

The Impact of Chinese NEV Executives' Weibo Marketing on Company Performance

Yicheng Xu

Abstract:

This study investigates the impact of executives' personal Weibo marketing on the performance of Chinese new energy vehicle (NEV) companies. While existing research has primarily focused on corporate social media accounts, this project explores how individual executives' engagement influences sales, brand perception, and consumer behavior. Using a mixed-methods approach, the research combines secondary data analysis (regression models based on Weibo metrics and company performance indicators) with a primary survey of 300 NEV consumers and potential buyers. The results suggest that executive-level engagement on Weibo is positively associated with NEV deliveries and moderately with consumer search interest, though its influence on market share remains limited. Demographic analysis reveals that younger consumers are more responsive to executive content, highlighting a need for targeted social media strategies. The study recommends a dual-channel marketing approach that leverages both official and executive accounts to strengthen brand influence and drive sales in China's rapidly evolving NEV industry.

Keywords: New Energy Vehicles; Executive Social Media; Weibo Marketing; Consumer Behavior; Digital Marketing Strategy; China; Regression Analysis; Social Media Engagement; Brand Influence; Dual-Channel Strategy.

1. Introduction

In recent years, the global NEV (New Energy Vehicle) industry has experienced significant growth acceleration as awareness of environmental sustainability and energy efficiency continues to increase. China is a major market leader, with the government

actively promoting the adoption of NEVs through subsidies and infrastructure investments. By 2021, China had achieved remarkable results: 3.545 million new energy vehicles were produced and 3.521 million were sold, a year-on-year increase of 160%. New energy vehicles also accounted for 13.4% of the automotive market share, almost double their

share in 2020 [1]. The figures highlight the key role China is playing in reshaping the global automotive landscape. With this growth, social media has evolved into a channel for corporate communication and marketing. Weibo, one of the most popular social media applications in China, has become an important tool for Chinese brands to attract consumers and build loyalty, thanks to its real-time interactions and large user base [2]. Today, companies across all industries, including those in the new energy vehicle sector, rely on Weibo to expand their influence and enhance their brand image.

Despite the widespread use of social media in business strategy, one area remains underexplored: the impact of executives' personal Weibo activity on company performance. Existing research has focused primarily on official corporate accounts. For example, one study analyzed 2,667 posts from major milk powder brands, including Biotime, Mead Johnson, Yili-Prokido, and Friso, and found that 65% of the content fell into three categories: user engagement (35.2%), parenting advice (19.3%), and celebrity endorsements (12.3%) [3]. However, few studies have focused on how executives' personal social media presence (e.g., posts by executives at NEV companies) directly impacts sales, brand trust, or market awareness. This gap is particularly evident in China's NEV industry, where executives' visibility on platforms such as Weibo may play a decisive but understudied role in shaping consumer perceptions.

This study explores two key questions: How do executives' personal Weibo activities relate to sales performance in China's new energy vehicle industry? And how do these personal strategies compare to corporate social media activities? The study has collected second-hand data from reliable resources for the correlation studies and has analyzed them with scientific methods. Responses from the current and potential NEV buyers also provide a perspective of view from the consumers. This study provides guidance for NEV companies to balance personal and corporate online strategies to enhance market competitiveness. As the NEV industry continues to expand, understanding these nuances will be critical to maintaining growth in an increasingly digital and environmentally conscious economy.

2. Literature Review

2.1 Introduction

This literature review aims to provide an overview of existing research on Weibo marketing among executives of Chinese NEV companies. This is crucial to understanding how social media activities affect company performance, especially in the rapidly growing Chinese NEV market. Key concepts, theoretical frameworks, previous research,

and their implications for future research and practice will be mentioned.

2.2 Overview of China's NEV Market

The NEV is defined by vehicles powered by alternative energy sources, such as electricity or hydrogen, aimed at reducing carbon emissions and promoting sustainable transportation. China's NEV has grown significantly, with sales reaching 3.79 million units in 2018, accounting for about 64% of global sales. This expansion is driven by government policies and growing consumer demand for environmentally friendly transportation [4]. Companies such as Tesla and NIO have adopted unique marketing strategies to capture market share, using various tactics in product positioning, pricing, and promotion [5].

2.3 Social Media and Consumer Behavior

Previous studies have shown that China's new energy vehicle industry has developed rapidly, and government support has played an important role in market development [6]. When it comes to social media and consumer behavior, it is clear that social media activity can significantly influence consumer decision-making (Yang, 2024). Research shows that executive engagement on social media can have a positive impact on company performance [7]. Results from previous studies also suggest that social media activities, including those of executives, can have a significant impact on firm performance [8].

2.4 Theoretical Frameworks in Weibo Marketing

Marketing communications, especially on social media platforms like Weibo, often follow the AIDA model, which emphasizes capturing attention, generating interest, creating desire, and prompting action [9]. The model is relevant to Weibo marketing because it helps managers craft messages that encourage consumer engagement and conversion. Social Media Influence Theory also plays an important role, exploring how individuals or entities can influence behavior through social media, particularly in shaping consumer behavior and brand perceptions [10]. Weibo plays an important role in engaging consumers, resulting in increased engagement and brand awareness. Marketing communications on Weibo involve the use of Sina Weibo for promotional activities, branding, and customer interactions.

2.5 Executive Social Media Influence on Company Performance

Executive Social Media Influence refers ability of executives to shape public perception and influence consumer behavior through social media. This concept is crucial to understanding how executives of NEV companies use

Weibo for marketing [10]. Former research has shown that executives' activity on Weibo can significantly influence consumer behavior and brand perception. A study in *Frontiers in Psychology* examined how social media marketing campaigns influence consumer intent, highlighting how interactivity and information volume influence consumer attitudes and behaviors [11]. The study also showed that social media activities have a positive impact on consumer attitudes and purchase intentions. The importance of user experience and engagement is emphasized in the study, reinforcing the potential impact of executive social media presence on purchasing decisions.

2.6 Existing Research Gaps and Study Contributions

Current research often faces limitations. Former empirical studies mostly focused on the influence of the corporates' official accounts, while the effect of the executives' accounts was often ignored, especially on Chinese social media platforms. Moreover, further study on the marketing strategies of the NEV industry also needs to be conducted, as the Chinese NEV market grows rapidly. This research aims to fill the gap in current research by offering a combined study of how NEV company executives' Weibo marketing activities influence sales performance, focusing on a niche that has been largely unexplored in the existing literature.

3. Methodology

This study uses a mixed-methods approach, combining secondary data analysis and primary data collection through a survey to examine the relationship between executives' personal Weibo marketing activities and the sales performance of Chinese New Energy Vehicle (NEV) companies. The goal is to understand how personal social media engagement influences the marketing effectiveness of NEV brands, with a focus on comparing executive-level marketing strategies to corporate-level ones.

3.1 Data Analysis

A linear regression model is used to analyze the relationship between the independent variable (Weibo engagement) and the dependent variables (NEV deliveries, Baidu search volume, and market share). Before the analysis, the model assumptions of linearity, independence, and residual normality were evaluated. The engagement data of executives' personal Weibo accounts were compared with official corporate accounts to assess whether there was a significant difference in their marketing impact.

The research involves both secondary data analysis and survey data. In addition to analyzing secondary data, the study uses a survey to collect consumer perceptions of

Weibo marketing and provide additional insights to complement the quantitative data. Article reviews are also part of the secondary research to provide a deeper theoretical foundation and contextual understanding of the study.

3.2 Secondary Research

A comprehensive review of existing literature on social media marketing in the NEV industry was conducted as part of the secondary research. The review focused on academic journals, industry reports, and case studies related to Weibo marketing, executive social media presence, and consumer behavior within the NEV sector. Articles were accessed through platforms like Google Scholar, JSTOR, and ScienceDirect. The literature primarily covers studies related to social media marketing. These articles provided theoretical insights into how social media platforms, particularly Weibo, influence brand visibility and consumer behavior in the NEV industry.

For secondary data analysis, public data on Weibo interactions (such as likes, comments, and reposts) from executives' personal Weibo accounts and company official accounts were collected using Python scripts. XPeng, BYD, and DeepBlue were chosen due to their distinct characteristics within the NEV industry. XPeng's executives, notably CEO He Xiaopeng, are highly engaged on Weibo and frequently share innovations. BYD, a leading NEV brand, commands a significant market share globally and in China. DeepBlue, a fast-growing brand in the NEV space, is expanding its product lineup and market reach, making it an interesting case for studying how new brands use social media to build brand awareness. These companies offer rich material for exploring how social media marketing impacts business performance.

The responses were analyzed using descriptive statistics and thematic analysis for the qualitative questions. Statistical software like SPSS was used to analyze the survey data and identify patterns and correlations between consumer perceptions and Weibo engagement metrics. The study uses three key performance indicators from secondary data: the number of NEV deliveries, search volume on Baidu (frequency of searches for NEV products), and market share. The engagement metrics were analyzed using linear regression models to explore the relationship between social media activity and company performance. Additionally, the analysis compared the impact of executive-level Weibo engagement with that of corporate accounts.

3.3 Primary Research

For primary research, a descriptive questionnaire was designed to collect data on consumer perceptions of Weibo marketing by NEV executives. The survey consisted of three sections: demographic information (age and NEV

ownership status), consumer perceptions (views on the effectiveness of executive Weibo activity in influencing trust and purchasing decisions), and engagement with Weibo content frequency of engagement with executive-level social media content and its perceived relevance to NEV purchases. The survey included 15 questions, using a combination of multiple-choice and Likert scale questions to capture both quantitative and qualitative insights.

The survey was distributed online to NEV owners and potential consumers in China, particularly those familiar with the NEV market and Weibo. Platforms such as SurveyMonkey and Google Forms were used to distribute the survey, aiming for a sample size of 300 respondents to ensure a representative and reliable dataset for analysis.

This study adheres to strict ethical guidelines to protect participants' privacy and ensure the integrity of the research. All engagement data from Weibo was obtained from publicly accessible posts from both executives' personal accounts and official company accounts, following Weibo's terms of service and data usage policies. Data collected from Weibo interactions were anonymized to protect the identities of users.

3.4 Ethical Consideration

Participation in the survey was voluntary, and all participants were informed of the study's purpose before responding. Informed consent was obtained, and the survey was anonymous, with responses kept confidential. No sensitive personal information was collected. All data were stored securely on password-protected devices, and the survey data were aggregated for analysis to ensure

individual responses could not be traced back to specific participants. Data will be permanently deleted after the completion of the research project in compliance with data protection regulations.

To ensure impartiality, the study used neutral language in the survey design to avoid bias, and data were collected systematically to maintain consistency. Potential biases in data sources, such as user engagement on Weibo, were acknowledged and mitigated where possible.

4. Result

4.1 Secondary Data Analysis Findings

To further investigate the relationship between variables related to marketing performance of NEV companies and executives' personal Weibo engagement, regression analysis was conducted using data adapted from executives' Weibo posts and reliable online resources, including company reports, industry research reports, and professional databases. The variables under consideration included the number of NEV deliveries, Baidu search volume for NEV products, market share, and metrics related to executives' personal Weibo engagement, such as the total number of likes, comments, and reposts.

For predicting the number of NEV deliveries, the regression model was formulated with the total likes, comments, and reposts on executives' personal Weibo as independent variables. The regression equation can be expressed as:

$$\text{Deliveries} = \beta + \beta_{1\text{Likes}} + \beta_{2\text{Comments}} + \beta_{3\text{Reposts}} + ?$$

The results of the regression analysis are as follows:

Table 1. Regression Model for Predicting NEV Deliveries

Variable	Coefficient
Total Likes	0.5909
Total Comments	0.2096
Total Reposts	0.0288

Table 2. Regression Model for Predicting Search Volume

Variable	Coefficient
Total Likes	-9.0859
Total Comments	3.0917
Total Reposts	0.0027
Intercept	102780.0186
R ²	0.2752
MSE	399772515.96

Table 3. Regression Model for Predicting Market Share

Variable	Coefficient
Total Likes	-1.9470×10^{-4}
Total Comments	-2.2698×10^{-4}
Total Reposts	2.8012×10^{-5}
Intercept	2.7620
R2	0.0324
MSE	4.5150

The coefficient indicates how much the dependent variable is expected to change for each unit increase in the independent variable, thus indicating the size and direction of the effect. The intercept represents the predicted value of the dependent variable when all independent variables are zero, determining a baseline reference level. R-squared is used to measure the proportion of variance in the dependent variable that can be explained by the model as an indicator of explanatory power. The mean squared error (MSE) estimates the average squared difference between the observed and predicted values, reflecting the prediction accuracy of the model.

The regression model for predicting NEV deliveries exhibits positive coefficients for total likes, comments, and reposts (most notably with total likes), indicating that a higher level of engagement on executives' personal Weibo is associated with an increase in NEV deliveries. However, the relatively modest R-squared value (approximately 16.54%) and high MSE suggest that while there is a positive relationship, a substantial portion of the variability in deliveries remains unexplained by the model.

In contrast, the model predicting search volume shows a more complex relationship. The negative coefficient for

total likes suggests that total comments have a positive effect, and total reposts contribute only marginally. With an R-squared of about 27.52%, this model provides moderate explanatory insight, yet the high MSE indicates considerable prediction error.

The model for predicting market share shows very small coefficients for all engagement metrics, implying that these Weibo interactions exert low influence on market share. This is further supported by a very low R-squared value (around 3.24%), which underscores that market share is largely determined by factors beyond the scope of the examined social media interactions, even though the MSE remains relatively low due to the small overall effect size.

Collectively, these models suggest that while executive Weibo engagement may positively affect NEV deliveries and has a nuanced impact on search volume, its influence on market share appears negligible, highlighting the need to consider additional variables to fully capture the dynamics of market performance.

In addition to the regression analysis, several charts were created to visually illustrate the relationships.



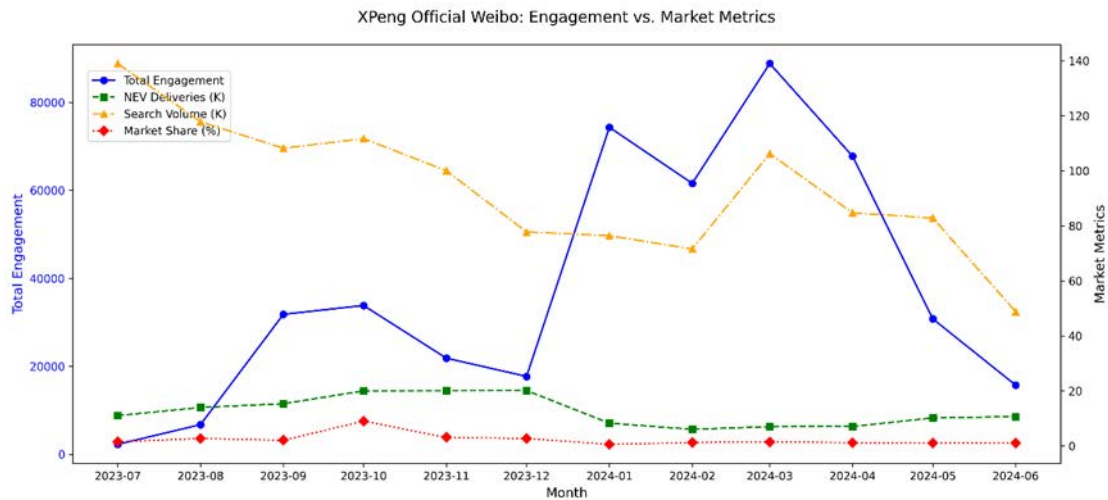


Fig. 1 XPeng Executive and Official Weibo: Engagement vs. Market Metrics

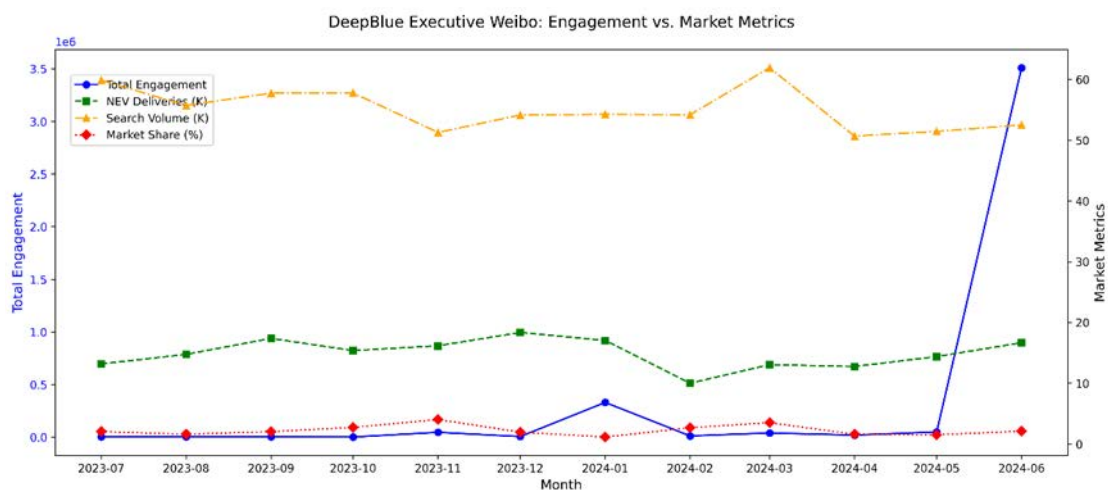
The graph displays the total engagement on XPeng's executive and official Weibo account and relevant market metrics. Executive Weibo's total engagement has significant fluctuations, reaching a peak in November 2023, while the total engagement of the official account shows a fluctuating trend, peaking in November 2023 and March 2024 before declining. NEV deliveries have a stable growth trend, search volume decreases gradually, and market share remains relatively low.

The peaks in engagement may be associated with executive-level announcements or interactions. The stable delivery growth is positive, while the decline in search volume is a potential area of concern.

The figure suggests that XPeng's executives can use the high-engagement periods to convey important company

messages. To address the search volume decline, they could collaborate with marketing teams to develop more engaging and visible campaigns. When total engagement is high, it may be beneficial to analyze the content and timing to replicate success. To address the decline in search volume, XPeng could consider more targeted marketing efforts to regain public attention.

In terms of market-related indicators, both show similar trends of growth in new energy vehicle deliveries, but the executives' Weibo search volume has dropped more significantly. Both maintain a lower market share. Overall, XPeng's official Weibo account may have greater marketing influence because its total engagement level is higher and more stable.



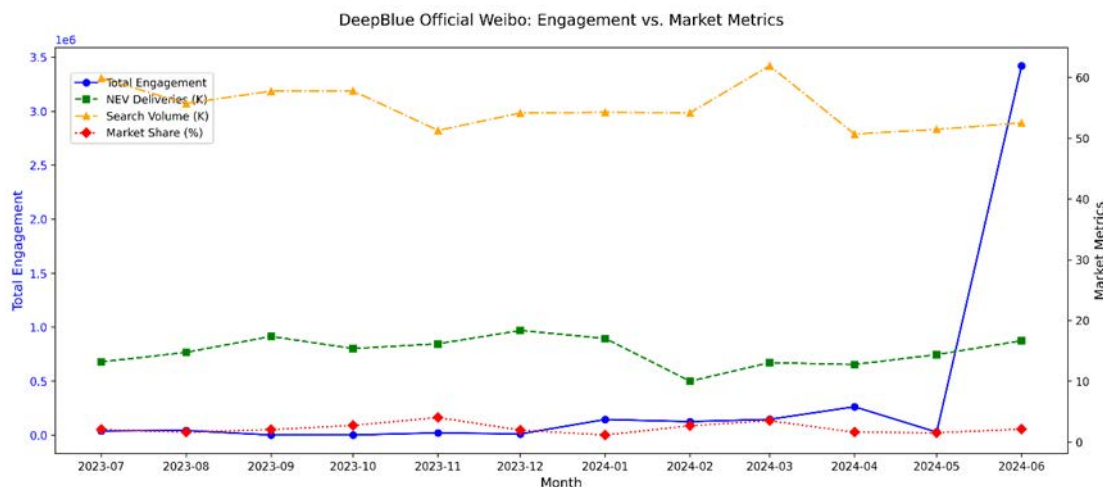


Fig.2 DeepBlue Executive and Official Weibo: Engagement vs. Market Metrics

The figure shows the trends of total engagement on DeepBlue's executive and official Weibo account and market metrics from July 2023 to June 2024. Total engagement of the executive Weibo remains low until a significant spike in June 2024. NEV deliveries exhibit a generally increasing trend with a minor dip in February 2024. Search volume declines steadily until a slight rise in 2024, and market share stays low with little change.

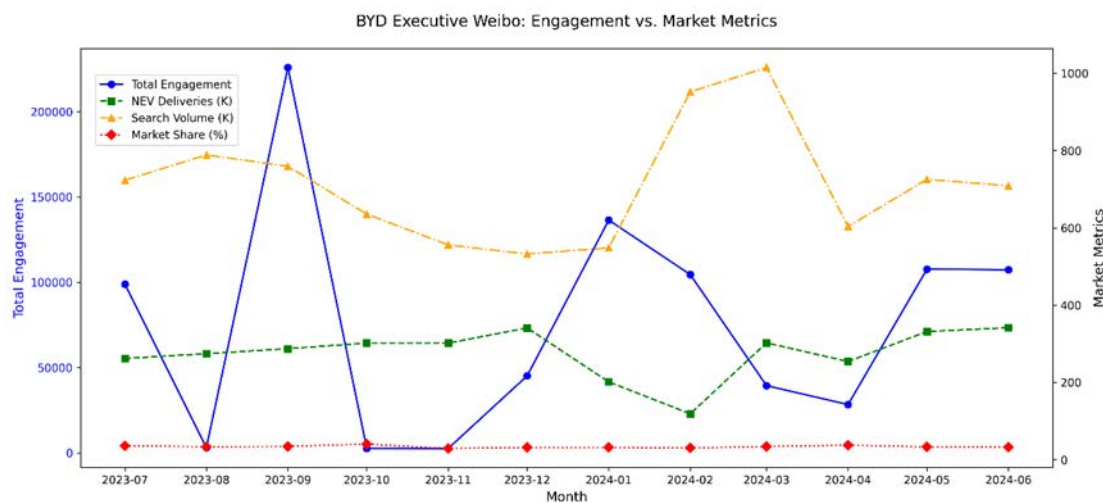
The sudden increase in total engagement of the official Weibo in June 2024 might be due to a notable event or statement by the executive. The overall growth in NEV deliveries is a positive sign, but the long-term decline in search volume is a concern.

The figure suggests that DeepBlue can investigate the cause of the high engagement in June 2024 to replicate such success. To reverse the decline in search volume, the company could focus on improving brand visibility and promoting new product features. The brand may need more consistent and effective communication strategies,

since the low engagement levels are followed by a sudden increase. The stable growth of NEV deliveries indicates a growing market presence, but the search volume trend needs attention. DeepBlue's official Weibo should also focus on maintaining high-quality content to keep engagement levels up. To boost search volume, it could enhance online promotion and engage with users more actively.

For total engagement, both the executive and official Weibo accounts had low levels for most of the time, with a sudden increase in June 2024. However, the official Weibo seems to have a more stable base level of engagement before the spike.

Judging from market-related indicators, the trends of changes in NEV delivery volume, search volume, and market share are relatively similar. Given the more stable pre-spike engagement of the official Weibo, it may have a more stable marketing influence, while the executive Weibo's single-spike event may have a short-term strong but less sustainable impact.



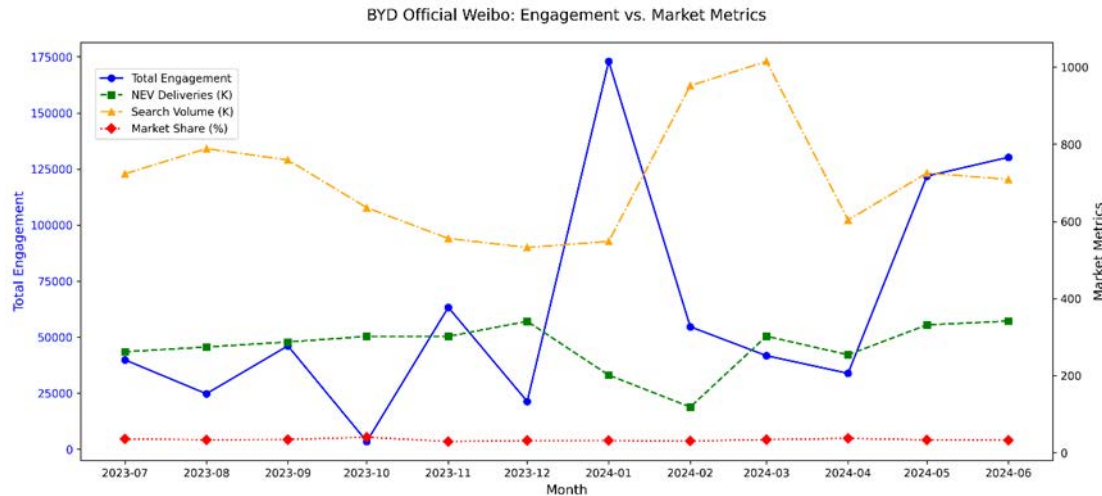


Fig.3 BYD Executive and Official Weibo: Engagement vs. Market Metrics

This figure shows the trends of total engagement on BYD's executive and official Weibo accounts and market metrics. Total engagement of the executive Weibo has two major peaks in September 2023 and January 2024, followed by drops. The official Weibo's total engagement has peaks in September 2023 and January 2024, followed by decreases and then another rise in 2024. NEV deliveries show an overall upward trend with some fluctuations. Search volume decreases over time and then recovers slightly, and market share remains low.

The peaks in the executive account's engagement suggest that certain executive-related activities or announcements can attract public attention. The delivery growth indicates a positive market performance, but the search volume trend requires attention. Fluctuations in engagement of the official account may be related to the brand's content and marketing strategies. The delivery growth shows market potential, while the search volume trend reflects the need for better brand promotion.

The graph suggests that BYD's executives can leverage the high-engagement periods to enhance brand image and promote new products. To improve search volume, more targeted marketing and public relations efforts may be needed. Moreover, BYD's official Weibo should focus on maintaining high-quality and consistent content to keep engagement stable. To increase search volume, the brand can use various digital marketing channels to enhance its online presence.

These visualizations, along with the regression analysis results, contribute to a more comprehensive understanding of the relationships between executives' personal Weibo activities and various performance metrics in the NEV industry. Although the regression models have certain limitations in terms of explanatory power, they still offer valuable initial insights that can guide further research and decision-making in the context of NEV marketing strategies.

4.2 Survey Results

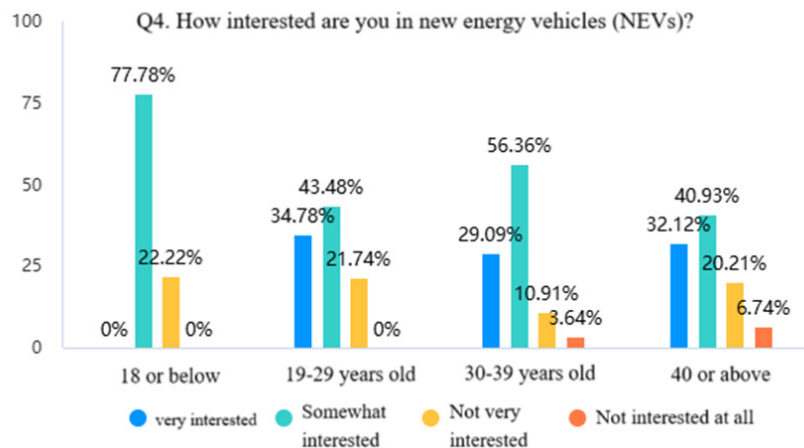


Fig 4. Statistics on the Interest in NEV for Different Age Groups

The survey was designed to gather primary data regarding consumers' perceptions of Weibo marketing by NEV executives. A total of 300 respondents participated in the

survey, providing insights into the relationship between social media and the NEV market.

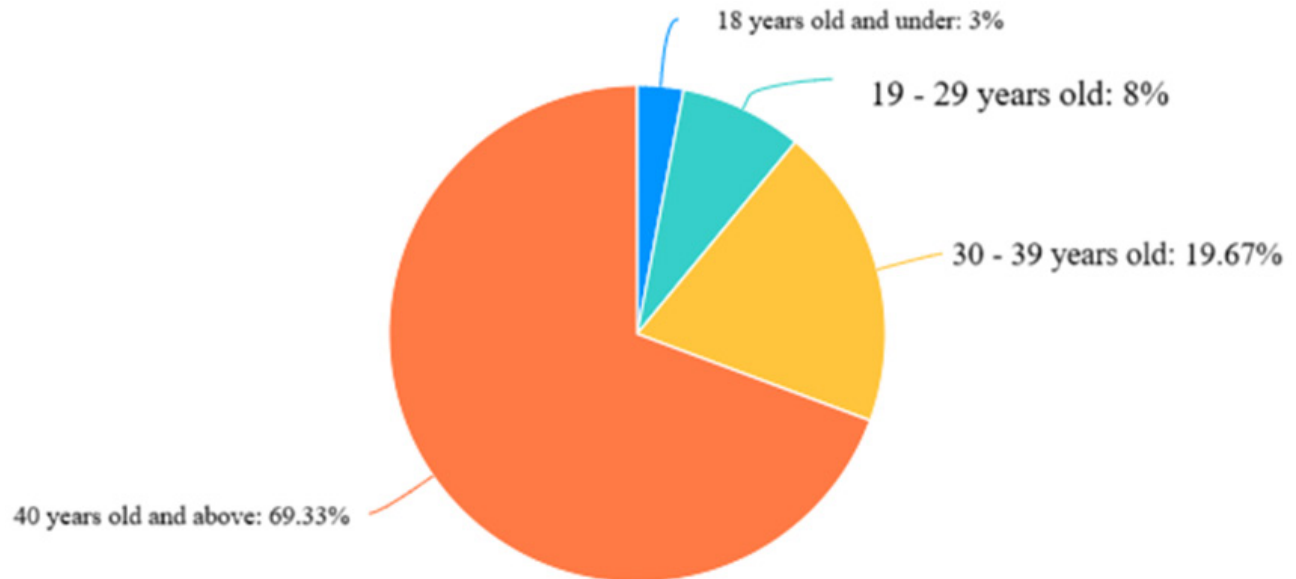


Fig.5 The demographic profile of the respondents

The demographic profile of the respondents indicates that the survey mainly captured the views of an older demographic. According to a study by Statista (2024), two-thirds of Weibo users are under the age of 31, with users aged 24 to 30 accounting for the largest proportion at 35% [12]. These data clearly show that the majority of Weibo users are young people. However, in this study, the sample does not fully represent this group. This may explain

the difference between the expected significant positive impact of executive personal Weibo marketing on NEV sales and the actual results. Since young people are the main group using Weibo, their consumption behaviors and preferences may be different compared to older groups, and the underrepresentation of young people in the sample may lead to an inaccurate assessment of the impact of executive Weibo activities.

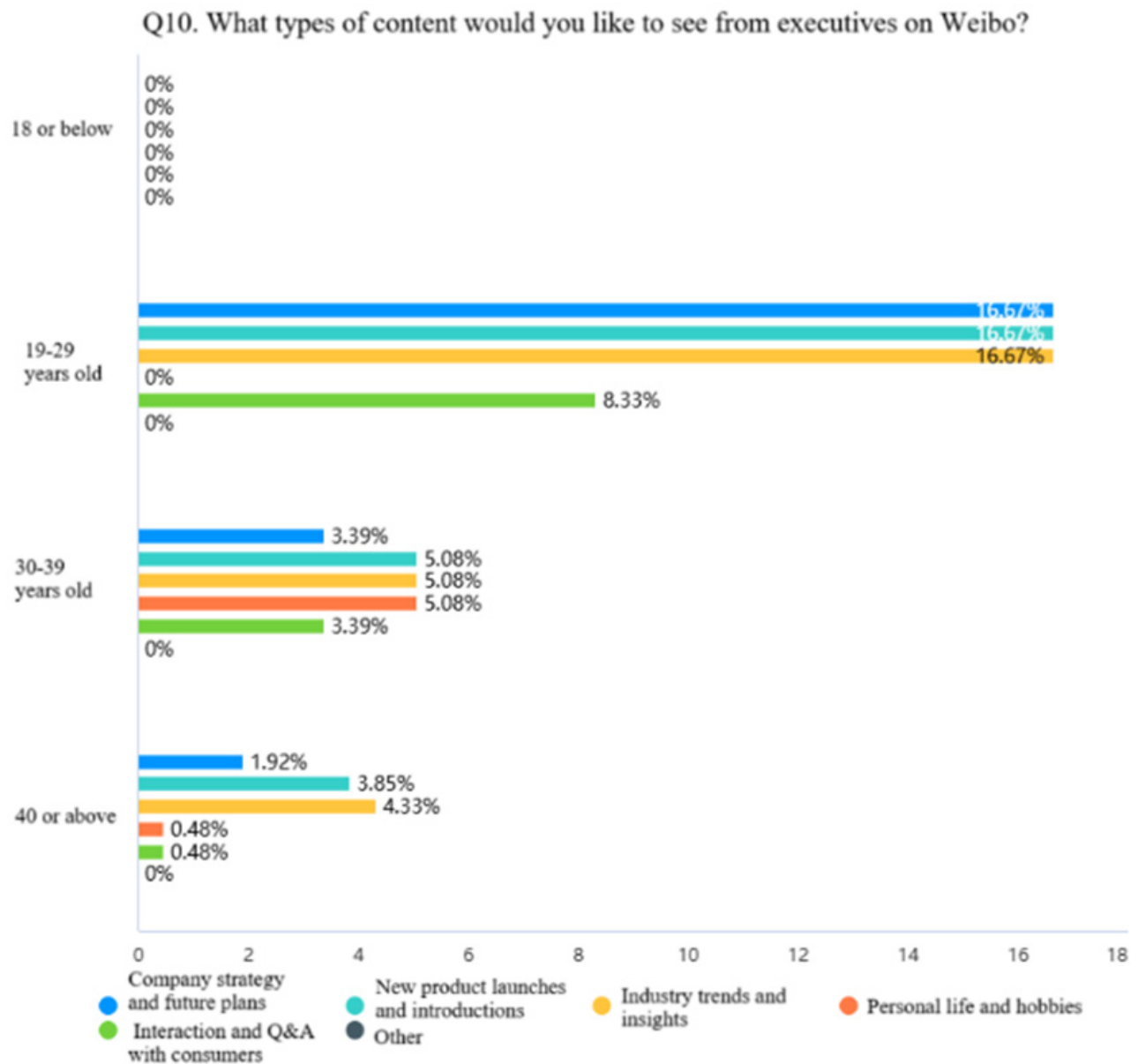


Fig.6 Executive and Official Weibo Accounts Impact on Purchasing Decision on Different Age Groups

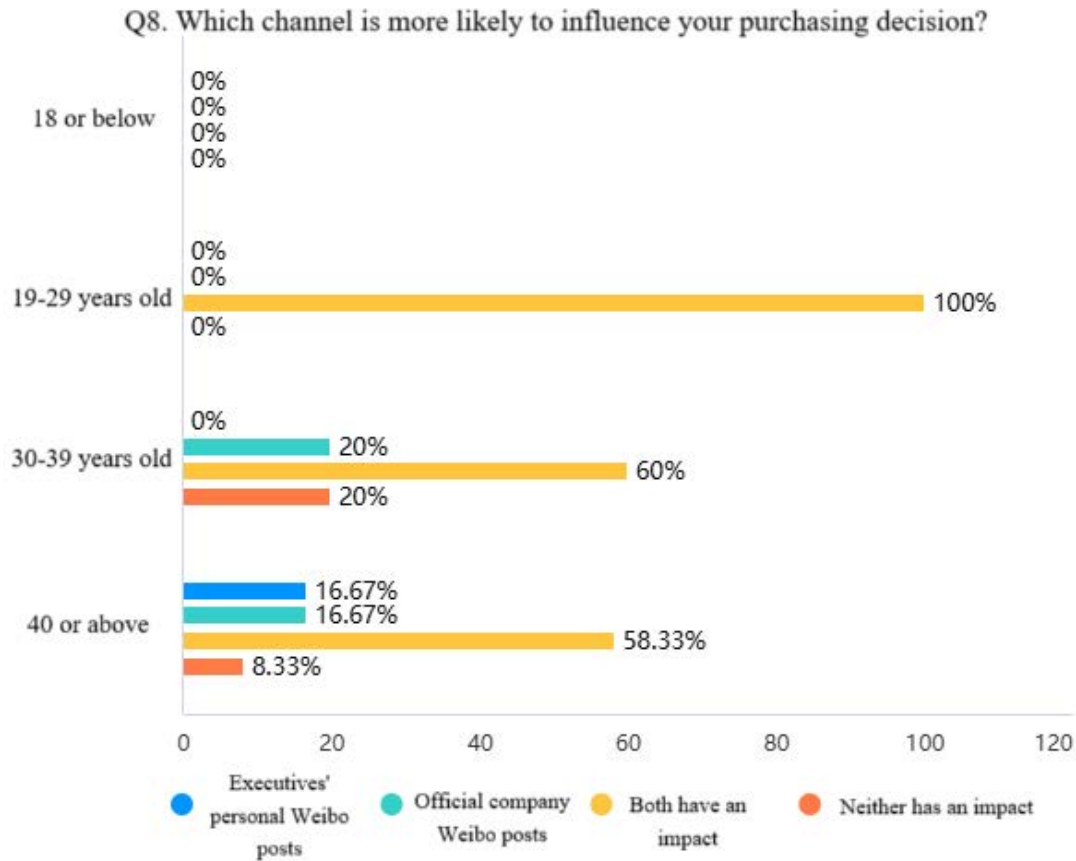


Fig.7 Preference for Executive Weibo Contents of Different Age Groups

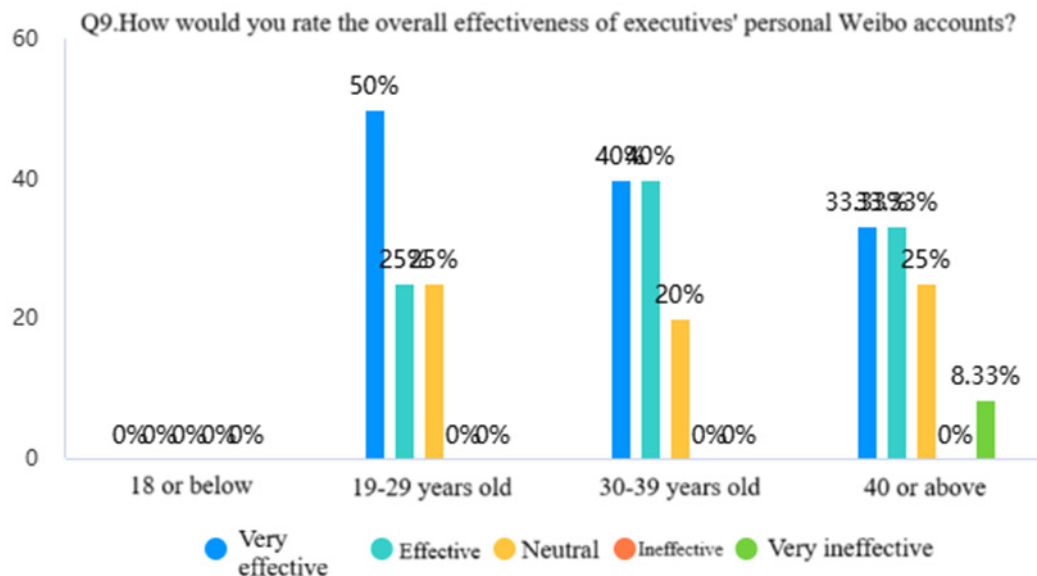


Fig.8 Consumers of Different Age Groups' Attitudes on the Executive Weibo Accounts

The initial hypothesis posited that executives' personal Weibo activities would exhibit a significant positive impact on NEV sales. However, the survey results did not

fully meet this expectation, which may be because the age distribution of the sample is a key factor. Data cross-analysis shows that younger people, especially those aged 19-

29, have significantly higher engagement with official and executives' Weibo content. This group has the highest percentage of followers of executives' personal accounts and believes that content is more effective. More notably, these younger respondents were more likely to cite industry insights and interactive content as their preferred content types, and most of the respondents in this age group indicated that both executive and official accounts influenced their purchasing decisions, suggesting a synergistic effect of dual-channel engagement.

In contrast, the sample was skewed towards older respondents, a group that exhibited lower engagement with Weibo overall and showed weaker interest in the executives' account. This age-related sampling bias likely diluted the perceived impact of executive-level marketing, particularly since younger users are both the primary demographic on Weibo and the most responsive to executives' personal content. Consequently, the underrepresentation of this age group in the sample could explain the observed discrepancy between the hypothesized and actual outcomes.

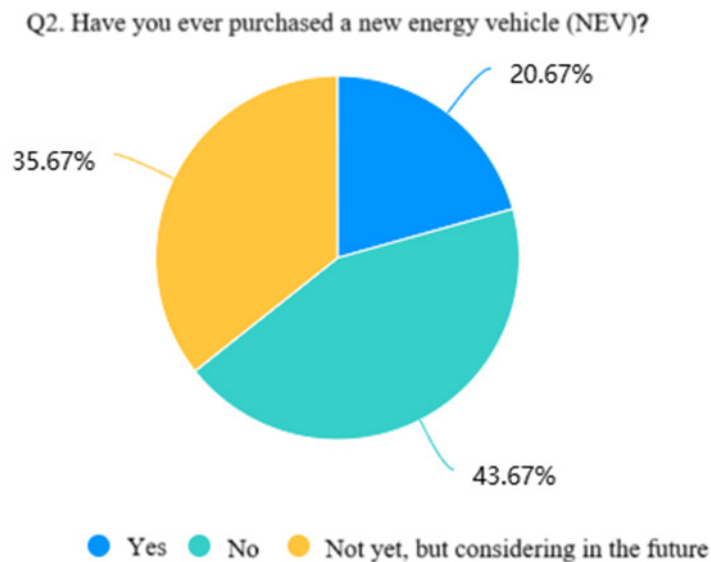


Fig.9 Statistics on Whether the Respondents Have Purchased NEVs and Their Intentions

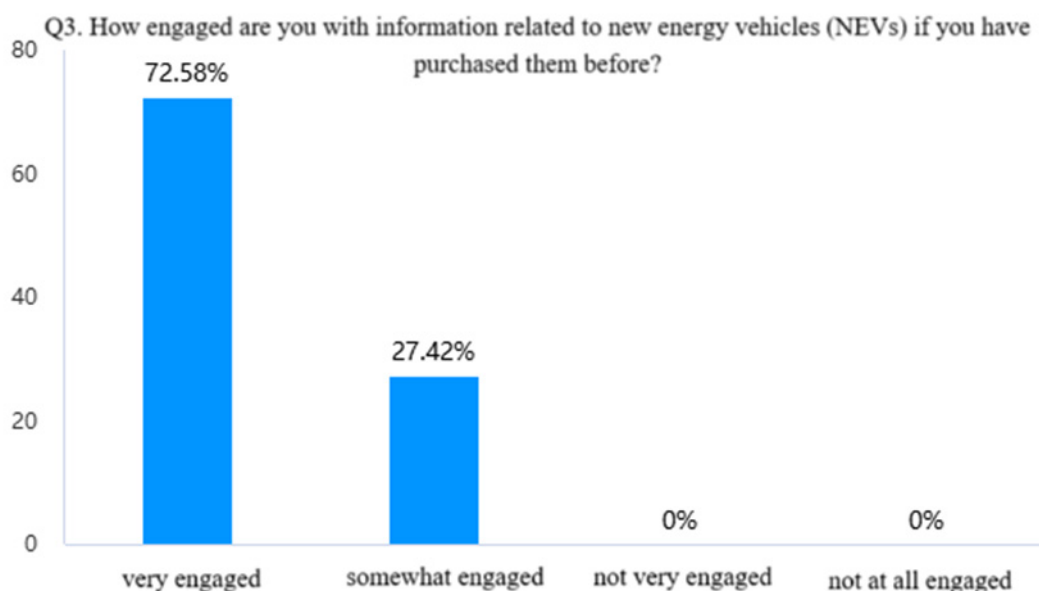


Fig.10 Level of Interest of the Respondents Who Have Purchased NEVs Before

Regarding the purchase behavior of the respondents, 20.67% had previously purchased an NEV. Interestingly,

among those who had made a purchase, a significant majority expressed a high level of interest in NEV, suggesting a strong willingness to purchase in the near future and a continued enthusiasm among existing customers. More-

over, over half of the respondents stated that they were considering doing so in the future, indicating a substantial potential for market growth.

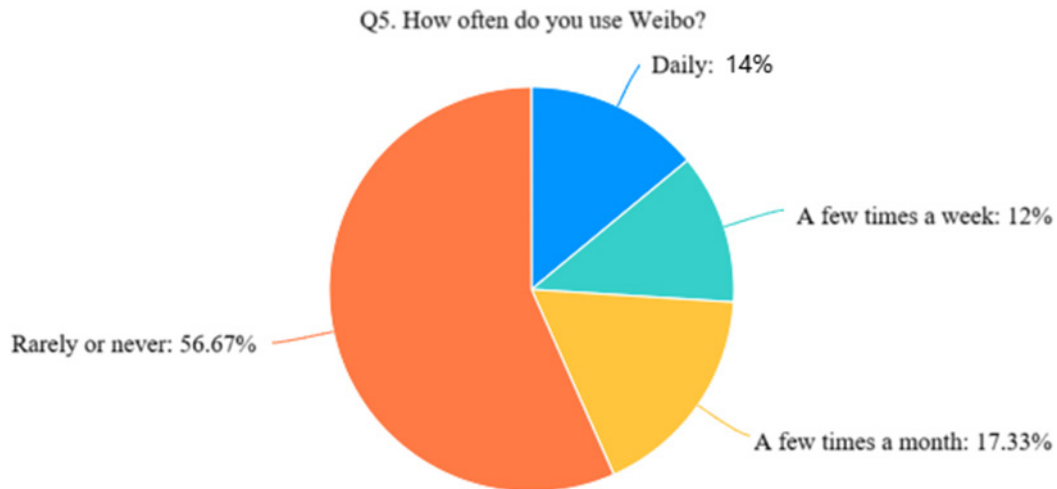


Fig.11 Respondents' Frequency of Weibo Usage

The usage frequency of Weibo among the respondents showed that over half of them rarely or never used the platform. However, among the users, a few of them use it frequently. This suggests that while the overall usage fre-

quency is relatively low, there is still an active user group that can be targeted for effective social media marketing strategies.

Q7. Do you follow the personal Weibo accounts of executives from NEV companies?

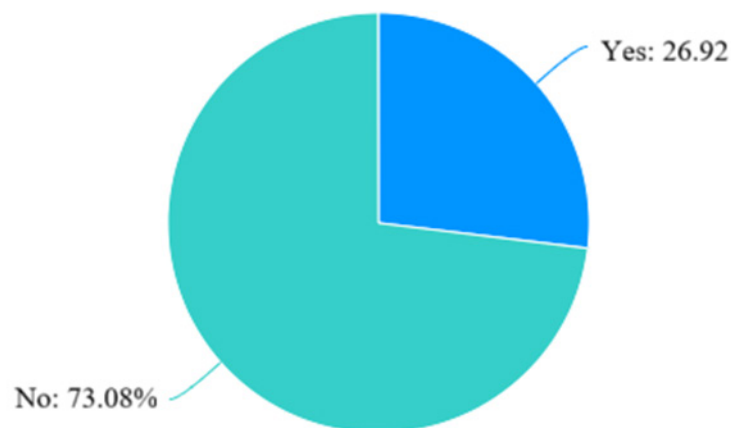


Fig.12 Statistics on Whether the Respondents Have Followed the Executives' Accounts

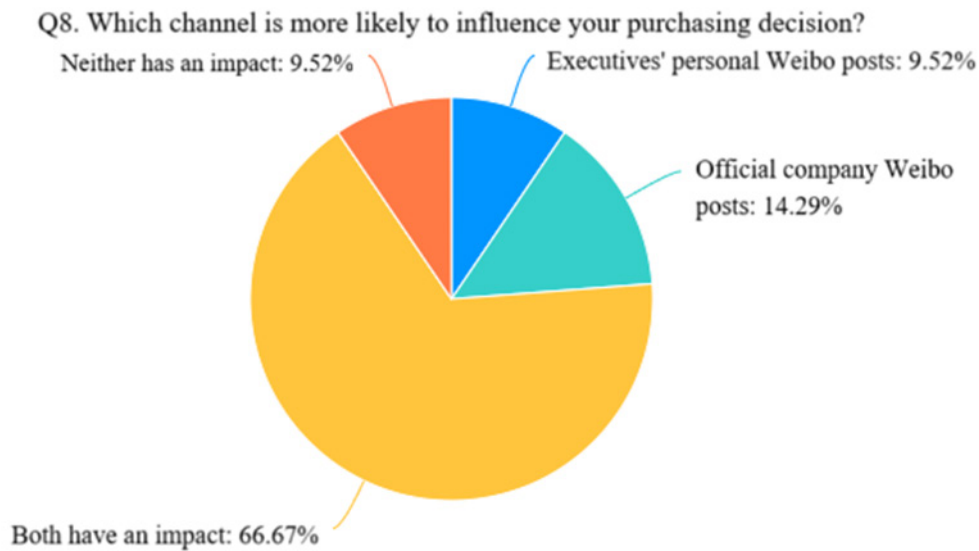


Fig.13 Executive and Official Weibo Accounts Impact on Purchasing Decision

When it came to the attention paid to NEV brand Weibo accounts, nearly half of the respondents followed the official accounts, and 26.92% followed the executives' personal accounts. Notably, when asked about the influence of these channels on purchasing decisions, 66.67% of the

respondents believed that both channels had an impact. This highlights the potential significance of social media in the decision-making process, even if the direct engagement levels are not extremely high.

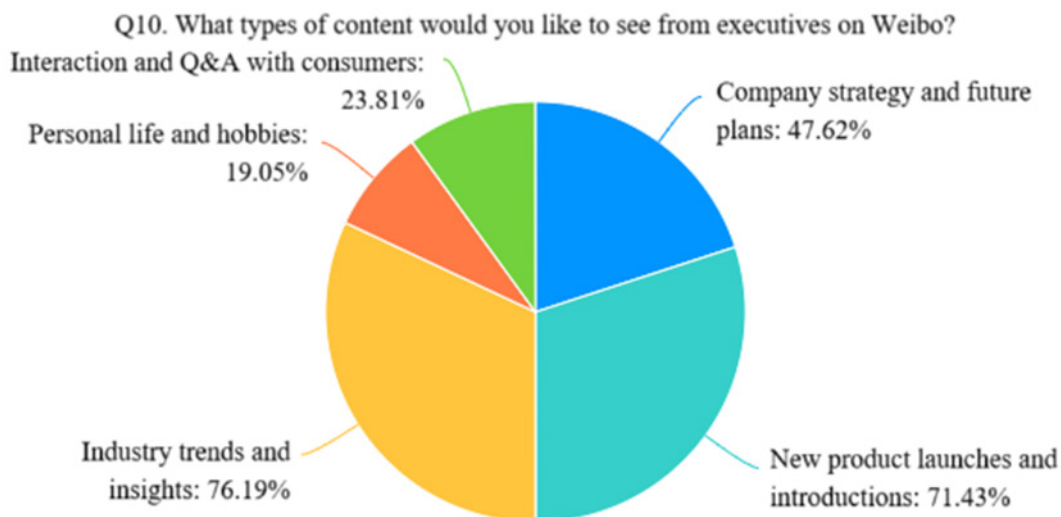


Fig.14 Content Preferences on Executives' Weibo

In terms of the content preferences on executives' Weibo, most of the respondents were interested in industry trends and insights, and new product releases. These findings provide clear guidance to executives on what types of content can effectively engage audiences and increase their Weibo influence.

Overall, the survey showed that while a large portion

of consumers who have already purchased NEVs have a continuing interest in the market, a large portion of consumers who have not purchased NEVs are also considering future purchases, highlighting the market's growth potential. However, the survey also exposed some challenges, especially the age bias of the sample. Older consumers have lower engagement on Weibo, which may

be the reason for the poor performance of executive Weibo marketing. Young users are more active on Weibo and show higher engagement and stronger reactions to executives' personal content, indicating that the behavior of this group is underestimated, highlighting the need for more balanced demographic representation in future research. For future marketing strategies, NEV brands should focus on strengthening interaction with young consumers and exploring how to optimize dual-channel marketing (executives and official accounts) to more effectively influence purchase decisions.

5. Discussion

In the field of NEV marketing, using the AIDA model and regression analysis, previous research has explored multiple aspects and found that social media activities have a positive impact on consumer attitudes and purchasing intentions, and the content posted by executives on social media may also have an impact on consumers' purchasing decisions. While studying the digital marketing field, this study also focused on the unique role of executives' personal Weibo accounts.

Both this study and previous research acknowledge the significance of digital platforms in promoting NEVs. Chen et al. (2020) emphasized the role of online presence in increasing brand awareness and driving sales, which is consistent with the finding that social media, especially Weibo, can influence consumer purchasing decisions [13]. For instance, a certain percentage of respondents in the survey were influenced by NEV brand Weibo accounts when making purchase decisions.

Previous studies predominantly emphasized the impact of official brand-managed digital channels, such as official websites and social media accounts. In contrast, this research delved into the impact of executives' personal Weibo accounts. This research also develops the executives' personal charisma and the unique content they share, such as industry insights, which can attract a distinct segment of consumers and have a non - non-negligible impact on brand perception and purchase intention.

The differences can be attributed to several factors. Firstly, the nature of the content varies. Official brand - managed channels typically focus on product-centered information, while executives' personal Weibo can offer a more personal and insider perspective. Secondly, the target audience segments might be different. Official channels may attract a broader range of consumers, while executives' personal Weibo may attract those who are more interested in the industry and the vision of the company's leaders, as indicated by the survey, where a significant number of respondents were interested in industry trends shared by executives.

Based on the research findings, NEV companies are ad-

vised to develop a dual-track social media strategy. For official Weibo accounts, continuous optimization of product promotion is recommended, with a focus on high-quality content about product features, performance, and new releases. For executives' personal Weibo, executives should be encouraged to share more in - depth industry knowledge, future trends, and behind - the - scenes stories of the company. This approach can not only enhance brand image but also establish a closer connection with consumers. Additionally, organizing interactive activities on both platforms can increase user engagement. Artificial intelligence (AI) and big data analytics can also be used to analyze real-time consumer interactions on social media platforms such as Weibo. The use of AI may allow for more accurate targeting and personalized content delivery. AI-driven sentiment analysis can interpret nuanced views from engagement metrics, enabling executives' posts to address specific concerns or capitalize on trending topics.

6. Evaluation

6.1 Successes

One of the major successes of this study was the comprehensive data collection method. By integrating secondary data analysis from real business records and primary data from a well-designed consumer survey, data triangulation was achieved, allowing for a deeper understanding of the research topic. Regression analysis of the secondary data provided quantitative relationships between variables, and its findings added qualitative insights into consumer perceptions and behaviors. Another success was the use of multivariate regression models in the data analysis, which allowed for the exploration of complex relationships between different factors, such as Weibo engagement metrics and NEV performance metrics.

6.2 Limitations

This study also has some limitations. The survey sample size is relatively small, which may limit the generalizability of the research results. According to statistical principles, a larger sample size is usually required to ensure the representativeness of the results; the data collection period (two weeks) is relatively short and may not fully capture long-term trends and changes in market and consumer behavior. In addition, this study did not include a detailed age analysis, which could have provided insights into how different age groups react to executives' marketing activities on Weibo. Survey data show that younger users, especially those between 18 and 30 years old, tend to use Weibo more frequently than older people. This may have a significant impact on engagement metrics, as younger users are more likely to interact with content, thus distort-

ing the overall data. In addition, certain external events during the data collection period, such as market changes, product launches, or shifts in consumer sentiment, may have a positive or negative impact on engagement metrics, leading to some uncertainty in Weibo data.

7. Conclusion

In conclusion, through secondary data analysis and a primary consumer survey, the impact of factors such as Weibo engagement on NEV sales, market share, and brand awareness was investigated. The study found that executives' personal Weibo can influence consumers' purchasing decisions, although the relationship is complex and may be influenced by multiple factors.

In the long run, the results of this study show the importance of integrating emerging technologies and adaptive strategies to maximize the impact of executives' personal social media engagement. Since further research is still needed in this area, future research should expand the sample size and data collection period and further explore the impact of content-based content on different consumer groups in depth in order to improve the reliability and generalizability of the results.

The study result also suggests that NEV companies should pay more attention to the potential of executives' personal social media influence and make more effective marketing strategies to gain a competitive advantage in the rapidly developing NEV market. By incorporating such technologies, NEV firms can transform simple engagement data into actionable insights, closing the gap between executive-led content and measurable business outcomes.

Furthermore, combining social media strategies with broader national and global sustainability agendas can also enhance a brand's reputation and influence. China's "Dual Carbon" goals (carbon emissions peaking by 2030 and achieving carbon neutrality by 2060) have reshaped the regulatory and consumer landscape of the NEV industry. Executives' Weibo contents can focus not only on technological innovation but also on the company's contributions to the environment and society. For example, sharing brand-related news about green manufacturing processes or carbon-neutral initiatives may enhance brand credibility among eco-conscious consumers. In a study surveying consumers across Mainland Greater Bay Area cities and Hong Kong, over 80% of Mainland GBA consumers and 65% of Hong Kong consumers said they prefer brands that share their social values, including sustainability and ESG commitments [14]. This demonstrates a strong alignment between consumer values and brand preference, analogous to the original message's intention. By positioning executives as thought leaders on sustainability, NEV companies can align their marketing strategies with policy-driven consumer expectations and foster

long-term customer loyalty in an increasingly competitive market.

References

- [1] Yang Song, "Ministry of Industry and Information Technology: China's New Energy Vehicle Sales Increased 1.6 Times year-on-year in 2021, Ranking First in the World for Seven Consecutive Years," Cctv.com, 2021. <https://auto.cctv.com/2022/01/13/ARTIQVp1dcAGe6frVLSeWse5220113.shtml> (accessed Jul. 11, 2025).
- [2] U. Abbas, K. M. A. Islam, S. Hussain, M. Baqir, and N. Muhammad, "IMPACT OF BRAND IMAGE ON CUSTOMER LOYALTY WITH THE MEDIATING ROLE OF CUSTOMER SATISFACTION AND BRAND AWARENESS," *International Journal of Marketing Research Innovation*, vol. 5, no. 1, pp. 1–15, Feb. 2021, doi: <https://doi.org/10.46281/ijmri.v5i1.987>.
- [3] J. Zhao, B. Freeman, R. Guo, and M. Li, "Formula milk brands marketing on Chinese social media Weibo – a content analysis," *DIGITAL HEALTH*, vol. 9, p. 205520762311556, Jan. 2023, doi: <https://doi.org/10.1177/20552076231155683>.
- [4] F. Yang, P. Xie, and B. Xiang, "How to Promote the New Energy Vehicles under China's 'Internet Plus' Initiative: a Review," *Energy and Power Engineering*, vol. 12, no. 05, pp. 154–181, 2020, doi: <https://doi.org/10.4236/epe.2020.125012>.
- [5] J. Liu and S. Zhou, "Analysis of China's New Energy Vehicle Market Competitive Strategy: Taking Tesla and NIO as Examples," *www.atlantis-press.com*, Apr. 29, 2022. <https://www.atlantis-press.com/proceedings/icssed-22/125973897>
- [6] China Venture Capital, "The evolution and prospects of China's new energy vehicle development policy," *Zgkjt.com*, 2023. <https://www.zgkjt.com/kd/ny/1236.html> (accessed Mar. 06, 2025).
- [7] P. Hanafizadeh, S. Shafia, and E. Bohlin, "Exploring the consequence of social media usage on firm performance," *Digital Business*, vol. 1, no. 2, p. 100013, Jul. 2021, doi: <https://doi.org/10.1016/j.digbus.2021.100013>.
- [8] W. Ghardallou, "The impact of firms' and CEOs' social media usage on corporate performance," *Investment Management and Financial Innovations*, vol. 18, no. 4, pp. 21–35, Oct. 2021, doi: [https://doi.org/10.21511/imfi.18\(4\).2021.03](https://doi.org/10.21511/imfi.18(4).2021.03).
- [9] L. Bao, "Research on the Marketing Strategy of 'New Intelligent Cockpit Technology' by Combining Mental Model and AIDA Theory—Taking AR-HUD as an Example," *E-Commerce Letters*, vol. 13, 2024, doi: <https://doi.org/10.12677/ecl.2024.1341188>.
- [10] P. Grover, A. K. Kar, and Y. Dwivedi, "The evolution of social media influence - A literature review and research agenda," *International Journal of Information Management Data Insights*, vol. 2, no. 2, p. 100116, 2022, doi: <https://doi.org/10.1016/j.jjime.2022.100116>.
- [11] M.-C. Xie, Y.-C. Chang, and C.-M. Cai, "Understanding the

effect of social media marketing activity for promoting intention to participate in martial arts,” *Frontiers in Psychology*, vol. 13, Oct. 2022, doi: <https://doi.org/10.3389/fpsyg.2022.999153>.

[12] “China: Weibo user age distribution 2022,” Statista. <https://www.statista.com/statistics/1361377/china-weibo-user-age-distribution/>

[13] J. Chen, G. Kou, Y. Peng, X. Chao, F. Xiao, and F. E. Alsaadi, “Effect of marketing messages and consumer engagement on economic performance: evidence from Weibo,”

Internet Research, vol. 30, no. 5, pp. 1565–1581, Jun. 2020, doi: <https://doi.org/10.1108/intr-07-2019-0296>.

[14] KPMG, “Over 80% of Chinese mainland GBA consumers strongly prefer socially responsible brands, KPMG China, GS1 HK and HSBC survey finds - KPMG China,” KPMG, Nov. 30, 2023. <https://kpmg.com/cn/en/home/media/press-releases/2022/11/over-80-of-chinese-mainland-gba-consumers-strongly-prefer-socially-responsible-brands-kpmg-china-gs1-hk-and-hsbc-survey-finds.html> (accessed Feb. 17, 2025).