

Current Situation Characteristics and Development Suggestions of China's Automobile Cultural Activities

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Abstract

With the development of China's automobile industry and automobile market, automobile cultural activities have played an increasingly important role in the brand marketing of automobile enterprises, public entertainment life, and the development of local culture and tourism industries. This paper analyzes and studies the related activities of automobile culture by sorting out the categories and current development characteristics of China's automobile cultural activities and puts forward suggestions for the healthy development of automobile cultural activities.

Keywords

Automobile Industry; Development Suggestions; Analysis of Automobile Cultural Activities.

1. Main Categories of Automobile Cultural Activities

Since 2000, China's auto market has experienced rapid development. Many families have owned their first cars, and China has quickly entered the automotive society. At the same time, the development of China's automobile cultural activities has also entered a new period. In particular, the entry of Internet car manufacturers and the substantial rise of fashionable and personalized consumption trends among the z-generation consumers have made China's automobile cultural activities more colorful.

China's car cultural activities are officially led and formed by car companies, event companies, and private organizations. They mainly include the following categories:

1.1. Automobile Exhibitions and Touring Activities

The automobile exhibition is undoubtedly the first large-scale automobile cultural event that Chinese people have come into contact with. In addition to Beijing, Shanghai, Guangzhou, and Chengdu, the first-tier international auto show cities have significant influence; other local cities will hold their local auto shows every year, which is for the brand promotion of car companies' choice of cars consumers. Buying a car builds a platform. In addition, there are also some auto shows with specific themes, such as the Anxing China Auto Tour with the theme of road safety. This tour is hosted by the China Automotive Technology Research Center and is the only public science popularization in China that integrates auto technology promotion and safety popularization. Since the first "Anxing China" was held in 2008, this touring exhibition has been held in nearly 100 cities with local public security, traffic control departments, and industrial enterprises. It is gradually growing into the most extended and most extensive coverage in China. Car safety public welfare platform [1-5].

1.2. Automotive Events

The origin and development of motorsports are closely related to the automotive industry and have given birth to various racing events such as F1 (Formula One Championship), Le Mans 24 Hours, and WRC (World Rally Championship). Under the promotion of the China Automobile

and Motorcycle Sports Federation and professional racing companies such as Shanghai Jiushi Sports, Lisheng Racing, Jingang Racing, etc., it has undertaken and founded a series of series, including F1 China Station, CTCC, China GT, Ring Tower Rally and so on. The special event has attracted fans to watch the game, and a carnival event has been derived. Like Tianma Lunjia, it was founded by Shanghai Lisheng Racing Culture Co., Ltd. in 2007. STC-Shanghai Tianma Circuit is responsible for promoting, organizing, and implementing regional folk comprehensive events. Through car and motorcycle events, Cheyohui track activities, go-kart experience, outfield business area interaction, and other diversified combinations, the organic combination of automotive cultural activities, leisure entertainment, and sports tourism has formed features, attracting a large number of people from Jiangsu, Zhejiang, Shanghai, and other places. Self-driving tourists participate and observe three-dimensionally and vividly connect events, culture, and tourism to form business travel festivals with regional characteristics.

1.3. Activities of a Single Brand or Model

Under the wave of digitalization and younger consumption, the pattern of automobile brand marketing is undergoing significant changes, especially as the Internet media becomes more and more fragmented, consumers' attention is becoming more and more scattered, facing the pan-entertainment information, content, and With the explosive impact of short videos, brand marketing, and building are facing new challenges. The relationship between car brands and users is constantly changing, and user operation thinking has attracted more and more attention from car brands.

OEMs are also actively organizing their own car owners' fan activities to strengthen and maintain the relationship between users and car companies. The GAC Honda Dream Festival, founded in 2019, has become a well-known car life co-creation platform for car owners and fans. Based on the vital "co-creation" attribute, the platform accelerates the mutual stimulation of "loving energy" between brands, car owners, and fans. With the annual upgrade and increasing influence of the Manic Dream Festival, this "loving gravitational field" continues to It has attracted batch after batch of car life players, the fan circle has continued to expand, and car fan activities have entered a positive cycle, eventually forming a unique "Dream Festival Traffic."

1.4. Special Hobby Group Gatherings

Gen Z people's increasingly prominent personalization, interests, self-esteem, and value recognition have more awareness and demand for cars. With car modification, off-road, camping, and other hobby groups as the main body, this main body can communicate more conveniently through the network platform and organize various party activities. For example, mainly modified cars, Chengdu Peach, and Beijing macro have gathered many car fans. During the annual November holiday, in the Alexa desert, the "Alexa Hero Club," jointly organized by the off-road E family and the local government, is a gathering place for many off-road and camping enthusiasts, including car music festivals, motorsports, airplanes. Stunt performances, car company brand activities, fireworks shows, and many other leisure and entertainment projects attract more than 10,000 private cars and 1 million people every year.

2. Current Situation and Characteristics of China's Automobile Cultural Activities

2.1. It has Short Development History and is Still in its Infancy

Figure 1 shows the comparison of the rapid development stages of automobiles in the United States, Japan, South Korea, and our country. The rapid development of automobile cultural activities is the high penetration rate of automobiles in ordinary families. China's auto industry has only a history of more than 60 years, and for an extended period, automobiles have not

been genuinely popularized in China. Until about 2000, with the arrival of the first year of Chinese family cars and the explosive growth of the automobile industry, automobiles had only been 19 years since he entered the Chinese family.

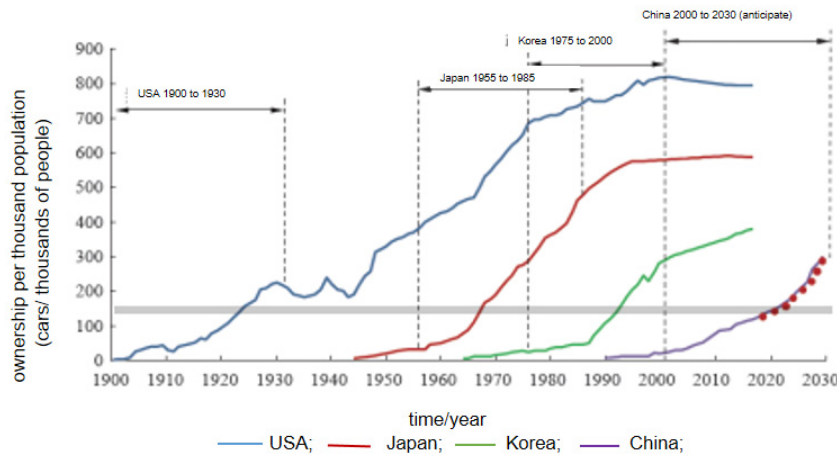


Figure 1. Comparison of the rapid development stages of automobiles in the United States, Japan, South Korea, and our country

On the other hand, developed countries with traditional automobile industries, such as Europe, the United States, and Japan, have experienced hundreds of years of development. As early as 1930, the number of cars owned by 1,000 people in the United States reached 217.34, exceeding the 140 cars owned by 1,000 people in China in 2018. In 1904, the International Automobile Federation was proclaimed, and the International Automobile Federation organizes hundreds of major events every year. The world-famous Frankfurt Motor Show was founded in 1897 and had more than 120 years. In addition, there are many local car festivals, classic car shows, auctions, fun car races, and car fan activities. Compared with the deep accumulation of automobile cultural activities in developed countries such as Europe and the United States, China's automobile cultural activities are still in infancy.

2.2. Greatly Influenced by Foreign Automobile Cultural Activities

Foreign automobile cultural activities greatly influence China's automobile cultural activities. On the one hand, joint venture car brands have dominated the Chinese auto market for a long time. For example, the Jetta, Santana, and Fukang, famous throughout the 1990s, are all German Volkswagen brand models. Many joint venture brands still occupy the front row of sales for a long time.

On the other hand, due to the relatively early development of foreign automobile culture, the development of its automobile activities is relatively complete and complete. Therefore, China's auto shows and auto races are well received in holding mode, competition rules, and team operation. The influence of Europe, the United States, and other countries.

2.3. Rapid Development, Diverse Needs, Huge Future Potential

The state has issued several policies in the fields of automobile cultural activities, self-driving tours, automobile sports, and automobile modification, such as the "14th Five-Year Plan for the Development of a Modern Comprehensive Transportation System", "On Boosting Bulk Consumption and Key Consumption and Promoting the Release of Rural Consumption." There are relatively short clauses in documents such as the Notice of Several Potential Measures and the Development Plan for the Next 10 Years of China Motor Sports (2013-2022).

At the same time, since 2000, automobiles began to enter Chinese families in large numbers, and Chinese automobile cultural activities entered a relatively rapid development stage. The accelerated popularization of the Internet, the need for car companies' marketing and publicity, and consumers' thirst for car knowledge have spawned many online automotive media. Organized gatherings, self-driving tours, and other activities and promoting the popularization and rise of Chinese automobile cultural activities.

Policy encouragement, the continuous growth of domestic car ownership, the rich tourism resources in China, and the entertainment and personalized needs of the younger generation of car consumers have all created a good foundation and rapid development for the vigorous rise of China's car culture activities. Condition.

3. Suggestions for the Development of China's Automobile Cultural Activities

3.1. The Automotive Cultural Activity Market Needs Policy Guidance and Guidance

China's automobile cultural activities are inseparable from policies and a relaxed and orderly consumption environment. China's car cultural activities are slowly starting, and to a certain extent, it still needs benign inducement and overall control of national policies. For example, the state can introduce relevant management policies for car modification, classic car collection, etc., which can stimulate related industries' development and economic growth. At the same time, the introduction of these relevant management policies can also play a good role in driving and demonstrating the creation of a healthy atmosphere in China's automobile cultural activities, thereby forming the soft power of automobile cultural activities with Chinese characteristics.

3.2. Cultural Guidance of Independent Brands is Required

According to the regional and national characteristics of automobile cultural activities, China's automobile cultural activities need to be rooted in their brands to develop and grow. Since the 1990s, China's auto market has always been dominated by joint venture brands, lacking the leading role of independent brands in culture. China's auto cultural activities have not yet formed their precise characteristics.

In recent years, independent brands represented by Geely, Great Wall, Changan, GAC, NIO, and Lynk & Co have risen, forming their user groups and gradually realizing the importance of auto cultural activities. The construction of automobile cultural activities in various forms, such as participating in automobile races, sponsoring automobile TV programs, and holding carnivals for modified cars, still lacks sufficient influence, especially at the international level, which has not yet formed a "Chinese power."

3.3. Need to Achieve Sound Development through Market Commercialization

Automobile cultural activities all need financial support. Currently, the domestic investment in automobile cultural activities is relatively insufficient. The brand support of the whole vehicle and related industry chain enterprises is still insufficient, and the government subsidies only play a driving role. Therefore, the organizers must provide car culture brand activities with high participation of the general public, intense interest, and market influence, and then make full use of the power of capital to achieve the goal of self-hematopoiesis and rolling development.

4. Conclusion

The construction of automobile cultural activities is a project that requires the participation of the government, enterprises, consumers, and even the whole society. With the rapid development of our country's automobile industry, developing China's automobile cultural activities have emerged. Although its appearance is still relatively short, it has overgrown. It is believed that with the participation, care, and continuous watering of more people, China's automobile cultural activities will eventually grow into a towering tree, providing more platforms to meet the consumption and entertainment needs of the Chinese people.

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