

# The Application of Marketing 4P Theory in Automobile Sales

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**Abstract.** as an effective means to enhance technological innovation, "Internet" has begun to be applied in various industries. The traditional automobile industry is also facing the great challenge of industrial upgrading, so it is necessary to apply the Internet to the innovation of automobile marketing management mode. This paper introduces the combination of "Internet" and automobile industry, and on the basis of the classical marketing 4P theory, expounds the idea and technological innovation brought about by "Internet" in automobile marketing management. This has certain enlightenment for the innovation of marketing management mode of automobile enterprises in the Internet era.

**Keywords:** Internet; Automobile Marketing Management; Marketing 4P Theory.

## 1. Introduction

"Internet" is a new innovation concept, its concept is to use various advanced means of the Internet, combined with various industries in society, so as to effectively improve the innovation level and management level of technology, and realize the upgrading of the industry. To meet the needs of rapid social development and improve the international competitiveness of the industry. The traditional marketing and management concept are no longer suitable for the development of society, the Internet has broken the barrier of interpersonal relationship, and the "Internet" has added innovative factors to the concept of sharing, which is that enterprises and customers are more equal. Interaction and communication are realized in a more open environment.

The combination of Internet and automobile industry is embodied in two aspects: idea and practice. Only when the innovation of automobile marketing concept and the improvement of management level are realized, can it be applied in production and management practice. "Internet automobile industry" is to apply Internet technology to the production, management, circulation, sales, management and other links of the traditional automobile field, so as to realize the information development of the traditional automobile industry. A variety of "Internet" means can enable automobile enterprises to engage with customers directly and effectively, and achieve more effective communication and feedback in supply chain management.

In the challenges faced by the automobile industry, it is not only the problem of price and quality, but also the innovation of concept, which lays a good tone for technological innovation. At present, the challenges faced by the automobile industry include the aging of products, the lack of smooth channels of communication with customers, and the inability to evaluate the effectiveness of promotion methods. The improvement of information level and the emergence of various social media not only bring great confusion to the marketing and managers of the automobile industry, but also bring the opportunity of innovation. The application of new technology, through big data to analyze customers' consumption habits, guide effective purchase behavior, the use of various new media and customers to produce effective interaction, the original traditional marketing theory is difficult to achieve the part. Through the "Internet" to achieve the possibility of new life. In the aspect of supply chain management, it is limited to the difficulty of customer relationship maintenance, and it is difficult for customers to really participate in the design and improvement of products. The Internet can effectively collect customer feedback, achieve frequent and real-time interaction, and help to improve the level of supply chain management.

## 2. Innovation of Automobile Marketing Management Mode

The traditional 4P marketing theory of automobile marketing management mode innovation is summed up as a combination of four basic strategies, that is, the product, price, Place, Promotion, because the English characters of these four words are all P. Therefore, it is called "4P" strategy for short. This classical marketing theory guides many automobile enterprises through the era of popular marketing, which is also applicable in the era of minority, precision and individualized marketing. Of course, this applicability, cannot be separated from the "Internet" concept and technology application. Under the marketing management mode of "Internet", marketing faces a flat customer market, which can accurately calculate the cost of obtaining customers, budget and control the marketing cost, and find out the purchasing psychology of customers. Market positioning can also be more effective. Through new media means, customers establish an effective public opinion communication mechanism, feedback their opinions to automobile enterprises, and urge automobile enterprises to improve their products in a timely manner. In fact, they participate in all aspects of automobile product design and production, pricing, promotion, and sales. Be in an active position. This is also the original intention of automobile enterprises to carry out marketing management, through the Internet has become a reality.

### 2.1 "Internet" Product Strategy Innovation

The combination of the "Internet +" and the automobile marketing management is the combination of the idea first. The innovation of the "Internet +" mode of the automobile product is reflected in the product innovation, and the result is the Internet car. The automobile industry is facing a major reshuffle, and many enterprises with Internet factors have the opportunity to challenge the traditional automobile business giant. The Internet car is not simply connecting the car with the Internet, but the effective communication between the automobile is realized, and the automobile has the concept of artificial intelligence and becomes the effective assistant decision-making tool of the driver. The internet car can be divided into intelligent system, new energy utilization and control and driverless.

The first kind is the intelligent system, the Internet company provides various new vehicle-mounted systems, and the automobile can realize the good communication with various electronic terminals, such as mobile phone, computer, PC and the like through the technical means such as the Internet. The automobile has certain artificial intelligence, and the driver can carry out good interaction with the automobile, can control the automobile with various terminals, or directly communicate with the automobile through the voice recognition technology. Many Internet companies have also seen the opportunity of the "Internet +" auto industry.

The advantages of traditional car companies are no longer obvious, but they are passive because of the backwardness of the concept. Some Internet companies choose to provide car-mounted systems for car companies, but some powerful enterprises, such as Apple and Google, have directly entered the layout of smart car production and design with the advantages of new technology and huge capital input.

The energy crisis has led a new basis for Internet cars, led by Tesla, which has brought great impact to traditional automobile enterprises. Tesla's electric car brings not only the innovation of automobile marketing theory, but also the innovation of supply chain management behind it, which brings inspiration to many domestic enterprises. Typical is Biadi car, starting as a notebook battery, experienced the accumulation of traditional cars, oil-electricity mixture, and finally entered the stage of production and marketing of electric vehicles, and achieved some success in cars and passenger cars. More auto companies are also beginning to move away from reliance on production subsidies and face the competition of the Internet auto industry.

In addition, there is an innovation led by driverless cars. Driverless technology uses sensor network to realize the communication between automobile and external traffic environment, which can accurately avoid obstacles and pedestrians, control various states of automobile form, and become an effective auxiliary to drivers. Even to a certain extent, driverless cars have the ability of artificial intelligence and can completely replace drivers in driving.

## 2.2 Innovation of "Internet" Price Strategy

Price strategy is to determine the price for different customer groups according to the different market positioning of automobile products. Through the Internet to achieve the innovation of price strategy, mainly through a variety of Internet means to carry out price strategy innovation. Many automobile enterprises through a variety of sales, auctions, trading platforms to achieve price control, such as automotive online sales website, Taobao, auction net, Guazi, group purchase network and so on.

The online pricing of automobile enterprises should take full account of the actual pricing, which may be different from the offline price because of the different configuration and service. In the automobile auction platform, the automobile sales enterprise generally realizes the leading, carries on the bidding auction to the customer. The bottom price of the auction is still inseparable from the offline pricing of the product itself and needs to be valued by professionals. The role of second-hand car appraisal valuers is still very great. And the online auctioneer also needs to have the qualification of auctioneer, master the grasp of the rhythm of the auction. Second-hand car trading platform is different from automobile enterprises or car sales agents, it only provides a platform for sellers and buyers. How to identify and guarantee the qualifications of the two, ensure the effectiveness of pricing data, and promote the integrity of both sides of the transaction, is a second-hand car trading platform must pay attention to the problem.

## 2.3 Innovation of "Internet" Promotion Mode

The innovation of Internet automobile promotion management mode needs to apply all kinds of new Internet media means synthetically.

First, can realize the website online display and exchange, through the automobile enterprise website carries on the promotion of all kinds of automobile products. Customers search the website to obtain effective information about car brands and services, and take the initiative to communicate with online car sales staff.

Second, you can make use of new public communication platforms, such as Weibo, WeChat official account and so on. Public platforms have shown great communication influence in the new media era. Can regularly push car design, marketing, service-related articles to attract customer confidence in the brand. With the spread of official accounts and a series of activities promoted, the customer circle can be effectively expanded.

Third, the use of hot marketing communication model. In the era of popular information dissemination, hot events can effectively attract the attention of customers. Of course, the car promotion content itself is best healthy, can properly add interesting elements to attract customers. Otherwise, it will backfire and arouse the aversion of customers, and the gains will not be worth the loss.

## 2.4 Innovation of "Internet" Place Mode

The innovation of Internet channel marketing management mode is the innovation of traditional sales channel. The traditional automobile sales channel generally uses the regional agent mechanism, such as the global agent, the Chinese agent, the regional agent, the provincial agent, the municipal agent and so on.

This kind of channel line is long, not only satisfies the agent enthusiasm and the interest, but also brings the customer's complaint and the inconvenience. The marketing channels of the Internet can face customers directly, and customers can effectively master the information of automobile products, the means of automobile promotion, and the market positioning of automobile pricing through a variety of media means. To buy automotive products and services.

But cars, as a more expensive product, are different from many other products. Customers may have a lot of information online, but when buying, they still have to experience the appearance, texture and personal driving of the product. Therefore, the channel innovation of "Internet" cannot be separated from the traditional 4S store and other sales terminals, so as to realize the effective interaction between online and offline, so as to achieve effective purchase behavior.

### 3. Conclusion

under the tide of "Internet", the automobile industry is facing great challenges, and automobile enterprises must also realize the innovation of marketing management. The pyramid selling of marketing concept cannot be separated from the classical 4P theory, and the Internet marketing has realized the innovation on this basis. The innovation of "Internet" mode of marketing management in automobile enterprises is embodied in products, prices, promotions and channels. It is necessary to realize the production and design of Internet cars and make use of various platforms for automobile pricing. It is an effective means to improve the marketing management of automobile enterprises to realize the effective communication by using all kinds of new media and to realize the reform of sales channels which interact online and offline.

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