

Research on Unique Marketing Strategies to Attract Young Consumers: A Case Study of Xiaomi Automotive

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Abstract: As competition intensifies in the smart electric vehicle market, Xiaomi Automotive is striving to stand out by leveraging its technological expertise and market insights. This study aims to explore how Xiaomi Automotive attracts young consumers through its brand culture and marketing strategies. By employing both quantitative and qualitative methods, including online surveys, in-depth interviews, and social media analysis, this research comprehensively examines the interplay between Xiaomi's marketing strategies and young consumers. Findings show that most consumers resonate with Xiaomi Automotive's brand culture and marketing philosophy, particularly in areas such as innovation, user experience, and smart convenience, which significantly drive purchase intentions. However, there remains room for improvement in brand awareness and participation in promotional activities. The study concludes that Xiaomi Automotive has successfully shifted its positioning from "cost-effectiveness" to "premium branding," aligning closely with the preferences of young consumers. This provides new perspectives and strategies for brand development and marketing in the smart electric vehicle industry.

1 INTRODUCTION

Xiaomi Automotive, announced as a major strategic initiative by Xiaomi Corporation in 2021, marks a significant step forward for the tech giant, which has already achieved remarkable success in the smartphone and smart hardware sectors. Against the backdrop of a global automotive industry rapidly transitioning toward intelligence and electrification, Xiaomi is determined to distinguish itself in this competitive market by leveraging its strong technological foundation, keen market insights, and deep understanding of young consumer groups. Xiaomi Automotive represents not only a critical expansion of Xiaomi Corporation's business portfolio but also a concrete implementation of its strategy to innovate and appeal to younger demographics. By integrating cutting-edge technology with a unique brand culture, Xiaomi Automotive aims to attract and sustain the attention and interest of young consumers.

The market positioning of Xiaomi Automotive is distinctive. It is not merely a product but an integral component of Xiaomi's broader smart ecosystem. By capitalizing on its leadership in smart hardware, AI, and IoT technologies, Xiaomi plans to integrate

vehicles into its extensive network of smart devices, offering users a seamless smart mobility experience. This strategic positioning gives Xiaomi Automotive a significant competitive advantage in attracting young consumers who seek technology-driven and quality lifestyles.

However, despite its promising technology and market positioning, Xiaomi Automotive faces challenges in effectively communicating its brand culture and marketing strategies to capture and retain young consumers' interest within the fiercely competitive automotive market. While research on brand building and marketing strategies is already well-established, there is still a lack of in-depth exploration into Xiaomi Automotive as an emerging brand. Current studies tend to focus on traditional automotive brands or non-automotive industries, leaving a gap in understanding how Xiaomi Automotive resonates with young consumers through its brand culture and the specific marketing strategies that succeed in China's unique cultural and socio-economic context.

Therefore, this study aims to fill this gap by analyzing how Xiaomi Automotive aligns its brand culture with the values of young consumers, identifying the key factors that enable it to attract young users successfully. Using a combination of

quantitative and qualitative research methods, including online surveys and in-depth interviews, this study will comprehensively analyze the mechanism of interaction between Xiaomi Automotive's marketing strategies and young consumers. This research not only deepens the understanding of Xiaomi Automotive's brand culture and marketing strategies but also provides valuable insights for other companies seeking differentiated growth paths in competitive markets. Moreover, it offers new perspectives and approaches to brand building and marketing practices in the smart electric vehicle industry.

2 LITERATURE REVIEW

2.1 Theoretical Framework

This study is based on two theoretical frameworks: Art World Theory and Field Theory. Art World Theory, proposed by sociologist Howard Becker, focuses on the operational mechanisms and roles of participants within the art world (Reza & Esmail, 2012). Similarly, Xiaomi Automotive's marketing strategies require coordinated efforts across various departments to achieve the goal of attracting young consumers. Field Theory, developed by French sociologist Pierre Bourdieu, examines power relations and the flow of capital within different social fields (e.g., economic, cultural, political) (Couldry, 2003). In this study, Field Theory is used to analyze how Xiaomi Automotive accumulates social capital through brand culture and marketing strategies within the specific field of the smart electric vehicle market to attract and retain young consumers.

2.2 Literature Review

A review of existing literature highlights several relevant studies: "Strategic Choices for Xiaomi's Entry into the New Energy Vehicle Industry Based on SWOT Analysis" by Li Wenxin and Hu Yuzhu provides a strategic-level analysis of Xiaomi Automotive's market entry strategies, emphasizing how Xiaomi can leverage its cost leadership and marketing advantages to establish its position in the electric vehicle market (Li & Hu, 2021). This study provides background information on Xiaomi Automotive's market positioning and development strategies but does not explore the specific connection between its marketing strategies and young consumers. "Customer-Centric Marketing Strategies on Internet Platforms: A Case Study of Xiaomi

Automotive" by Liu Chunxin focuses directly on Xiaomi Automotive's marketing strategies, particularly its customer-centric marketing philosophy (Liu, 2024). This study offers practical insights into how Xiaomi Automotive attracts customers and builds brand loyalty but lacks a theoretical analysis of how these strategies resonate with the values of young consumers. "Cultural Integration Characteristics in the Evolution of Corporate Ecosystems: A Case Study of Xiaomi Automotive" by Xiao Shengjie examines Xiaomi Automotive's corporate culture construction during its ecosystem evolution, providing an important perspective on the formation of Xiaomi Automotive's brand culture (Xiao, 2024). However, this study primarily focuses on internal cultural integration within the enterprise and does not address the interaction between brand culture and external markets, especially the young consumer market.

In summary, existing literature provides valuable insights into Xiaomi Automotive's market entry strategies, marketing approaches, and corporate culture construction. However, research that applies Art World Theory and Field Theory to analyze how Xiaomi Automotive aligns its brand culture and marketing strategies with young consumers' values remains scarce. This study seeks to fill this gap by using a combination of quantitative and qualitative research methods to comprehensively examine the interaction mechanism between Xiaomi Automotive's marketing strategies and young consumers. The findings aim to offer new perspectives and actionable insights for brand building and marketing practices in the smart electric vehicle industry.

3 METHODOLOGY

This study employs a combination of quantitative and qualitative research methods, including online surveys, in-depth interviews, and social media analysis, to comprehensively examine the interaction mechanisms between Xiaomi Automotive's marketing strategies and young consumers. These three methods complement each other to ensure both depth and breadth in the research.

The online survey was designed to quantitatively analyze the impact of Xiaomi Automotive's marketing strategies on young consumers. The survey was comprehensive and detailed, beginning with basic demographic information, such as age, gender, occupation, and income level. It then focused on brand awareness, exploring respondents' familiarity

with and initial impressions of Xiaomi Automotive to assess brand recognition in the market. A total of 150 surveys were distributed online, of which 143 valid responses were received after excluding incomplete submissions, achieving an effective response rate of 95.33%.

In-depth interviews were conducted to gain deeper insights into young consumers' perceptions of Xiaomi Automotive's brand culture and marketing strategies. Five young consumers were randomly selected from the survey participants for telephone interviews. The interviews focused on the alignment between Xiaomi Automotive's brand values and consumer preferences, exploring the impact of advertisements, promotions, and social media interactions on purchase decisions. This provided a comprehensive understanding of how Xiaomi's strategies influence consumer behavior.

Using big data and text mining techniques, the study analyzed Xiaomi Automotive's performance on social media platforms. It evaluated brand exposure, audience engagement, and sentiment trends, distinguishing between positive, negative, and neutral evaluations to gain insights into brand perception. Additionally, it examined social media interactions to assess Xiaomi Automotive's engagement capabilities and market responsiveness.

4 RESULTS

4.1 Survey Results

4.1.1 Consumers' Familiarity with Xiaomi Automotive

Table 1. Consumers' level of familiarity with Xiaomi Automotive (n=143).

Option	Frequency	Percentage
Very familiar	35	24.48%
Somewhat familiar	45	31.47%
Neutral	32	22.38%
Unfamiliar	31	21.68%

The results show that over half (55.95%) of the respondents are somewhat familiar with Xiaomi Automotive, with 24.48% being very familiar and 31.47% somewhat familiar. However, nearly one-quarter (22.38%) indicated a neutral level of familiarity, and 21.68% reported being unfamiliar (Table 1). This suggests that while Xiaomi

Automotive has established a certain level of brand recognition, there is still room for improvement in market promotion to enhance broader consumer awareness.

Table 2. Consumers' Initial Impressions of Xiaomi Automotive (n=143)

Option	Frequency	Percentage
Innovative technology	40	27.97%
High cost-performance	38	26.57%
Youthful and stylish	35	24.48%
Unfamiliar	30	20.98%

As shown in Table 2, consumers' initial impressions of Xiaomi Automotive primarily focus on "innovative technology" (27.97%), "high cost-performance" (26.57%), and "youthful and stylish" (24.48%), collectively accounting for over 70%. This indicates that Xiaomi Automotive has successfully shaped a positive brand image that resonates with consumers. However, 20.98% of respondents stated they were unfamiliar with the brand, highlighting the need for improved brand communication and awareness efforts.

4.1.2 Evaluation of Xiaomi Automotive's Advertising

Table 3 shows that over half (55.95%) of the respondents found Xiaomi Automotive's advertisements to be at least somewhat attractive, with 20.98% rating them as very attractive and 34.97% as somewhat attractive. However, 31.47% rated them as neutral, while 12.59% found them not attractive. This indicates that while Xiaomi's advertising strategies have achieved some degree of effectiveness, there is still room to improve creativity and appeal to better capture the attention of target audiences.

Table 3. Consumers' Evaluation of Xiaomi Automotive's Advertising (n=143)

Option	Frequency	Percentage
Very attractive	30	20.98%
Somewhat attractive	50	34.97%
Neutral	45	31.47%
Not attractive	18	12.59%

4.1.3 Participation in Xiaomi Automotive's Promotional Activities

Table 4 shows that the majority of consumers (66.05%) infrequently participate in Xiaomi Automotive's promotional activities, with 10.49% frequently participating, 24.48% occasionally, 31.47% rarely, and 33.57% never participating. These results suggest that Xiaomi Automotive needs to enhance the attractiveness and engagement of its promotional activities to increase consumer interaction with the brand.

Table 4. Consumers' participation in Xiaomi Automotive's promotional activities (n=143)

Option	Frequency	Percentage
Frequently participate	15	10.49%
Occasionally participate	35	24.48%
Rarely participate	45	31.47%
Never participate	48	33.57%

4.2 Interview Method

4.2.1 Consumer Recognition of Xiaomi Automotive's Marketing Philosophy

Most consumers expressed strong recognition of Xiaomi Automotive's marketing philosophy during the in-depth interviews. Consumer A: "Xiaomi Automotive emphasizes innovation and technology, which aligns with my personal values of pursuing new technology." Consumer B: "Its focus on user experience and cost-performance resonates with my preference for practicality." Consumer C: "Xiaomi's emphasis on intelligence and convenience matches my pursuit of an efficient lifestyle." Additionally, Consumer D and Consumer E highlighted a connection with Xiaomi's focus on youthfulness and human-centered values. Consumer D: "Its focus on innovation and youthfulness aligns with my interest in new trends." Consumer E: "The emphasis on technology and human-centered care resonates with my desire for both tech and emotional experiences." Overall, Xiaomi Automotive's marketing philosophy has garnered broad recognition in areas such as innovation, user experience, intelligence, youthfulness, and human-centered care.

4.2.2 Consumers' Desire to Purchase Xiaomi Automotive

The interview results revealed a strong desire among consumers to purchase Xiaomi vehicles. Consumer A: "Xiaomi Automotive excels in cost-performance and technological features, which I find very appealing." Consumer B: "Safety and price are my top priorities, and Xiaomi meets both criteria, so I'm considering buying." Consumer C: "Smart features and driving experience are important to me, and Xiaomi does well in these areas—I'd like to try it." These feedbacks indicate that Xiaomi cars have met the needs of consumers in key purchasing factors and stimulated their desire to purchase. Consumers D and E further emphasized the importance of brand image and emotional resonance. In addition, Consumers D and E further emphasized the importance of brand image and emotional resonance. Consumer D: "Design and brand image are crucial to me, and Xiaomi performs well in both, making me want to purchase." Consumer E: "Xiaomi's marketing strategies have deepened my connection to the brand, and I'd gladly consider buying." These responses demonstrate that Xiaomi Automotive effectively enhances consumers' purchase intentions through its product features, brand image, and marketing strategies.

5 DISCUSSION

5.1 The Creative Network in Xiaomi Automotive's Brand Building

The creative network involved in Xiaomi Automotive's brand building encompasses collaborative relationships across various domains, including brand planning teams, designers, and marketers. These teams work collectively to integrate Xiaomi's brand philosophy into its automotive products, thereby creating a distinctive brand culture. For instance, Xiaomi Automotive's designers focus on blending technology with aesthetics to produce models that are both technologically advanced and aligned with the aesthetic preferences of young consumers. Meanwhile, marketers employ innovative strategies, such as social media marketing and online-offline interaction, to enhance brand visibility and influence.

Social media operators and content creators also play a crucial role in Xiaomi Automotive's brand building. By producing engaging and valuable

content, they capture the attention of young consumers and foster stronger interaction between the brand and its audience. Additionally, fan communities are instrumental in co-creating the brand (Duan, 2024). Xiaomi Automotive actively encourages fans to participate in brand activities, provide feedback, and share suggestions, fostering a positive and mutually beneficial relationship between the brand and its consumers.

5.2 The Transition from "Cost-Performance" to "Premium Branding" as Symbolic Capital

Xiaomi Automotive has gradually transitioned its positioning from a "cost-performance" brand to a "premium brand," achieving a transformation of symbolic capital (Zhang, 2024). This shift is reflected not only in the quality and performance of its products but also in its brand image and marketing strategies (Su, 2024). Xiaomi Automotive has enhanced its product quality, optimized user experiences, and strengthened its brand presence to build a high-end brand identity. Simultaneously, its marketing strategies have increasingly emphasized storytelling and the dissemination of brand culture, aiming to attract young consumers who aspire to a high-quality lifestyle (Wang, 2024). By focusing on these aspects, Xiaomi Automotive has successfully shifted consumer perceptions, aligning itself with the expectations of a premium brand.

5.3 Alignment of Brand Positioning with Young Consumers' Taste Structures

The brand positioning of Xiaomi Automotive aligns closely with the taste structures of young consumers. This demographic values personalization, pursues a high-quality lifestyle, and has a strong preference for technological sophistication and innovation (Mei, 2023). Xiaomi Automotive meets these expectations by offering intelligent and electric vehicle products that satisfy young consumers' demand for cutting-edge technology and innovation. Furthermore, through its unique brand culture and marketing strategies, Xiaomi resonates with young consumers' values, fostering stronger brand loyalty.

6 CONCLUSION

The findings of this study indicate that Xiaomi Automotive has achieved notable success in brand recognition, image building, and marketing strategy implementation. The research concludes that Xiaomi Automotive has effectively transitioned from a "cost-performance" brand to a "premium brand," achieving a strong alignment with the taste structures of young consumers. This study provides valuable insights for the future of brand building and marketing in the smart electric vehicle industry. In particular, it sheds light on how companies can use brand culture to resonate with young consumers. Future research should focus on the interaction mechanisms between brand culture and consumer behavior, as well as on the development of long-term brand loyalty. Such research can provide systematic theoretical support for industry practices.

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