discussion on why some advantages within the enterprise are gradually turning into disadvantages.The author will conduct a more in-depth research and analysis on the marketing strategy of the automobile company and similar car companies in the future work.

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