



Analysis of RV Marketing Strategy in North China Based on Big Data

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Abstract. With the development of Chinese economy, the improvement of people's income level, the change of travel mode, climate conditions, natural and cultural resources and huge market, the RV industry in China has developed rapidly. In this study, 341 questionnaires were obtained, and the RV sales data were obtained from the website of statistics Bureau. SPSS statistical analysis method was used for data statistics, and the data model of RV sales in northern China was obtained. Using SWOT method to RV marketing opportunities, threats, advantages and disadvantages of the market analysis, the north of the RV marketing put forward marketing strategies to promote the north of China's RV marketing and RV tourism development.

Keywords: Big Data · SPSS · RV Marketing · SWOT · Northern Region

1 Introduction

In recent years, driven by consumer demand such as “self-drive travel” and “RV travel”, China's RV market is growing rapidly. According to statistics released by the Association, in the first three quarters of 2020, RV sales reached 9,004 units, a year-on-year growth of 49%, and the market size exceeds 6 billion yuan. China's RV market continues to grow rapidly, the industry situation is good, RV sales at the same time, RV camps have gradually developed, up to now more than 2000 RV camps nationwide open to the public [1–3]. The Ministry of Industry and Information Technology announced the information brand and product origin of the RV model products in 2020. It can be seen that October 2020 is the eruption period of the RV market, and the RV sales in 2020 have a significant increase compared to 2019. That is to say, even in the context of the adverse environment, the domestic RV market still has strong development momentum. According to the official website of the Ministry of Culture and Tourism on the open soliciting of the “fourteenth Five-year Plan for tourism development”, it also shows that in 2021 RV will become an important product to meet people's yearning for a better life. Domestic RV sales in the first quarter of 2021 were 2,054 units [4]. The top three provinces were Jiangsu, Hubei and Shan, with SAIC Datong topping the sales list [5–9].

RV from entering the Chinese market to rapid development, and now has entered the public view, ushered in the golden period of development, which benefits from the

joint efforts of various RV enterprises. At present, practical strong C type of RV is generally favored by the public, and four-wheel-drive off-road RV has become a lot of high echelon RV players good heart. This is because four-wheel-drive off-road saloon car achieved acme not only in practical respect, and in the aspect such as cross country pass sex is superior. Domestic well-known four-wheel-drive cross-country manufacturer's recent soar team as in recent years is very popular with my manufacturers, ford's export F150LTD four-wheel drive off-road saloon car, D - MAX passion four-wheel drive off-road saloon car, different products, such as the German MAN commander four-wheel drive off-road saloon car, can well meet the demand of different customers, friends who want to buy car should pay attention.

Since April 2021, the RV market has shown a positive development trend. The increase of RV sales means that consumers continue to recognize the value of RV products, as well as the affirmation of RV functions. Take the United States Jetton German MAN four-wheel-drive off-road RV, ford F150LTD free four-wheel-drive off-road RV, South Africa off-road trailer-trailer RV as an example, these products meet the different needs of different customers, at the same time can be a good market segmentation product segmentation, let consumers choose to suit their needs of products. At present, the RV products are developing to high precision, especially the deep integration of cutting-edge technology and automobile manufacturing technology, which makes the RV products more humane and intelligent. Take German MAN four-wheel-drive off-road RV as an example, its smart panel can show the situation of water and electricity on the RV at a glance, and the electronic fingerprint password lock and electric pedal on the door, all make the RV life more delicate [10, 11].

In addition, the RV consumer group also to the younger customer group development, these younger customer groups, for the RV product requirements are more refined, on the RV function requirements are more. For example, many customers want an RV that can be used for everyday city life, off-road travel and adventure rescue.

2 SWOT Analysis of RV Marketing in Northern China

SWOT analysis was conducted on the physical strengths, weaknesses, opportunities and threats four aspects of the comprehensive analysis, based on internal and external competition environment and competition under the condition of situational analysis, is closely related to the object of study of various main internal strengths, weaknesses and external opportunities and threats, etc., through the investigation list, and according to the matrix form, Then with the idea of system analysis, the various factors are matched together to analyze, from which a series of corresponding conclusions are drawn, and the conclusion usually has a certain decision. This method can be used to make a comprehensive, systematic and accurate study of the situation of the research object, so as to formulate corresponding development strategies, plans and countermeasures according to the research results [12, 13].

This survey adopts questionnaire survey, with the help of the network random completion, the survey time is January 28 to February 2, 2021, 341 valid questionnaires were recovered, the characteristics of RV consumers in northern China were analyzed. According to the survey, the basic information is as follows: the ratio of male to female



Fig. 1. RV travel willingness survey results

is 159:182, the gender distribution is reasonable; Age was found in all stages, with 143 samples aged between 31 and 40 accounting for the largest proportion. There are all levels of academic qualifications, with the largest proportion of undergraduates reaching 59%; 126 persons were mainly in public institutions. The monthly income basically concentrated within 12000 yuan, 5000 ~ 8000 yuan monthly income in the majority; The proportion of parents and children in the family structure reached 66%. Through the questionnaire, the characteristics of RV consumption in northern China are summarized as follows:

2.1 External Opportunity

In terms of external opportunities, the current environment and background have good advantages. There are some contradictions between people's pursuit of a better life and the inadequate and unbalanced development at the present stage. However, on the whole, it can be seen that people's pursuit of a better life and their pursuit of life happiness are relatively strong (Fig. 1).

In "do you have the will of rv travel" in this question, 73% of the people chose "yes", visible current RV travel is very attractive to the general public, people have a strong RV travel will, for the RV market can be seen that this is a widely concerned industry (Fig. 2).

In the RV travel the greatest attract to you what is "the question," can determine and change the itinerary "option selected people have 202 people," the wild life closer to the nature "this option selected people have 163 people," good save accommodation, economy "and" can hold a lot of things, and bring pets "two options there are more than 25% of the people, Visible RV tourism individuation is more obvious, compared with the traditional tourism also has larger characteristics and advantages.

2.2 External Threats

With the development of RV market, several domestic and foreign car companies have joined in the design and manufacture of RV, the market competition is increasingly fierce. At present, domestic manufacturers of RV have Yutong RV, SAIC Datong, Dongfeng

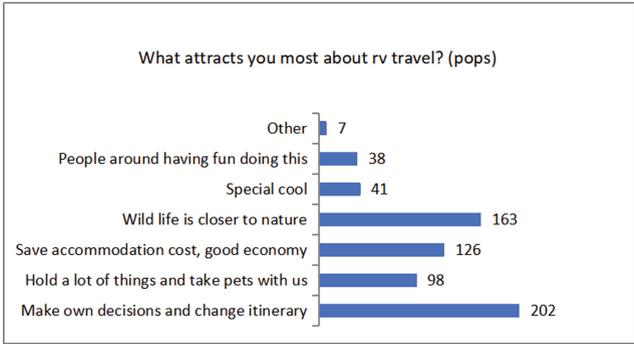


Fig. 2. RV tourism attraction survey results

Yufeng, Zhongtian Star, Hubei, Hubei Chengli, Jiangsu Weihang, Iveco, Yate, Yuzhong RV and so on. Under the overall situation of the total sales is less, each manufacturer will have its own characteristics, in general, the competition is more fierce.

In the first quarter of 2021, the sales volume of domestic RV was 2,054 units, with SAIC Datong topping the sales volume. Datong was founded in 2011. The internal configuration of datong’s RV is relatively rich, and the requirements for driving license are relatively low, which makes it more convenient to drive. At present, Datong products have been exported to overseas, won the majority of consumers praise. The circuit system of Datong has great advantages, such as fast power generation, high efficiency and strong power storage capacity, which can be fully charged in 2–3 h and can be used normally under low temperature conditions.

Dongfeng DFAC, the motor home enterprise in Hubei province, the main characteristics of the European line, powerful fuel consumption, is a cost-effective car. Tianjin zhongtian star, start in 2001, Zhongtian has a number of world advanced technology, car space is relatively large, reasonable layout, but the corresponding fuel consumption is higher, sorting or a more excellent car. Jiangxi Jiangling sojourn car by a number of companies to establish a subsidiary, now the company scale has been very large, not only the number of employees, technology has been relatively complete, is a trustworthy RV brand. Hebei Yate has a number of products including semi trailer, caravan and so on, in many fields have dabbled in. ZOEMO is a relatively mature company, both in terms of plant area and the number of workers, the scale has been relatively large, the technology is also relatively advanced, CEIBS RV and many international well-known companies to cooperate in the development of products.

In the first quarter of 2021, 2,054 units of self-propelled trailers were sold in China. The top four provinces in sales were Jiangsu, Shandong, Zhejiang and Hubei. The area with larger above sales volume is the place that RV manufacture and refit just, after partial consumer buys a car from manufacturer, direct place goes up card. In addition to the above several enterprises, currently involved in the production of RV enterprises more, each enterprise from RV RESEARCH and development, design to manufacturing, internal and external configuration and other aspects of emissions and fuel consumption have their own characteristics, the RV competition environment is more intense.

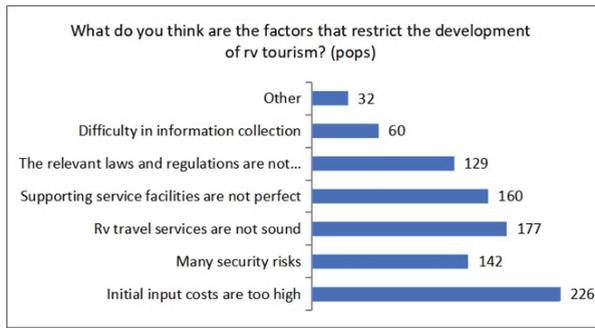


Fig. 3. Investigation results of restrictive factors of RV tourism development

2.3 Internal Advantages and Disadvantages

RV is divided into ABC three grades, the price difference is large, domestic RV sales mainly in BC type RV. Prices vary from more than 100,000 to several million, can meet the needs of different consumers.

RV configuration basically meet the needs of life travel, RV is basically have the normal life of the necessary equipment and equipment, mainly including living function, catering function, living room function, toilet function. There is no a unified national standards, but according to the foreign car equipped with basic functional bed, sofa, chair, toilet (some RV is no toilet) catering equipment (work station, wash basin, external or built-in gas appliances) storage equipment (include chest, refrigerator storeroom) entertainment (TV satellite telephone equipment, etc.).

There are many advantages, but there are also some disadvantages, according to the questionnaire, we get the following results (Fig. 3).

In “what do you think are the factors that restrict the development of RV tourism?” in this question, the answer is concentrated in the initial investment costs are too high, too many hidden dangers of safety, RV tourism services are not perfect, supporting service facilities are not perfect, the relevant laws and regulations are not perfect, information collection difficulties and other problems.

In addition to the above questions, consumers also put forward in the questionnaire that the start of RV in China is restricted by many factors:

- 1) RV configuration is uneven, the lack of unified standards, the price is artificially high, from the use of the competition is niche, not to promote, but also push the move.
- 2) Road configuration, elevated limit, water and electricity supporting, safety and health environment guarantee, medical service.
- 3) Open RV on the road is also very troublesome, private car owners driving RV need to have a large cargo or large car qualification; In the city after the purchase of RV parking difficulties; Trailers are not allowed on highways, hindering travel; Caravan vacations are still hard to come by, as RV resorts are just starting to be available. Additional, because saloon car sells very little, saloon car how to go up license plate is not clear.

3 Analysis of RV Marketing Strategy in North China Based on SWOT Method

Before you begin to format your paper, first write and save the content as a separate text file. Keep your text and graphic files separate until after the text has been formatted and styled. Do not use hard tabs, and limit use of hard returns to only one return at the end of a paragraph. Do not add any kind of pagination anywhere in the paper. Do not number text heads-the template will do that for you.

- (1) Create a new consumption model of RV tourism through advertising. According to the survey, we get the conclusion that there are still a part of the people for RV tourism has not understood, or understand very little. According to the current situation of north China RV sales, we should expand the new model of RV travel and RV application through advertising, and stimulate the consumer demand and consumption power of the majority of consumers.
- (2) Accurately target the population and conduct precision marketing by stratification and classification. At present, there are large differences in RV grades and prices. Classify people with RV consumption willingness and demand, and then accurately target the crowd for classified precision marketing, and do a good job in VIP customized services.
- (3) Promote the development of RV rental services. Because the transport infrastructure, such as city traffic limit height for RV except for travel and living in application is less, so after buying car use is relatively limited, according to the survey shows that most of the staff is willing to carry on the short-term rental car travel, promote the development of the saloon car rental service can improve the saloon car consumption of consumer, at the same time can promote RV marketing.
- (4) Relying on RV camp, build RV marketing 4S experience center. Motor camp originated in 1860 in the United States, China camping Association was established in Beijing in 2004, in 2006 built Beijing's first self-driving tourism camp demonstration camping site. In 2014, Premier Li Keqiang clearly proposed to "Upgrade tourism and leisure consumption, and build self-drive and RV camps". 2016 is the first year of the national "13th Five-Year" plan, the development of tourism as the "13th Five-Year" national key special planning, the focus of its development is the planning and construction of RV camping sites. Across the country in a positive response national policy, and combined with their own actual situation has made the development rules and strategies in the camp, in north China as an important Chinese desert grassland tourism zone in Inner Mongolia, at present, besides the manchurian GeMeng are already building or planning self-drive RV campsite 128, self-driving car sales more than 3727. By 2020, it will basically build a tourism, sightseeing, leisure and vacation base that reflects grassland culture and has unique characteristics of Northern Xinjiang. In ordos, for example, has built kangbashi of lu you RV lighting star RV camp, ovens, in snow and ice paradise camp, relying on the grassland scenery road in Mr DE LeQing campsite, relying on the desert and establish HaoLang RV camp, ordos ABU hai ditch campsite, town in ordos racing cars drive sports camp camp, In August 2019, the racing Town auto driving sports

camp won the title of “Five-star auto driving sports Camp” in the sixth China Auto (RV) Camping Conference.

Relying on the construction of RV camp, let the consumers who are willing to consume RV feel the charm of RV travel, and experience RV facilities and equipment at the same time, improve the sense of experience and satisfaction of consumers, so as to drive the RV sales.

4 Conclusion

Combined with the sales data of RV in northern China in recent years, this study uses SWOT method to analyze the opportunities, threats, advantages and disadvantages of RV marketing, and puts forward marketing strategies for RV marketing in northern China. Mainly including through the advertising to create a new model of RV tourism consumption, precise positioning of the crowd hierarchical classification of precision marketing, promote the development of RV rental services and relying on RV camp to build RV marketing 4S experience center, so as to promote the development of RV marketing and RV tourism in northern China.

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