

FAN NATIONALISM: A Study on Consumers' Willingness to Buy NEVs in China's NEV Sales Process

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Abstract. With the rapid development of the economy, NEVs have changed through the publicity of marketing techniques for protecting the environment in recent years, as more people are willing to buy NEVs nowadays. Therefore, the brand marketing strategy has become an important way for NEV enterprises to win greater market competitiveness. How does China's NEVs stand out in the global competition of NEVs, the brand mainly pays special attention to the role of fan nationalism. The NEV industry uses patriotism and fan nationalism to stimulate consumers' desire to buy and promote the sales of NEV brands in China. At the same time, consumers also pay more attention to the appearance and performance of the car, and consumers' conditions, such as education, age, and gender, will also vary. This paper will analyze whether the impact of fan nationalism on the purchase of domestic brand NEVs or the differences in consumers' conditions will lead to different consumer viewpoints.

Keywords: China; NEVs; Sales; Consumer Purchase Intention; Fan Nationalism.

1. Introduction

Almost the entire process of China's modernization has been accompanied by constructing a patriotic image of the automobile industry, which is firmly rooted in the branding of Chinese automobiles, while the purchase of domestically produced automobiles is considered patriotic in the case of FAW and SAIC, for example. In the research and development process of China's new energy vehicles or NEVs, patriotism has a high impact on the sales process, which largely influences the sales of NEVs". In terms of the policy background, technological innovation, and economic impact of the development of the NEV industry, the policy background mainly originated from *the Notice on Pilot Subsidies for Private Purchase of NEVs* issued by four ministries and commissions in 2010, which pointed out that the central government would provide a one-time subsidy for the NEVs purchased, registered and used by private individuals in the pilot cities. In terms of technological innovation, the construction of a big data supervision system for NEVs has been stimulated by technology, which has led to the development of NEVs. In aspects of technological innovation, the establishment of a big data regulatory system for NEVs will help realize real-time mastery of vehicle operation data and charging data. On the economic impact, as a strategic emerging industry, the development of NEVs is related to industrial and economic restructuring, which affects the deepening of China's reform.

As a major way to reduce carbon emissions, the NEV industry is influenced by hybrid energy storage systems, which are seen as an effective way to improve vehicle powertrains. To understand the factors influencing young people's willingness to purchase NEVs, some studies have proposed the concept of "green reverse marketing" in conjunction with the marketing of NEVs, which, unlike traditional marketing tactics to encourage consumers to consume, centers on This approach is different from the traditional marketing strategy to encourage consumers to consume, the core of which is to "control and reduce the demand for consumption", to achieve the purpose of environmental protection and the development of the corporate image. The application of these new marketing tools has promoted the development of the NEV industry, and at the same time responded to the problems related to the sales promotion of NEVs. In analyzing the marketing strategies of NEVs, this study also observes that green reverse marketing can promote the sales of NEVs in a way that promotes environmental protection and discourages consumption. In addition, based on the analysis of the marketing practice of NEVs, this study comprehensively analyzes the fan nationalism

strategy in the sales process of NEVs, i.e., how automobile companies utilize the patriotism and nationalism strategy to strengthen consumers' preference for domestically produced NEVs in the light of the policy background of the development of NEVs, technological innovations, and economic impacts of the industry. In the course of the empirical research, this study mainly collects advertising and publicity texts on the sales of NEVs in China, and based on the analysis of advertising and sales discourses, explores the motivation of their strategies to create a "patriotic" brand image.

2. Literature Review

To explain the phenomenon of fan nationalism in the current automobile sales context, this study analyzes the main strategies of advertising and marketing related to NEVs in China and concludes that nationalistic marketing strategies have largely contributed to the emergence and development of NEVs on the consumer side. The study concludes that nationalistic marketing strategies have largely contributed to the occurrence and development of NEVs on the consumer side. The current research on this topic focuses on two main areas, namely the marketing of NEVs and fan nationalism.

2.1 Marketing of NEVs

How can NEVs persuade consumers better and more efficiently? Given the sales situation, the marketing of NEVs often utilizes green reverse marketing to build up ecological concepts in the sales process and to stimulate consumers' interest in purchasing NEVs. However, relying solely on eco-friendly concepts to influence consumers is very limited, and in the Chinese market, eco-friendly claims do not differentiate significantly between foreign-branded NEVs and domestic ones. Therefore, some new marketing strategies have been emphasized for the sales of domestically produced NEVs, such as nationalism and patriotism, but of course, some people believe that consumers' patriotic demands are based on the strong government subsidy mechanism for domestically produced NEVs.

Taking BYD as an example, the image building of domestic NEV brands is closely related to government subsidies, and consumers are more inclined to buy products of domestic NEV brands to fulfill the basic demand of patriotism after receiving government subsidies". In addition to changes in sales ports, the manufacturing and production of NEVs is typically characterized as a technology-intensive industry, so in the process of promoting the brand image, the cutting-edge and novelty of domestic NEV manufacturing technology is also a feature with a certain degree of social influence. In existing studies, analyzing the disruptive technology policy of NEVs also explains why consumers tend to buy domestic NEVs". In addition, in response to the characteristics of Chinese consumers of NEVs, some domestic NEV brands have also paid full attention to the individual development of consumers in different regions, applying sales strategies with local characteristics in large cities such as Shanghai and Nanjing, and reflecting personalized nationalistic marketing strategies in the process of promoting NEVs.

2.2 Fan nationalism Nationalist

Fan nationalism Nationalist movements are often caused by the memory of humiliating events in the past, which leads to group conflicts in the name of "patriotism", such as exclusion and coexistence. CyberNationalism, for example, has been strengthened in the age of the Internet and has been spread through the use of "mimicry," a mechanism that combines images and text with the creation of mocking and ironic emoticons and propaganda images. This kind of online nationalism is more contagious and more easily recognized by the public. In the area of consumption, anti-consumerism is based on the frugality advocated by traditional culture and further promotes a minimalist lifestyle in line with people's current concept of life. Indeed, in terms of the manifestation of fan nationalism, fan circles, which are common in new media platforms, are formed in a way that relies on "interesting connections", for example, in social movements where fans are called upon to be as patriotic as they are protective of their idol, which demonstrates the specific impact of fan nationalism on the construction of social relations.

Fan nationalism has had a profound impact on the political and economic life of society, and fan culture in the pop culture scene is an important emerging factor even in the consideration of international relations. In the process of evaluating Sino-Korean relations, the K-Pop fanbase in China has gone through a necessary identity evolution process, and the occurrence and development of the "Korean Wave" cannot be separated from the impetus of the fanbase, which constitutes an important basis for judging the development of fan nationalism. At the same time, "Little Pink Pie" has also been an important target of discussion in studies on China's public opinion environment, with studies 'discussing the activism of fans in the process of patriotism construction in the context of the "Diba Exodus" incident, or analyzing the "Little Pink Pie" from the perspective of political communication. There have been studies on the generation mechanism of the "Little Pink Puppy" fan base. NEVs and Other Electronic Vehicles. Patriotic sales tactics are evident in the sale of products, but of course, this type of technology-intensive industry is significantly different from fan nationalism, which is technonationalist at its core", and has more of a social dimension of national security.

3. Theoretical foundation and research hypothesis

3.1 Theoretical foundation: SOR theory

The analysis of consumer purchase intention often needs to use SOR theory to build an analytical framework, that is, to analyze the specific factors affecting consumer purchase intention from the three dimensions of "Stimulus", "Organism" and "Response". In other words, it is possible to analyze the factors affecting consumers' willingness to buy from the three dimensions of "Stimulus", "Organism" and "Response". In the prelude market research of this study, some consumers choose NEVs based on patriotism for national brands, so patriotism or fan nationalism plays an important agenda-setting role as a stimulus. At the same time, social media creates a public opinion environment that advocates patriotism, forming an organization that effectively promotes the sales of domestic NEVs and boosts consumer purchasing behavior. Finally, from the perspective of Response, consumers' responses can be further explained and justified.

3.2 Research hypotheses

Hypothesis 1: The public opinion environment factor of patriotism in new media significantly influences consumers' purchasing behavior. Patriotism, as an important social trend influencing consumers' purchasing behavior, can be used as one of the explanatory variables to answer the reasons for consumers' purchasing behavior. In previous studies, some scholars have used patriotism as an important mediating variable to discuss the important role of brand equity in promoting consumer behavior.

Hypothesis 2: Consumer psychology significantly influences the purchase behavior of domestic NEVs. The study of consumer psychology is one of the hot topics in marketing, and the SOR theoretical model can strongly point out the main factors affecting consumers' purchasing intention, help researchers judge the variables that specifically affect consumers' purchasing behavior, and give some valuable suggestions.

Hypothesis 3: Age, gender, and education mediate consumers' purchasing behavior. In the process of evaluating the SOR model, the addition of mediating variables is an important innovation in this study, and this project chooses age, gender, and education level as important mediating variables to determine the specific factors influencing consumers' purchasing behavior. At the same time, we provide actionable sales recommendations.

4. Results and Findings

4.1 Results

72 valid questionnaires were collected through snowball sampling. Data analysis shows that the proportion of female respondents is the highest at 69.44%, while more than 40% of the samples chose "under 20 years old", 44.44% chose "undergraduate", and more than 80% chose "urban". Meanwhile, more than 40% of the samples chose "under 20 years old", the proportion of "bachelor degree" was 44.44%, and more than 80% of the samples chose "city".

Table 1. Basic demographic characteristics (N=72)

name	option	frequency	percentage(%)	Cumulative percentage(%)
Gender	male	50	69.44	69.44
	female	22	30.56	100.00
Age	Under 20	31	43.06	43.06
	21-30	24	33.33	76.39
	31-40	8	11.11	87.50
	41-50	2	2.78	90.28
	51-60	7	9.72	100.00
Level of education	High school	22	30.56	30.56
	undergraduate	32	44.44	75.00
	Graduate school	11	15.28	90.28
	Dr.	2	2.78	93.06
	other	5	6.94	100.00
From the district	City	59	81.94	81.94
	rural	13	18.06	100.00
Be willing to buy NEVs	willing	55	76.39	76.39
	unwilling	17	23.61	100.00
NEVs will be the main body of the future automobile industry	yes	60	83.33	83.33
	no	12	16.67	100.00
total		72	100.0	100.0

The calculated reliability coefficient value of the survey instrument for this study is 0.739, which is greater than 0.7, thus indicating that the quality of the reliability of the data for the study is very good. For the "a coefficient for items removed", the reliability coefficient does not increase significantly when any of the items are removed, thus indicating that the items should not be removed from the questionnaire. The reliability coefficient value of the study data is higher than 0.7, which indicates that the data are of high quality and can be used for further analysis.

Table 2. Results of the reliability test

Number of items	Sample size	Cronbach alpha coefficient
9	72	0.739

As far as validity is concerned, all the research items correspond to commonality values higher than 0.4, indicating that the information of the research items can be extracted effectively. In addition, the KMO value is 0.614, which is greater than 0.6, indicating that the data can be effectively extracted. In addition, the variance explained values of the three factors are 29.242%, 21.901%, and 13.015% respectively, and the cumulative variance explained after rotation is 64.158% > 50%. This means that the information content of the research items can be effectively extracted.

Table 3. The validity test results

KMO value		0.614
Bartlett sphericity test	Approximate chi-square	185.444
	<i>df</i>	36
	<i>p</i> -value	0.000

4.2 Research Findings

The core of the research analysis is to explore how a series of variables on perceptions, attitudes, and preferences towards domestic NEVs (NEVs) affect the respondents' views on whether NEVs will become the mainstay of the automobile industry in the future. Through linear regression analysis of a series of independent variables (e.g., patriotic feelings, perception of quality, safety, driving convenience, age, gender, and education, etc.) and the dependent variable (whether or not NEVs will become the mainstay of the automobile industry in the future), the results show that the model can explain 32.2% of the changes in the dependent variable.

Table 4. Results of the T-test analysis

	Willing to buy NEVs (mean value ± standard deviation)		<i>t</i>	<i>p</i>
	willing(n=55)	unwilling(n=17)		
Do you think buying domestic goods is just being patriotic	3.20±0.97	2.94±1.03	0.948	0.346
You like the patriotic concept of some domestic NEVs very much	3.71±0.88	3.06±0.97	2.613	0.011*
You will choose domestic NEVs because of the recommendations of others	3.69±0.81	3.35±1.06	1.391	0.168
Do you think the performance of domestic NEVs is reliable and very safe	3.95±0.76	3.94±0.56	0.022	0.983
You think compared with imported cars, the quality of domestic NEVs is also very good	3.87±0.84	3.88±0.99	-0.040	0.969
Do you think the domestic NEVs are convenient to drive and easy to operate	3.93±0.79	3.76±0.83	0.733	0.466
Younger people may prefer new energy vehicle	3.95±0.68	3.82±0.64	0.657	0.513
Female users may prefer NEVs	3.04±0.82	2.82±0.64	0.986	0.328
More educated consumers are more likely to prefer NEVs	3.98±0.80	3.71±0.92	1.194	0.236
* $p < 0.05$ ** $p < 0.01$				

It can be seen that there may be different views on domestic new energy, but these differences in understanding will not affect the final consumption behavior, that is, there will not be significant differences. In the future, if the t-test shows a significant difference ($p < 0.05$), the specific difference can be compared by the mean value, and the effect size (Effect size) can also be used to study the size of the difference. Through the system calculation, the sales situation of domestic NEVs can present the above basic form.

5. Discussion

5.1 Branding: Communication Strategies of Domestic NEVs in the Context of Globalization

With the globalization of economy and trade and the rapid development of e-commerce market competition is becoming more and more intense, the differences between similar products in terms of function, quality, type, and so on are narrowing further, and market competition is getting stronger and stronger, and the choices available to consumers are expanding further. In this regard, how to effectively differentiate between competitors, attract and retain customers, and disseminate a good market reputation to occupy a dominant position in the market and improve competitive advantages has aroused in-depth thinking and exploration among managers, experts, and scholars in recent years. With the rapid development of information technology, the Internet has brought convenience to people's lives, created value, improved efficiency, and provided joy. Under the influence of the Internet, the marketing strategies of different industries will be adjusted according to the development trend of new media in society.

Brand marketing is a powerful means to win market share. Once a brand is established, it becomes exclusive, especially if it is a strong brand, and creates an invisible barrier in the industry. If other companies want to re-enter, they need to replace the brand in the minds of consumers. However, the brand is not simple but a collection of concepts, which carry the quality and value assurance in the hearts of consumers and will not easily change the weight. In the case of NEVs, the public image of domestic brands based on patriotism has a certain social significance, and this media image helps to promote the success of the brand at the sales level. For example, to adapt to the consumer demand of Generation Z, the construction of a sense of fashion in the styling design of domestic NEVs is also something that should be fully considered in the future of domestic NEVs. A study of young consumers suggests that the emotional needs of users are constantly changing, so it is necessary to give targeted industrial design advice to promote the fashion sense of the car.

The development of short-form live video platforms has led to the creation of branded accounts or access to the live streaming rooms of net celebrities or celebrities to sell their products using live streaming. Live broadcasts in various fields attract the attention and viewing of fans in the corresponding fields, and it is of special social significance for enterprises selling domestically produced new energy automobiles to combine the social influence of new media platforms to promote the sale of automobiles. Therefore, the creation of a patriotic corporate brand can establish a trustworthy image of domestically produced NEVs, and based on this, the marketing strategies chosen by companies in the context of globalization can be better understood and linked to the creation of a brand for NEVs, forming a communication model with exemplary effects. To promote the consumption of NEVs, brand communication in the context of globalization relies more on the public image of the vehicle itself. For NEVs, which are new and relatively new, the path of patriotism can help to break the threshold of international branding.

5.2 Satisfying users: adapting to the diversified demands of young consumers in purchasing NEVs

To further satisfy young users, the purchase of NEVs may need to satisfy diversified demands, and Generation Z, they are more inclined to purchase goods with nationalistic interests, such as the fashion trend of purchasing domestic goods catalyzed by the phenomenon of "National Wave Fever". For Generation Z, they are more inclined to buy goods with nationalistic interest in their consumption, such as the fashion trend of buying domestic goods catalyzed by the phenomenon of "national wave fever. In fact, the core of the phenomenon of "national wave fever" is still a nationalist-driven consumption of national goods, and young people's participatory writing of "national wave" has provided many new ideas and methods for the revival and reconstruction of traditional Chinese culture. However, how to effectively embed excellent traditional Chinese culture and local "national wave" brands to extract the best symbolic text to express Chinese values, and integrate it with the emotional identity and psychological needs of young people, so as to make China's "national wave"

brands, The Chinese "national trend" brand, "national trend" culture and "national trend" products can really "go out" through the consumption practice and exhibition and dissemination of Chinese youth, so as to realize "blossoms inside and fragrance outside the walls", which may constitute the basis for further development. "This may constitute a starting point for further research. The framework for the influence of the "national wave" consumption boom in cyberspace.

Young people buy domestic new energy cars because they like national products, which is based on "consumer ethnocentrism," in which the consumption of national products and local brands that incorporate this culture expresses allegiance to the country, while at the same time, young people are inspired by this culture and its influence on them. The framework of consumer influence is based on "consumer ethnocentrism", whereby the consumption of national products and local brands that incorporate this culture is used to show allegiance to the country, while young people are influenced by "consumer cosmopolitanism" and show strong inclusiveness, support, and transcendence towards global branded goods that incorporate Chinese culture or cross-cultural design. Based on the identification of circles of interest and the pursuit of trends of individuality and authenticity, the nostalgia for local culture, local complexes, childhood memories, national pride and other cultural symbols, as well as the use of consumption of the "national trend" to confirm the cultural self-confidence and national identity rooted in the depths of their value cognition and emotional cognition, young people have formed a "national identity" of their own, which has led to the formation of the "national identity" of young people.

The closed-loop chain of the emotional logic of the "national trend" of online consumption, the concept of cultural creativity, new media, and the strategy of "going out" provides a possibility for the sustainable development of the "national trend" of online consumption by young people.

6. Conclusion

Through the questionnaire survey and the analysis of the marketing strategy of NEVs, the conclusion is drawn. First, fan nationalism plays an important role in the marketing of NEVs. It enhances consumers' sense of identity with the brand and stimulates consumers' patriotic feelings, thus increasing the competitiveness and sales of the brand. At the same time, personal factors such as consumer age, education level, and gender also lead to their different views on NEVs to some extent, but they will not affect the final consumption. In addition, the application of new media platforms such as live broadcasts or short videos also provides a new way for marketing of NEVs. Through these platforms, enterprises increase the exposure rate and improve their visibility to attract more consumers. In addition, to better meet the diversified needs of consumers, NEV enterprises can improve and strengthen the marketing in terms of appearance and performance, to better attract young consumers.

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