

Innovation of Automobile Marketing

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Introduction

Since McCarthy, a world-famous consulting company, first summarized the concept of big data systematically in its 2011, Research Report big data

- Innovation
 - Competition
 - Data
-

For automobile marketing-truly reflect the consumption trend of consumers, so as to take more targeted marketing scheme in the process of automobile sales and effectively improve sales performance.

Difference Between Big Data Marketing and Traditional Marketing



Applying big data to enterprise marketing activities and improving the effectiveness and efficiency of marketing activities for enterprises through big data analysis is called big data marketing.

BIG DATA MARKETING

- Explores relevant Relation among data
- Analyze the relation from miscellaneous data

TRADITIONAL MARKETING

- Works on the traditional marketing method from decades
- No analysis of data is done

The differences between big data marketing and traditional marketing are mainly reflected in the following aspects

Market information acquisition

Data processing and analysis



Challenges of
big data to
traditional
automobile
marketing
mode

Connectivity of data

Difculty in sampling of data and storing customer information

Application field of data

The production, sales and after-sales service of automobile industry need to sort out with the rapid development of information technology

Data integrity

Understanding customer requirements and meet their expectations



**Big data
application in
auto mobile
marketing**

Variable measurement

Fitting indexes of customer interaction confirmatory factor model has an impact on consumer satisfaction

TABLE I INTERACTIVE MODEL FITTING INDEX

X ² /df	RMSEA	NFI	TLI	CFI
2.278	0.08	0.915	0.935	0.950

TABLE II OVERALL FITTING INDEX OF CUSTOMER SATISFACTION

X ² /df	RMSEA	NFI	TLI	CFI
2.075	0.073	0.983	0.982	0.991

Data Analysis

Customer interaction has a positive impact on customer satisfaction, in which two-way, controllability and responsiveness have a positive impact on customer satisfaction

TABLE III MODEL SUMMARY

model	R	R2	adjusted R	Standard estimate error	Debin Watson	F	Sig.
1	0.752 ^a	0.566	0.564	0.474		261.050	.000 ^b
2	0.777 ^b	0.604	0.600	0.454		151.694	.000 ^c
3	0.784 ^c	0.614	0.608	0.450	2.018	105.002	.000 ^d

TABLE IV COEFFICIENT

	model	Non	Standardi	t	Sig.	Collinear	
		standardized coefficient	zation coefficient			statistics	
	B	Standar d error	Beta			Tolerance	VIF
1	(constant)	.753	.191		3.948	.000	
	Bidirectional	.797	.049	.752	16.157	.000	1.000
2	(constant)	.578	.187		3.088	.002	
	Bidirectional	.565	.071	.534	7.935	.000	.440
	Controllability	.271	.062	.293	4.351	.000	.440
3	(constant)	.481	.190		2.531	.012	
	Bidirectional	.414	.097	.391	4.272	.000	.233
	Controllability	.227	.065	.245	3.520	.001	.401
	Responsiveness	.224	.098	.207	2.282	.024	.236

Innovation of automobile marketing mode based on Big Data Marketing



Innovation of automobile marketing mode based on Big Data Marketing

- Precise Marketing Concept by Philip Kotler in 2005
- Traditional marketing mode into a precision marketing mode

Three aspects

Precise
positioning
based on big
data mining

Accurate
push based
on big data
application

Fine
management
for big data
analysis

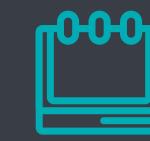
Conclusion



Early publicity



Mid-term sales



After-sales service

With the continuous development of Big Data Technology, Big Data Marketing provides more advantage than Traditional Automobile Marketing, which supports automobile industries to improve user experience, sales and overall performance in Competitive Markets

Research on Innovation of Automobile Marketing Mode Based on Big Data Marketing

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Thanks!

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