

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.

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

Observed	Predicted
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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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