Chapter 1

Introduction

In the author's opinion, the most important invention of the 20th century was the automobile. The invention of the automobile has driven the development and integration in many fields all over the world. As an important scientific and technological invention in the 20th century, the automobile triggered a revolution in the transportation industry around the world and promoted the progress of society and the integration of the world. In today's society, automobiles as a major carrier of transport and modes of transport have fundamentally changed the way people travel. Into the new century, the global auto industry opened a new era.

After the world financial crisis in 2008, some traditional automobile enterprises closed down one after another, and the pattern and development direction of the global automobile industry changed. In the face of increasingly serious resource shortage and environmental pollution, all countries have locked the focus of their future automobile development on new-energy vehicles one after another and adopted a series of measures and funds to promote the development of new-energy vehicles and seize opportunities in development so as to seize the global market. However, with its structural advantages, low resource consumption rate and zero emission, pure electric vehicles will surely become the pillar of the industry in the future rapid development. The development of efficient and low-emission pure electric vehicles has become an irresistible inevitable trend of the global automotive industry.

China, in the country that author comes from, along with the rapid development of the national economy, China is automobile industry surpassed 140 million units rapidly after its entry into the WTO over the past decade or so. The automobile industry
has been rapidly developed. The automotive industry has gradually become the main source of economic development in our country Leverage and Accelerator to Promote Progress. It can be said that China has entered the automobile age.

Meanwhile the automobile production and sales are increasing day by day, the development of China's traditional automobile industry also presents many problems. In recent years, the volume of China's oil imports has risen year by year, reaching nearly 300 million tons. Imports accounted for more than 50% of total consumption, while transportation accounted for 40% of total energy consumption in China. The huge amount of oil entering the absolute amount of oil and living in dependence on foreign oil is bound to be a serious threat to the country's energy security. Environmental pollution, automobile exhaust is the key factor that causes local environmental pollution, air pollution and wet room gas emissions. In general, about 35% of air pollution comes from transportation, China's carbon emissions from tail gas account for a quarter of the global carbon emissions, and virtually aggravate the wet room effect. According to the official investigation and analysis, the air quality in our cities has reached the level of national standards of less than 8%. At the same time, noise pollution generated by cars is also an environmental issue that cannot be ignored. Second, energy security issues. Traditional cars need to generate power through the combustion of oil, very dependent on resources, fuel consumption is also huge.

The continuous growth of the national economy and consumer purchasing power have laid a solid foundation for the development of the automobile industry. With the accelerating process of urbanization, the rapid development of secondary and tertiary automobile markets will also drive the growth of the automotive market. Good policies for the automobile industry are still continuing, and the launch of the new policy from the government with energy-saving and new-energy automobile subsidies
will further stimulate the electric vehicle market.

The development of new energy vehicles in China will be a hot and major topic for the next 30 years. Electric vehicles are also an important part of new energy vehicles. I will focus on this topic in this paper to study. The topic is “Development Prospect of Electric Vehicles in China Automotive Market”.

**Background of the Study**

In China the electric vehicle is a new type of strategic industry. Its technology research and development and industrialization are still at the primary exploration stage. At present, the research on electric vehicles mainly focuses on the theory and practice of research and development industrialization policies. Electric vehicle projects are generally led by the government, enterprises and research institutes to participate, so most of the relevant theoretical research on electric vehicles in government, enterprises and research institutes, industrial analysis, technical analysis or project results report to present. At present, while the production and sales volume of automobiles in China increases at a rate of 25%, the pollution of the environment and the consumption of energy also increase day by day. Under the national "low-carbon economy" and the strategic context of sustainable development, the development of new-energy vehicles, especially pure electric vehicles, has become the only way to solve the dilemma. Although China's automobile industry started relatively late and lagged behind the developed countries for decades, it has been in an awkward situation of backwardness and backwardness in the technical research and development, development concept and manufacturing process of traditional fuel vehicles. However, in contrast, China has planned the deployment of new energy vehicles in 2003, at least in terms of time compared with the western new energy vehicles industry that started in the late 1990s. From a technical point of view, our country lags behind the advanced western countries...
in 20 years in terms of traditional automobile manufacturing, but has only a small gap in terms of new energy vehicles.

In the field of electric vehicles, some of China's key technologies in the electric vehicle manufacturing industry are far ahead of many developed countries. An automotive manufactory named “BYD” is a good example in the case.

In this paper, the author systematically studies the development environment, existing advantages and disadvantages, the opportunities and threats we face in China's pure electric vehicle industry, and put forward the countermeasures for the development of China's pure electric vehicle industry. The development of electric vehicles also provides a significant development opportunity for China's automobile industry. Under the guidance of a scientific and reasonable development strategy and policy system, China's electric vehicle industry can seize the opportunity and vigorously improve the research and development level of electric vehicles and industries the level of development. The field of electric vehicles to catch up with foreign advanced level of automobile industry and enhance the overall level of China's automobile industry. In China, the development of the pure electric vehicle industry has just started, and the academic community has little research on the development strategies of this kind of new energy vehicles. Through the research in this article, the author also hopes to fill the gap in this field to a certain extent, Provide a reference and reference for the development of Chinese electric vehicle industry.

The Problem to be Investigate

Base on the huge demand of vehicle and the environmental pollution and energy shortages situation in China, the author finds out a green field in the Chinese vehicle market, it is the electric vehicles. The development prospect of electric vehicles in
China automotive market might be promising, but how? Obviously, the above problem already exists, and the answer we have to find in the article is how let the development prospect of electric vehicles in China automotive market become promising.

The vehicle manufactory should find more potential customers and increase the demand of electric vehicle. This study will focus on three factor that can be affect the development prospect of electric vehicles in China automotive market, and it also influence the consumer in China that willing to buy a vehicle.

(1) Is the mature and stable level of electric vehicle technology in the China market affect the development prospect of electric vehicles in China automotive market?

(2) Is the affordable and reasonable price of electric vehicle in the China market affect the development prospect of electric vehicles in China automotive market?

(3) Is the understand level of the advantages and characteristics of electric vehicles in the China market affect the development prospect of electric vehicles in China automotive market?

Objective of the Study

This study Uses survey and questionnaire collect the data and analyze the date to display the result. The study will use the questionnaire that all the questions will be related to the three problems:

(1) To find out the correlation between mature and stable level of electric vehicle technology, the affordable and reasonable price of electric vehicle and understand level of the advantages and characteristics of electric vehicles with the development of electric vehicles in China market.

(2) Explore the most important factor that will be affect the Chinese electric vehicle industry from the consumer side and consumers pay more attention
to which factor.

(3) To study the consumer psychology that makes buying decision and consumer motivation.

**Scope of the Study**

The study helps both manufactory and the consumer in China that explore the key point influencing the development of electric vehicles in the China market.

Huge demand of electric vehicles in the following decade, manufactory is trying to discover the selling point of electric vehicle and what the consumer really considers about the electric vehicle. On the other hand, the consumer would like to know that key point that makes a buying decision for an electric vehicle.

**Conceptual Framework**