

The Current Situation and Development Trend of Automobile Sales Mode Under The Strategy of High Speed Development of Big Data

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Abstract: With the development and progress of science and technology, the automobile industry has a rapid development momentum, followed by the rapid development of automobile sales industry, and is facing a more complex market competition environment. In the market economy environment, competition is the basic principle and the important internal driving force of market economy development. Under the condition of automobile sales management method, many automobile enterprises are faced with the problem of low profit in vehicle sales, that is, the so-called sales volume increases, but the profit is even. From a long-term perspective, auto dealers are facing a huge business crisis. This paper mainly analyzes the influence of automobile sales channel under the automobile sales management method and puts forward specific strategies..

1. Overview of Automobile Marketing Channels

In the new era, aiming at the automobile sales industry, the Ministry of Commerce of the people's Republic of China issued the measures for the administration of automobile sales, which broke the monopoly position of traditional automobile 4S stores, increased more uncertainty in the market environment faced by the automobile sales industry and intensified the competition situation of the whole industry. However, no matter how the automobile industry changes[1], the marketing concept of improving customer satisfaction as the core is the eternal truth. In this regard, it is necessary for relevant personnel to formulate effective channel competition strategies based on the current situation, so as to improve their competitiveness.

For the development of automobile industry, it is particularly important to choose a reasonable marketing channel. The so-called marketing channel is a large collection of sales individuals who trust and support each other. It has a clear network management mode, and under the mode, enterprises and consumers maintain a good activity relationship. The marketing channel is composed of many parts and involves relatively more contents. From the perspective of the form of automobile marketing channel, it is mainly in the form of process[2], each link is in a state of interdependence, and the marketing activities are characterized by diversity and continuity. Although marketing channels are composed of many individuals with their own interests and marketing purposes, their ultimate interests are consistent, so they maintain a good cooperative relationship with each other, and provide consumers with high-quality services to improve consumer satisfaction.

2. Influence of Automobile Sales Management Measures on Automobile Sales Channels

With the progress of automobile technology and the expansion of social market, the automobile industry as a whole is moving towards the direction of high quality, high quality and high technology. At the same time, the sales market is no longer the monopoly market of the traditional

only brand system, but also an active market with transaction liberalization and diversified customer selection. At present, the homogenization of the automobile industry is serious, and the vision of consumers has changed dramatically, not only limited to the price, but also pay more attention to the quality problems of automobile quality and details. Therefore, the space for automobile sales enterprises to obtain profits is becoming smaller and smaller. Since 2017, the relevant departments have issued the new regulations of the measures for the administration of automobile sales[3], which redefine the way of authorization and provide a broader space for the future development of the automobile industry. Based on this, in the future sales of automobile 4S stores, they can not only sell new models at the first time, but also provide a platform for other sales parties to issue new cars, giving consumers a wider range of choices. The issuance of new regulations on automobile sales management is inevitable, but it provides opportunities and challenges for the future development of 4S stores. As shown in Figure 1

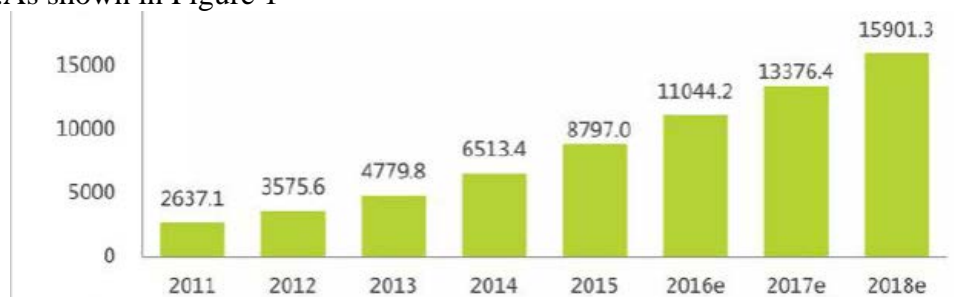


Figure 1 Current situation of automobile sales mode

3. Development of Automobile Channel Mode

Before the 1990s, the automobile sales faced the seller's market environment. The automobile supply was in short supply. The automobile manufacturers did not need to consider the sales problem, but directly monopolized the sales by the state-owned automobile sales company. In the mid-1990s, the automobile sales market gradually moved from the seller's market to the buyer's market. The manufacturer was in a relatively passive position in the sales[5], facing the problem of overstocking inventory, and finally had to sell at a profit. With the development of automobile industry, the model of automobile agent marketing channel has gradually withdrawn from the stage of history. Since 1997, the sales channel mode of 4S stores has entered people's life. At this time, for consumers, after-sales service is an important standard to measure consumption. Based on the 4S shop service, manufacturing enterprises continue to meet the actual needs of consumers, while increasing consumer dependence on the brand. In 2004, it is an important turning point in China's automobile market. Automobile manufacturers are facing a more fierce market competition environment, and price war is one of the important marketing channels. At the beginning of 2005, the implementation of the measures for the management of automobile sales rapidly established the position of automobile manufacturing enterprises, while 4S stores are increasingly developing into the "four in one" automobile franchise model, and become the leading sales model in the subsequent automobile market.

4. Strategy of Channel Competition Under Automobile Sales Management Method

Looking forward, the automobile market demand tends to be more diversified, and the user's demand for automobiles is more personalized, which makes the automobile sales channel mode more abundant. No one channel mode can become a monopoly mode, but a variety of channel modes coexist. With the influence of market environment changes, policies and other conditions, the environment faced by automobile enterprises is characterized by diversity and uncertainty, which to some extent increases the competitive pressure on automobile enterprises. In the new era, if the automobile industry wants to continue to develop, it must pay attention to improving customer satisfaction in the marketing link, and try its best to provide high-quality services for it[6], which

will help to establish a good corporate image and improve economic returns. Therefore, under the automobile sales management method, the strategy of automobile sales channel competition is mainly reflected in the following aspects.

4.1. Reduce Conflict Cost and Maintain Market Stability

Based on the fierce competition in the domestic market, the risk of investment interests of auto dealers is increasing. In the process of investment, they often face the problems of high risk, slow return of funds and low utilization of funds, which not only increase the tension between investors and manufacturers, but also dealers can not provide customers with better services. Therefore, in the practice of automobile sales management, it is suggested to adopt the channel competition strategy of cooperation between automobile manufacturers and dealers, which not only helps to reduce the capital risk of investors and avoid many contradictory problems, but also helps to create good conditions for promoting the stable development of automobile industry market[8]. Based on the channel competition strategy, the conflict cost is reduced and the market stability is maintained Kill two birds with one stone.

4.2. Reduce Information Cost

When carrying out marketing work, automobile dealers can effectively contact with manufacturers and consumers by collecting and mining basic information of potential consumers. Based on the conditions of automobile sales management methods, channel personnel sometimes deliberately influence the dissemination of information in order to improve their communication ability with manufacturers. At this stage, the information age has come. In today's high-speed information transmission, channel personnel are no longer the traditional role of information transfer, but exist to create contact between manufacturers and consumers, but the problem of information distortion is gradually exposed. Therefore, in the automobile sales management[10], it is suggested to take the channel competition strategy of fully tapping and giving full play to the ability and level of channel personnel, which can not only ensure the accuracy and reliability of information, but also help the manufacturer to master the information content of consumer consumption concept, life style and so on more comprehensively, and lay a good foundation for improving the correctness and scientificity of sales decision.

4.3. Improve the Competitiveness of Dealers

At present, the automobile sales industry has broken the bottleneck of high risk and low return. With the development of society, the competitiveness of China's automobile industry is constantly improving, more and more adapt to the trend of competition in the market economy, and get a larger growth space. However, the automobile sales management is still a systematic and complex work, which is constrained by the traditional channel competition strategy and management concept, so it is difficult to achieve a leap forward transformation in a real sense. Based on the competitive market environment, the new channel competition strategy should take the channel cooperation as the important content, which is helpful to fundamentally improve the development level of the automobile manufacturing industry and make it obtain greater competitive advantage.

4.4. Enhance the Value of Industry Services

In the process of automobile production and sales, we need to strengthen effective management to maximize economic benefits and improve customer satisfaction. However, the whole process from automobile manufacturing to marketing involves many links. If there is a mistake in any link, it is directly related to the satisfaction of consumers. Based on the practical activities of automobile marketing, it is common for staff to shirk responsibility and other wrong behaviors, which reduces the satisfaction of consumers, and at the same time causes many consumers to have biased judgment on automobile industry services. Based on this, under the automobile sales management method, it is suggested that the relevant personnel adopt the channel competition strategy of mutual cooperation of channel personnel and integrate the strength of channel personnel, which can not only improve the service quality, but also help to enhance the customer's shopping experience and

improve their satisfaction.

5. Conclusion

In the fierce market competition, the market environment is changing rapidly, and the relevant policies are in a state of continuous adjustment and improvement, which brings more uncertainty to the automobile sales market. For automobile dealers, in order to improve economic benefits and sustainable development, we must take a reasonable channel competition strategy. Looking at the actual development of automobile enterprises, low marketing management cost and efficient customer service are important indicators to evaluate whether the channel model is reasonable. Therefore, under the condition of automobile sales management method, in the process of reasonable selection of channel competition strategy, it is necessary to combine the stability of 4S stores and the deep integration of enterprises and dealers.

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