The Impact of Private Domain Marketing Techniques on the Purchase Intention of New Energy Vehicle

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ABSTRACT

Contemporarily, the new energy vehicle industry needs to rely more on marketing tools to promote sales. Compared to traditional marketing strategies, the private domain marketing tools are more likely to stimulate the purchase behaviour of potential users of new energy vehicles nowadays. This paper employs empirical study based on questionnaires and data analysis to investigate the impact of three private marketing tools (brand positioning, user community culture and point redemption policies) on the purchase behaviour of potential users of new energy vehicles. According to the analysis, among the three private marketing tools, brand positioning is the most attractive to users, followed by the brand's user community culture and finally the brand's points redemption policy. Although age, annual income, gender and education level did not have a significant effect on the purchase intentions and preferences of potential new energy vehicle consumers for the private domain marketing tools, there were still differences in the sensitivity and preferences of the three private domain marketing tools among potential buyers. Therefore, new energy vehicle brands can choose to focus on marketing techniques to attract potential consumers according to their target groups, to complete sales conversion and ultimately to increase market sales and market share. These results offer a guideline for the implementation of internet private domain marketing for new energy vehicle companies.

Keywords: *New energy vehicle*, *Private domain*, *Internet marketing*, *Empirical analysis*.

1. INTRODUCTION

In the official convening of the 2021 China Enterprise Low Carbon Development Forum, China has the ambition to promote carbon peaking and carbon neutrality to accelerate the transformation and upgrading of the economy, where incorporating low-carbon economic development is a key strategy in its development planning [1]. As an environmental industry, new energy vehicles show great potential for mitigating air pollutant emissions over conventional fuel vehicles, which affects China's energy conservation and sustainable development [2]. Thus, under China's "dual carbon" goal, new energy vehicles are facing unprecedented opportunities and challenges.

Marketing activities are indispensable and urgent in realizing the industrialization and popularization of new energy vehicles in China. Firstly, although the sales and number of new energy vehicles show an increasing trend in the past few years, the new energy vehicles market of China are still in adversity in the market competition, i.e., the market share is also relatively lower than the

traditional vehicles. For instance, the sales of China's new energy vehicle have ranked Top 1 in the globe with annual sales of 998,000 in 2021. In 2020, the number of new energy vehicles has reached 4.92 million, having a year-over-year growth rate of 29.1%. In contrast, the market share of new energy vehicles is just 12.3% by 2021 [3]. Secondly, traditional fossil-fuelled vehicles are the most dominant resistance to the marketing of new energy vehicles [4]. In this case, for alleviating the obstructive elements, the Chinese government has publicized a series of preferential policies in terms of fiscal subsidies and tax incentives, which are fundamental factors for consumers in considering the purchase of new energy vehicles, thus have exerted a strong impact on consumers' purchase willingness as well [5]. However, the reduction in subsidies for new energy vehicles in 2019 has had a direct impact on the decline in sales of new energy vehicle brands, bringing NEV companies more to rely on marketing techniques to increase their sales [6]. Therefore, the promotion of new energy vehicles should more emphasize on marketing methods to achieve it.

"Private domain traffic", a new concept as opposed to "public domain traffic", which is the traffic provided by open platforms (e.g., Baidu, Jingdong, and Today's Headlines) aggregated by self-publishers, user groups, fan groups, and friend circles. In a broader sense, the core of private domain traffic is the "user first" marketing mindset, which focuses on the construction and maintenance of user relationships [7]. Private domain traffic has three main characteristics: firstly, it is free and can be used and reached repeatedly; secondly, it is privately owned and thirdly it is difficult to obtain but has a high consumer loyalty [8]. Furthermore, as a durable consumer product with a long purchase decision path, QuestMobile divides the NEV buying chain into the following order: notice, interest, search, buy, share. To illustrate, in the attention and interest stage, potential consumers are guided and stimulated by content related to new energy vehicles on public domain platforms. Consumers will check information about the car brand on automotive information platforms to make their decisions in the search and purchase stage. After purchasing, they will share their purchase experience on public or private domain platforms to influence more potential consumers [9]. Therefore, to facilitate the purchase of new energy vehicles by potential consumers, brands need to repeatedly stimulate and guide users. The nature of private domain traffic, which can be reached repeatedly and cheaply, makes it a feasible online marketing tool for new car brands to acquire new users and thus convert sales.

As an emerging internet marketing method, private domain traffic has not been researched until the last decade [10]. A glance at the current analysis related to private domain traffic is mainly centered on its function of mounting the sales revenues. For the former, several scholars have studied the role of private domain traffic on the cosmetics, restaurant, and apparel field and so forth. For example, Li extended the application of KOC for the new Chinese make-up brand Perfect Diary to show that the brand can improve brand recognition, increase emotional experience, enhance the connection between the brand and their consumers and thus influence sales volume through building a KOC system [11]. Additionally, Zhong analyzed the way that Haidilao Hot Pot has leveraged private domain traffic to achieve sales growth, with over 80% of Haidilao's revenue coming from member spending and over 68% of Haidilao's customers visiting at least once a month [12]. Zou & Yao studied the clothing brand "Taiping Bird", which has fused e-commerce with social networks to create a new social e-commerce model and build a private traffic circle [13].

To sum up, the company generally utilizes three approaches to filter its private domain traffic system. Firstly, the company establishes a business image based on its brand positioning and value for attracting potential targeted consumers [12]. Secondly, Company creates a unique user experience by constructing a private and exclusive brand community where its consumers can interact with the brand and other users, and share their life experiences and opinion. The concept of brand community was first developed by Muniz & O′Guinn, focusing on the relationship between customers who buy and use the same brand or are interested in it [14]. By participating in the activities of a brand community, consumers can not only enjoy product knowledge and consumer information, make friends with like-minded people, but also gain a sense of belonging, respect, and spiritual satisfaction. For companies, the creation of a brand community can be a great way to bring together existing brand users and supporters and enhance the loyalty of consumers. Thirdly, companies improve the loyalty and satisfaction of customers by providing them with bonus points that can enjoy substantial benefits (e.g., offers and discounts).

For the present NEV study, although there are many studies on new energy vehicles, most of them focus on the macro aspects, e.g., preferential policy [5], industrial technology [15], and overall industry environment of them [3, 16]. Whereas there are limited studies on the marketing angle, especially the internet marketing perspective. For the current NEV market, IHS predicts that the global market for new energy vehicles will be dominated by China, the US, and Europe over the next decade. The new energy vehicle market share of China will reach 22% and 33% by 2025 and 2030, respectively. Thus, despite traditional vehicles currently accounting for the majority of China's market share and are far outstripping that of new energy vehicles [17], there is still huge incremental growth in the new energy vehicle market. Additionally, compared to the traditional marketing methods, the emerging Internet marketing tools are more likely to attract and retain more potential consumers. As the incremental traffic becomes saturated and the internet economy enters a phase of fine-tuned stock operation, it has reached the consensus that the industry makes full usage of the private domain traffic to promote the brands [10].

Even though many studies have shown that the construction of private domain traffic would ultimately contribute to increased sales and market share via influencing user behaviour, the sensitivity of users to its methods is not yet unknown. Consequently, the comprehensive study of the influence factors of the private domain approach on the marketing of NEV in China is of great importance for a better understanding of internet NEV marketing. Therefore, one took a sample of existing or potential new energy vehicle customers and conducted a questionnaire survey to understand the impact of different methods of private domain traffic on consumers' purchasing behaviour.

2. METHODOLOGY

2.1. Experimental design

First, the demographic characteristics are asked consisting of gender, age, annual income and education as shown in Table 1. Subsequently, one collected the data about their purchase willingness, how well they know about new energy vehicles, and the approaches they got information about new energy vehicles as represented in Table 2. Finally, based on the three marketing tools for private domain traffic presented above, one set a multiple-choice question "What factors influence your purchase choice for a new energy car brand". Three options for the multiple-choice question are rand positioning, user community culture of the brand, and point redemption initiatives of the brand. For each of these selections, explanatory text and images are provided below them, to assist subjects in understanding and selecting the questionnaire options. In addition, for "user community culture of the brand" and "point redemption initiatives of the brand", one took NIO club as an example for explanation. In this case, one accessed NIO information on its user community culture and point redemption measures via the official NIO website, and subsequently downloaded and used the NIO App to verify the information. Images are obtained by taking screenshots and then presenting them in the questionnaire for the reader to understand.

Table 1. Basic demographic data of questionnaire

		Number of people	Percentage
Gender	Male	100	54.3
	Female	84	45.7
	Sum	184	100.0
Age	18-30 years old	121	65.8
	31-40 years old	12	6.5
	41-50 years old	11	6.0
	51 years old and above	40	21.7
Annual Income	Under 30,000	65	35.3
	30,000 -80,000	35	19.0
	80,000 - 150,000	27	14.7
	160,000 - 300,000	35	19.0
	300,000 or more	22	12.0
Education	High School and below	25	13.6
	College	32	17.4
	Bachelor	90	48.9
	Master	33	17.9
	Doctor	4	2.2

Following are the words offered to the subjects for explaining the user community culture and point redemption measures respectively. First, the NIO Club is divided into two sections: the online NIO App and the offline NIO house and its NIO life. The offline NIO house, also known as the NIO Centre, has a car showroom and sales area on the ground floor, and an exclusive owners' living area on the second floor, comprising a café, a theatre, a children's playground and a shared office park and so on. Users can meet with friends, exchange ideas, hold events and even relax in solitude. There are also offline events such as fan-only festivals and meet-and-greets with the founders now and then. Furthermore, the online NIO App has social and shopping functions as well, where users can share their lives, and owners can interact with the brand and make suggestions; Second, on the Azure App, users can accumulate credits for their activeness, which can be redeemed for gifts designed by the brand in association with world-class designers, discounts on accessories, or various benefits (meeting room booking, free desserts and so forth) at the NIO Hub. Screenshots of these contents in the NIO app are attached to the questionnaire for a supplement.

2.2. Data collection and sample characteristics

The questionnaire was completely distributed online for approximately 36 hours via the WeChat platform. One aims to cover the people from all age groups by engaging friends and networking around them for placement. A total of 184 questionnaires were returned and all of them are effective.

Table 2. The purchasing willingness of subjects

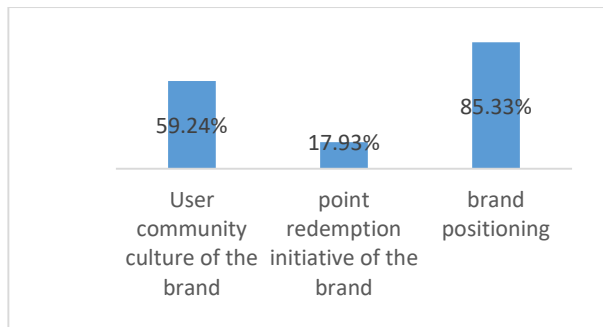| Will you purchase a new energy vehicle	Have purchased	9	4.9
	Consider purchasing	76	41.3
	Will not purchase	28	15.2
	Waiting and hesitating	71	38.6

Figure 1. Percentage of three options about private domain traffic methods.

It can be seen from the chart that the subjects of the experiment include 100 males (54.35%), 84 females (45.65%), 133 aged 18-35-year-olds (making up for 72.28%), and 51 aged more than 40 years old (accounting for 22.77%). There are 162 people (88.04%) with an annual income below 300,000 yuan and 22 people (11.96%) with an annual income of 300,000 yuan and above. Moreover, the subjects with a bachelor's degree and a master's or doctoral degree make up 69.02%.

2.3. Correlation and Regression analysis

Correlation analysis and regression analysis based on SPSS are applied to evaluate the data collected from the questionnaire. Correlation analysis is a term used to denote an association or relationship between two or more quantitative variables. This type of analysis is fundamentally based on the assumption that a linear relationship exists between quantitative variables. The result of correlation analysis is a Correlation coefficient whose values range from -1 to +1. A correlation coefficient of +1 indicates that the two variables are perfectly related in a positive manner and vice versa. There is considered a strong correlation if the correlation

coefficient is greater than 0.8 and a weak correlation if the correlation coefficient is less than 0.5. Generally, there are three calculation methods: Pearson, Spearman, and Kendall. The Pearson Correlation coefficient builds a relationship between the two variables based on three assumptions: a. relationship is linear; b. variables are independent of each other, and c. Variables are normally distributed [18]. Because the data collected from the questionnaire were categorical variables and found not to follow a normal distribution, the data were analyzed through the Spearman correlation.

Regression analysis is a statistical tool for the investigation of relationships between variables. Usually, the investigator seeks to ascertain the causal effect of one variable upon another [19]. There are two regression methods including linear regression and logistic regression. Linear regression is a statistical procedure used to calculate the value of the dependent variable from the independent variable that measures the association between two variables. It is a modelling technique that predicts the dependent variable based on one or more independent variables. Linear regression analysis is one of the most widely used of all statistical techniques [20]. Whereas, Logistic regression analysis (LRA) extends the techniques of multiple regression analysis to research situations in which the outcome variable is categorical [21]. Because the data collected in this article are categorical, LRA is applied to analyze the causal effect between the four demographic factors, three marketing methods of private domain traffic and purchase willingness in this article. In this case, demographic factors (e.g., age, annual income, education, gender and the marketing methods of private domain traffic like brand positioning, users community culture and point redemption initiative) are X, while the purchase willingness is Y.

Table 3. Spearman correlation coefficients

	Gender	Annual Income	Age	Education	Brand Positioning	Point redemption initiatives of the brand	User community culture of the brand	Purchase willingness
Gender	1.000							
Annual Income	.021	1.000						
Age	-.152*	.049	1.000					
Education	.167*	.271**	-.361**	1.000				
Brand Positioning	-.052	.161*	.011	.102	1.000			
Point redemption initiatives of	.178*	-.043	.075	-.136	.016	1.000		

the brand							
User community culture of the brand	.027	-.040	.014	-.079	-.230**	.309**	1.000
Purchase willingness	-.136	-.189*	-.067	.024	-.007	-.056	-.118	1.000

*. At 0.05 level (two-tailed), the correlation is significant., **. At 0.01 level (two-tailed), the correlation is significant.

3. EMPIRICAL ANALYSIS

Correlation analysis of gender, age, education, annual income as well as purchase willingness and these three marketing methods of private traffic domain comprising brand positioning, brand user community culture, and brand point redemption initiative. The outcomes are present in Table 3, which shows the correlation data of gender, age, education, annual income as well as purchase willingness and these three marketing methods of private traffic domain comprising brand positioning, brand user community culture, and brand point redemption initiative. It can be seen that the correlation co between purchase willingness and annual income is -0.189, indicating that the purchase willingness is negatively and significantly correlated with annual income. Moreover, the correlation coefficient between gender and brand points redemption policy is 0.178, showing the positive and significant correlation between gender and brand points redemption policy, while annual income is positively and significantly correlated with brand positioning with a correlation coefficient of 0.161. In conclusion, the annual income is the most significant factor that affects the purchase willingness of potential consumers, while gender and annual income are able to influence the preferences towards the brand points redemption policy and brand positioning respectively.

Regression analysis of gender, age, education, annual income and these three marketing methods of private traffic domain comprising brand positioning, brand user community culture, and brand point redemption initiative. From Table 4 and Table 5, the overall model has an accuracy prediction value of 84.8%, indicating that the model has good prediction and with a significance level of 0.369 in the Hosmer-Lemeshow test table, indicating that the overall model has a good fit. However, the significance level of each variable is greater than 0.05, indicating that none of the variables affects the choice of brand positioning. The effect of gender on brand positioning is not significant, but its coefficient of influence is 0.094, which means that men are more likely to choose brand positioning than women. Age has a non-significant effect on brand positioning, with those aged 31-40 years being more likely to choose brand positioning than those aged 51 years or older. The influence of annual income on brand positioning was not significant, with those earning $80,000-$150,000 and $150,000-$300,000 per year being more likely to choose brand positioning than those earning more than $300,000 per year. There was no significant effect of education level on brand positioning.

Table 4. Classification table of brand positioning

Observed	Predicted		
	Brand Positioning		Percentage correction
	No selection	Selection	
No selection Selection	0	27	.0
	1	156	99.4
Total percentage			84.8
Hosmer and Lemeshow Test			
chi-squared test	df		Sig.
8.686	8		.369

Table 5. Sensitivity of demographic variables to the brand positioning

	B	S.E	Wais	df	sig	Exp(B)	95% C.I. Of Exp(B)	
							Upper limit	Upper limit
Male	.094	.462	.041	1	.839	1.099	.444	2.720
Age			1.956	3	.582			
18-30 years old	-.397	.665	.324	1	.569	.685	.186	2.521
31-40 years old	.143	1.195	.014	1	.905	1.153	.111	11.988
41-50 years old	-1.186	.912	1.694	1	.193	.305	.051	1.822
Annual year income			5.484	4	.241			
Under 30,000	-.899	.850	1.118	1	.290	.407	.077	2.155
30,000 -80,000	-.966	.872	1.228	1	.268	.380	.069	2.102
80,000 -150,000	.358	1.064	.114	1	.736	1.431	.178	11.507
160,000 - 300,000	-412	1.067	.149	1	.700	1.509	.186	12.227
Education			2.490	4	.647			
High School and below	-18.941	20048.281	.000	1	.999	.000	.000	.
College	-19.522	20048.281	.000	1	.999	.000	.000	.
Bachelor	-18.727	20048.281	.000	1	.999	.000	.000	.
Master	-18.465	20048.281	.000	1	.999	.000	.000	.
Constants	21.421	20048.281	.000	1	.999	2009096382	.000	

It can be seen from Tables 6 and 7 respectively that the prediction value of the overall model's accuracy was 61.4%, suggesting that the model has a good predictive effect. Besides, the significance level in the Hosmer-Lemeshow test table was 0.914, showing that the overall model has a good fit. However, the significance level of each variable is greater than 0.05, which means that none of the variables affects the choice of user community culture for the brand. But still, some information can be obtained from the table. For example, gender has a coefficient of -0.003 on the brand's user community culture, indicating that women are more likely to choose the brand's user community culture than men. The effect of age on the brand's user community culture is not significant, with those aged 18-30 and those aged

31-40 being more inclined to choose the brand's user community culture than those aged 51+. The effect of annual income on the brand's user community culture was not significant, with those earning less than $30,000 per year and those earning $30,000-$80,000 per year more likely to choose the brand's user community culture than those earning more than $300,000 per year. The influence of education level on the brand's user community culture

was not significant, with those with a specialist education level being the most prone to prefer the brand's user community culture.

Table 6. Classification table of users' community culture

Observed	Predicted		
	Users' community culture		Percentage correction
	No selection	Selection	
No selection Selection	19	56	25.3
	15	94	86.2
Total percentage			61.4
Hosmer and Lemeshow Test			
chi-squared test	df		Sig.
3.304	8		.914

Table 7. Sensitivity of demographic variables to the culture of the user community

	B	S.E	Wais	df	sig	Exp(B)	95% C.I. Of Exp(B)	
							Upper limit	Upper limit
Male	.003	.326	.000	1	.993	.997	.526	1.890
Age			4.346	3	.226			
18-30 years old	-.454	.438	1.074	1	.300	1.575	.667	3.717
31-40 years old	1.554	.862	3.246	1	.072	4.730	.872	25.643
41-50 years old	-.227	.715	.101	1	.751	.797	.196	3.235
Annual year income			.936	4	.919			
Under 30,000	.056	.561	.010	1	.921	1.058	.352	3.178
30,000 -80,000	.304	.608	.250	1	.617	1.356	.412	4.466
80,000 -150,000	-.058	.630	.008	1	.927	.944	.274	3.246
160,000 -300,000	-.189	.592	.102	1	.749	.828	.259	2.641
Education			3.406	4	.492			
High School and below	.512	1.175	.190	1	.663	1.669	.167	16.692
College	1.021	1.151	.786	1	.375	2.776	.291	26.506
Bachelor	.285	1.099	.067	1	.796	1.329	.154	11.446
Master	.016	1.111	.000	1	.988	1.016	.115	8.978
Constants	-.405	1.132	.128	1	.721	.667		

From Tables 8 and 9, the accuracy prediction value of the overall model was 83.7%, indicating that the model has a good predictive effect with the significance level in the Hosmer-Lemeshow test table being 0.892, indicating that the overall model has a good fit. According to the results, the significance level of each variable is greater than 0.05, indicating that none of the variables affects the choice of point redemption measures for the brand. The significance level of gender is 0.059, which means that gender has a greater impact on the redemption measures of brands compared to other variables. The coefficient of influence of gender on the redemption measures of brands is -0.807, which indicates that women are more

apt to choose the redemption measures of brands than men. Age plays a non-significant role in the redemption of points for brands, with those aged 31-40 years being more likely to choose the redemption of points for brands than those aged 51 years or older. Annual income had a non-significant effect on the redemption measures of brands, with those earning less than $30,000 per year and those earning $30,000-$80,000 per year more likely to choose the redemption measures of brands. The effect of education level on the redemption measures of brands was not significant.

The logistic regression is conducted to analyze the causal effect between purchase willingness and three marketing methods of private domain traffic including the culture of the user community, brand positioning and point redemption initiative. The tests for the effect of different classification levels of the independent variables on purchase intention is a very important result of the multiple logistic regression. Based on the analysis, the Wald test significance value is less than 0.05 indicating that the coefficients of the corresponding independent variables are statistically significant and have a significant effect on the change in the different categorical levels of the dependent variable.

Table 8. Classification table of point redemption initiative.

Observed	Predicted

	point redemption initiative		Percentage correction
	No selection	Selection	
No selection	149	2	98.7
	28	5	15.2
Selection			
Total percentage			83.7
Hosmer and Lemeshow Test			
chi-squared test	df		Sig.
2.918	7		.892

Table 9. Sensitivity of demographic variables to the point redemption initiative

	B	S.E	Wais	df	sig	Exp(B)	95% C.I. Of Exp(B)	
							Upper limit	Upper limit
Male	-.807	.427	3.568	1	.059	.446	.193	1.031
Age			2.790	3	.425			
18-30 years old	-.169	.579	.085	1	.771	.845	.271	2.630
31-40 years old	.510	.808	.398	1	.528	1.665	.342	8.106
41-50 years old	-1.629	1.184	1.892	1	.169	.196	.019	1.998
Annual year income			2.242	4	.691			
Under 30,000	.795	.829	.918	1	.338	2.214	.436	11.248
30,000 -80,000	.825	.852	.936	1	.333	2.281	.429	12.122
80,000 -150,000	-.041	.966	.002	1	.967	.960	.145	6.380
160,000 -300,000	.530	.855	.384	1	.536	1.698	.318	9.074
Education			5.706	4	.222			
High School and below	-.129	1.390	.009	1	.926	.879	.058	13.418
College	-1.270	1.407	.814	1	.367	.281	.018	4.427
Bachelor	-1.301	1.349	.930	1	.335	.272	.019	3.832
Master	-1.443	1.377	1.099	1	.294	.236	.016	3.507
Constants	-.488	1.365	.128	1	.721	.614		

According to the analysis, there was no significant difference in the purchase willingness between those who had already purchased NEV and those who are waiting and seeing. Compared to those who had chosen the company's brand positioning, the brand's user community culture, and the brand's point redemption measures, the influence coefficient B shows that those who had chosen the company's brand positioning, the

brand's user community culture, and the brand's point redemption measures were more likely to choose to have already purchased than those who had not chosen the company's brand positioning (B=0.749), the brand's user community culture (B=0.838) and the brand's point redemption measures (B=-0.630). In addition, there was a significant difference in the choice of the user community culture of the company's brand on the

purchase willingness between the options of considering purchasing and wait-and-see. Subjects who selected the brand's user community culture were more likely to choose to consider purchasing a new energy vehicle than those who did not (B=-0.118, p=0.032<0.05). Meanwhile, there was no significant difference in the choice of purchase intention between the company's brand positioning and the brand's point redemption measures, but the influence coefficient B shows that subjects who chose the company's brand positioning and the brand's point redemption measures were more likely to choose to consider purchasing a new energy vehicle than those who did not choose the company's brand positioning (B=0.749) and the brand's point redemption measures (B=-0.630). In conclusion, the community culture of users is more likely to attract potential users to purchase new energy vehicles than the brand positioning and the brand's point redemption measures. Meanwhile, there is no significant difference in the choice of purchase intentions between a company's brand positioning and a brand's point redemption measures.

However, there are some limitations to the study. Firstly, the selection of samples. The questionnaire did not cover a wide geographical area and so the majority of subjects were from Guangdong Province, with fewer cases from other provinces across the country. Secondly, the majority of subjects were aged 18-30 and had an annual income of less than $80,000, which may not be representative of the potential consumer base for new energy vehicles. Both factors are likely to cause the fact that data from the questionnaire may be biased. The third one is the lack of literature on the subject. Because there is limited literature on the field of private domain traffic and the description regarding the means of private domain marketing, the questionnaire designed in this inquiry may not be an accurate presentation of the approaches relating to private domain marketing in this case. The last one is the interviews for the questionnaire. The researcher did not conduct interviews for this study due to time constraints and geographical limitations, which may have resulted in a disconnect between the questionnaire design and the reality of the current NEV market.

4. CONCLUSION

In summary, this paper investigated new energy vehicles based on private domain traffic. Firstly, among the three private marketing tools such as establishing brand positioning, building brand user communities and points redemption policies, clear brand positioning is the most effective in attracting potential buyers of new energy vehicles, followed by brand user community culture and finally points redemption measures. Secondly, among these three private domain marketing tools, gender, age, annual income and education level do not have a significant impact on potential new energy

vehicle consumers' willingness to purchase new energy vehicles and their preferred marketing tools, but there are still differences.

Accordingly, New energy car brands should pay attention to their brand positioning in the public domain platform construction to attract the attention of their target groups. Accumulate target users to build their private domain traffic, to provide a good foundation for the secondary reach of brand information. Furthermore, according to the susceptibility of their target group to certain private domain marketing tools, new energy vehicle brands can use official new media accounts by choosing the corresponding private domain marketing tools or content for pre-sales promotion. All in all, new energy vehicle brands can take advantage of their target group's preference for private domain marketing content to improve their brand competitiveness and thus increase sales and market share. Overall, these results shed light on the promotion of new energy vehicles in the private domain era and provide a reference for further study of it.

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