Technological Innovation and Market Cultivation of New Energy Vehicle Industry

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Abstract. With the development of society, China's economy is improving significantly. The issue of sustainable development of energy and ecological environment has also emerged in the current social context. The current development of China's new energy vehicle market is still in its infancy, there are still various problems that need to be improved, among them are mainly the backward technology used, the lack of completeness of production volume, and the slow speed of parts production. This requires attention to the innovation of new energy automobile industry technology and market cultivation. Therefore, this article will focus on the theme of technological innovation and market cultivation of the new energy vehicle industry. Learn more about the value and role of technological innovation and market cultivation in the new energy vehicle industry, then put forward feasible countermeasures that are conducive to promoting technological innovation and market cultivation of the new energy automobile industry.

1. Introduction
To promote the technological innovation of the new energy vehicle industry and the smooth development of market cultivation, we should proactively optimize and improve various support policies. Against the background of rapid social development, new products need to be recognized by the masses. If the new energy vehicle industry wants to obtain a wider development space, improve your market competitiveness. Not only should we focus on the manufactured car products that reflect modern concepts, at the same time, it needs the support and help of our government and related departments. New Energy Subsidy policy details for 2019 reduce the cost of buying a car for consumers, while improving the cost-effective car, therefore, the recent new energy vehicle sales volume share increased significantly. Our government should launch various preferential policies, provide various preferential policies for new energy automobile companies, promote the staff in the new energy automobile industry to have more confidence and courage to invest in scientific research, provide guarantee and development momentum for the development of China's new energy automobile industry.

2. Analysis of various supporting policies for optimizing and improving the new energy vehicle industry
Analysis of the acceptance of new energy vehicles by the current masses, there are lower issues. The first, this is mainly reflected in the current high manufacturing costs of the new energy industry, it
needs to invest a lot of money to support, new energy vehicles need regular maintenance work, and maintenance costs are generally high, adds various economic pressures to consumers. The second, although new energy vehicles advocate low-carbon environmental protection, the batteries that generate power are more expensive. If in the process of application, failure management is also more complicated, this reflects the essence of establishing a policy with perfect contents, we will provide policy support for research on maintenance services in the new energy automobile industry, to promote its wider development space, accepted and recognized by consumers [1].

3. Analysis on Attracting Consumers by Focusing on Dividing the Automotive Industry Market

In the current society, with the improvement of the quality of life of the people, driving has become one of the main means of travel, and currently targeted at China's market analysis, still using gasoline, new energy vehicles are not popular in the market. The reason is that the current new energy vehicle industry has problems such as backward technology and high price, so most consumers lack trust and attention on new energy vehicles. Therefore, in order to stimulate the consumption desire of the broad masses of people in the subsequent development process, the new energy automobile industry must implement tax exemptions, subsidies, unlimited lines, etc. according to its own situation to attract consumers to consume as much as possible for the majority of consumers. Provide preferential policies and provide professional after-sales service after purchase. Only in this way can they be truly recognized and trusted by consumers. With the development of information technology, code-scanning travel has become a common form of travel. The so-called code-traveling is to scan the QR code to obtain travel tools. New energy vehicles can also develop such service items to realize that consumers who do not have the ability to purchase at present but intend to purchase can experience new energy vehicles in advance, understand the advantages and characteristics of new energy vehicles, and accumulate more of potential customers [2].

4. Analysis on Respecting the Basic Laws of the New Energy Vehicle Industry Market

When launching new energy vehicle sales and promotion, we should understand the current market. Because in the current society, gasoline-based cars, the market promotion of new energy vehicles will inevitably be hindered. This requires that as the promoters of new energy vehicles, they must look at the current market laws with a correct perspective. They need to realize that new energy vehicles start late, and the industry chain needs to be optimized and improved. However, it is undeniable that new energy vehicles have broader development space in the future social development, and the concept of low-carbon environmental protection has gradually become popular, and has become the prerequisite and guarantee for sustainable development in China. New energy vehicles will reduce the consumption of various gasolines, thereby avoiding too much carbon dioxide emissions, which is conducive to the realization of a low-carbon environmental protection concept. Therefore, in the current society, the new energy automobile industry must respect the current market laws, be down-to-earth, and firmly believe that it will have a broader space for development [3]. At present, China's electric vehicles from the incubation period into the growth period, in recent years, China's new energy vehicles in the market share increased year by year, its trend chart is shown in figure 1.
5. Analysis on the promotion and consumption guidance of the new energy automobile industry

The new energy automobile industry should strengthen publicity to guide consumers, to better implement the attention and curiosity of consumers, promote their desire to buy, this requires new energy vehicle companies to strengthen publicity and promotion, different promotion methods should be adopted for different groups of people, achieve effective promotion of your own automotive products. For new energy vehicles, it is an emerging innovative product in the current society. Only when consumers have a comprehensive understanding of the performance and advantages of this innovative product can they stimulate the desire to buy and show the new energy vehicles' protection of the environment and the benefits to society. At present, the Chinese government and various departments have a deeper understanding of new energy vehicles and can more fully recognize new energy vehicles. It will stand out in the future development of society and have a broader development space, sales of new energy vehicles in recent years are shown in figure 2, the demand for new energy vehicles will show a straight upward trend in the next two decades. However, there are still various one-sided understandings of ordinary consumers on new energy vehicles in society. Therefore, it is necessary to expand the scope of publicity and promotion work, such as in auto fairs, sports events and other activities with large traffic to carry out advertising and publicity work. You can also conduct test drives to allow consumers to experience the real experience here. During the publicity process, the various functions of new energy vehicles and their environmental protection were shown [4].

![Figure 1. China's new energy vehicles in the market share](image1)

![Figure 2. The sales of new energy vehicles in recent years](image2)
6. Analysis on the formulation and improvement of relevant laws and regulations of the new energy automobile industry

In the current society, the new energy vehicle industry can gain a firm foothold and improve its own social competitiveness, relying not only on its own low-carbon environmental protection concept, but also on subsidies from various government preferential policies. Formulate sound laws and regulations to promote the stable development of the new energy vehicle industry. According to the analysis of the current development status of the new energy vehicle industry, support is obtained through various government departments' funding subsidies, but the related laws and regulations and the market system are lacking in perfection, which hinders the long-term development of the new energy vehicle industry [5]. It may lead to the lack of professionalism of the technical staff of the new energy automobile industry, lack of enthusiasm and motivation for research and development, and even the occurrence of undesirable phenomena such as technological monopolies [6]. This requires our government to implement a reasonable division of labor in sales and research and development of new technologies, and appropriately increase funding support, promote technological updates and improvements. To realize that the new energy automobile industry can produce more low-cost, high-quality automobile products to meet the individual needs of the current social development. At the same time, we must also learn from the development experience of foreign new energy vehicle industries, carry out policies to significantly enhance individual requirements for automotive energy saving and emission reduction. In this way, consumers can realize the advantages of new energy vehicles, realize that the development of new energy vehicles is already the general trend [7].

7. Conclusions

Through the analysis of the above problems, we are fully aware of the importance and necessity of the automotive industry's focus on technological innovation and market cultivation in the context of the continuous development of the current society. If China wants to have a broader space for development and implementation and promote the progress of the new energy vehicle industry, we must pay attention to ecological and environmental issues, deal with various energy crises and environmental pollution, and look at the current development process of new energy vehicles with a correct perspective. The lack of completeness of the industrial structure and the failure to pay attention to publicity work have led to the optimization and improvement of various support policies in the subsequent new energy automobile industry, the focus on dividing the industrial market of enterprises to attract consumers, and respect for new energy. Various basic laws of the automotive industry market, strengthening publicity, and improving laws and regulations have laid a solid foundation for the long-term and stable development of China's new energy vehicle industry.

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